



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

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CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY, 2011

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Danube – Resource for Future Development

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

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Abstract

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.

Introduction

Propeller Danube Master plan idea emerged as an idea in 1986. I concluded that the Serbian Middle Danube Region has potential to become an attractive boating region.

The event that triggered the idea way back in 1986 was the case of the Dutch family who sailed into the Sava River (Yugoslav territorial waters at the time), with a recreational craft catamaran named “Magda” without any

permission by authorities. Crew members were husband, wife, their child and another child supervised under social care program.

This “border incident” on the river Sava caught my attention and I started to collect data about the recreational sailing on rivers. Logically, later on I enlarged my scope of work with canal sailing and river sand and gravel meadows. Since I liked boats from the early days and was an active participant in water sports (swimming, water polo, water-ski, kayak, speed boat and sometimes sailing) it was strange to realize there was only a minor percentage of people undertaking this types of leisure and recreation activities on rivers and canals in Serbia.

In between the years 1974 and 1982 together with my peers from the club “Sailor” we scrutinized many water bodies (lakes, rivers, canals) in Serbia searching for a suitable site for permanent centre dedicated to water sports and recreation.

We were surprised to learn how great the potential in Serbia was; however, more miraculous was the lack of development and use. There were no sport activities at all except fishing designed solely for commercial purposes (catch and sell).

As an active contestant since 1968 and sport referee and sport worker later on, I had a chance to travel and see how countries like Italy, Austria, Germany, England, France, Holland, Belgium, Canada, Japan and others, utilized their lakes, rivers and canals for water sports and water recreation. Over the years I have collected a lot of all relevant data and concluded that the Middle Danube Region – the Danube with all its tributaries from Kmarno to Timok has all the required elements to become one European Nautical Region like France or England have.

While taking part in nautical activities over the years I became a member of many international organizations and alliances therefore growing in knowledge each day about this unrecognized economic arm, then in Yugoslavia and now in Serbia. Canals, rivers and lakes still represent unrecognized economic potential of the Middle Danube Region.

The most important step in my mission to build the nautical economy and tourism for the Danube Region is the development of the Master Plan Propeller Danube. The master plan was presented in Brussels at the EU Parliament in 2004 and proved itself to be realistic and achievable.

At the same parliament gathering five worldwide nautical societies dispatched a massive effort and successfully voted for UN resolution No52 which outlines a new categorization of waterways aimed at recreational boating. Those societies were: Alliance Internationale de Tourisme, European Boating Association, EU Recreational Marine Industry Group, Inland Waterways International and DBA –The Barge Association.

There were many other interesting acknowledgments of the credibility of the Danube Propeller Master plan. Remarkable recognition that Master plan is realistic comes from the fact that I learned how the Trent-Severn Waterway in Canada was built. The Trent-Severn Waterway managed to join lakes and rivers, some with difficult rapids and streams into ONE waterway. My nautical experience gained over decades of work enabled me to design a Master plan Danube Propeller using the same design approach as the Trent Severn Waterway in Canada.

After years of work I realized that my vision is realistic and achievable and I received tributes and recognitions for it mainly outside of the Serbia’s borders.

To enable the readers of this text to understand the vision of that Master Plan Danube Propeller proposes, I will explain basic elements in the following segments:

Territory – Region

The area the Master Plan Danube Propeller covers. The region included in the Danube Propeller Master Plan is defined in Serbia as the Danube watercourse from Bezdán to Prahovo with all its tributaries, rivers and streamlets which meet the navigation guidelines under category minim. RA* and discharge into the Danube. Roughly speaking, at the present time it is possible to navigate through the Serbia for about 1.900 km. If Serbia enforces UN resolution No 52, based on a rough assumption Serbia could have almost 3.500 km of waterways capable of supporting nautical tourism. The undisputable fact is that rivers and canals have two shores; meaning that minus the shores belonging to Romania, Croatia and Bosnia, Serbia is left with over 6.000 km of shores. These shores together with waters represent nautical potential for Serbia.

If we take a wider point of view and look at the entire Middle Danube Region a rough calculation suggests more than 5.500 km of waterways designed for recreational navigation. This furthermore acknowledges the availability of nearly 11.000 km of river and canal banks.

Regulated waterways have a special place in the Middle Danube Region and stretch from lock Kusjak up to Novi Sad and thereafter in the canal network of the Autonomous Province of Vojvodina. These regulated waterways are highly attractive and accounts for more than 1.500 km of waterways.

Master Plan DP concluded that this region is the only such region in the Maina – Danube system.

The opening of the waterway Raina-Maina-Danube on 25th September 1992 (which I attended in Berching) sparked brand new life into the Middle Danube Region which became a very attractive nautical region.

If we look at the broader picture of Europe there exist only a few bigger areas with such a widespread network of rivers and canals like the Middle Danube section. These are the United Kingdom, France, which spreads on to Belgium and Holland and up to Germany and Poland. Also there is a huge waterway network in Russia. It could be said that Middle Danube Region is the 4-th largest region in Europe in size.

The conclusion is that territory of the Middle Danube Region, which is the central part of Serbia, is an ideal place for continental nautical tourism.

Potential – Resource

In Serbia there are 76 rivers with the *length* more than 50 km and 50 rivers and streams with a length less than 50 km. The canal network is 960 km in length, of which 600 km is navigable. It's unknown and not documented well how many armlets, basins and dead river flows there are in Serbia.

It is not known precisely how many sand and gravel grounds there are, however rough anticipation count more than 200. Special regions with sand and gravel grounds are in the Morava watershed, in Smederevo and Požarevac municipality. Another concentration is in the nearby of Bela Crkva while third is in the surroundings of Zrenjanin. Similar concentrations exist in the Drina belt. There is also a canal network in Negotinska Krajina and Smederevo. All these waterways mentioned above could be joined with canals to form an expanded nautical waterway.

There is a desire to develop a waterway from river Tisa up to Palic Lake. If such a waterway could accommodate nautical vessels it would change the philosophy of canal utilization in this area forever.

The same effect would be achieved if navigation from Temisvar – Zrenjanin - Titel to Danube is made possible and furthermore from Danube across Morava and Vardar to the Aegean Sea in Greece.

These were the premises for the formulation of the Danube Propeller Master Plan.

Note: In England boats and ships designed for nautical recreation and smaller transport sail through the canals with minimum width which is 1.5 m and 1.4 m in depth. These waterways were used for water supply and transport in the past and now are in the function of nautical economy and tourism.

Picture 1: Network of Serbia rivers and canals



Network of Serbian rivers and canals - Present situation

Serbia and the Middle Danube region waterways are modestly exploited as the waterside is not connected enough for simple communication between the water and the land. There are no organized places for mooring and anchoring and the lack of tourist harbours and marines is an everlasting problem.

The riverbank authorities pay little attention towards interaction with the possible water passengers and users. The riverbank is only perceived as a tool against the floods. Unfortunately it is still reminiscence of old times and ideas.

The second big problem is the rules and regulations of waterway traffic which not comply with recreational navigation. These regulations are another burden from the past.

There is also a lack of interest from the local and state authorities and directories concerned. They still do not recognize nautical tourism as a profitable economic opportunity for Serbia.

Worldwide nautical facts and figures (From the speech by Martin Callanan , Member of EP (EPP-ED))

Inland waterways play an important role in the traditional heritage of the countries of Europe. The Continental canals and rivers have not only provided essentials like water and efficient transport of goods, but have also provided the basis for architectural and engineering achievements, recreation and tourism. Not only the history contributes to the fabric of Europe, but the inland waterways hold significant economic value. The European Union boasts over “40.000 km of waterway”, which transport over 125.000 million ton-kilometres of goods and attract millions of visitors a years. Their use and enjoyment are critical to fostering economic growth and jobs.

The social and economic benefits of waterway tourism

(Information taken from European Boat Association)

“The oldest form of bulk and passenger transport is by water, even earlier than the horse, certainly over long distances. Thus nearly all the capitals of Europe, most of the major cities and countless smaller towns and villages are linked by waterways - rivers or canals. Indeed, it is estimated that more than 60% of the population of the EU lives within 15km of a navigable inland waterway.

In addition, experience has shown that if waterways are poorly maintained or even simply not used, they become unattractive and reflect badly on the areas they pass through.

By contrast, new interest in, restoration and development of inland waterways produces a whole range of sustainable benefits for society:

Waterways offer the possibility of visiting many of the most interesting destinations of Europe, in a way that reduces the pressure on other transport infrastructure, boats animate the waterways, adding interest to those sites, waterways give access to many sites that are not easy to visit by car, recreational use of the waterways supports a specific industry and those working in it and around it.

The importance of indirect impacts

Just as important as the macro-economic figures for boating on inland waterways (see figures, right) are the relative impacts on the local economy. These are significantly increased where waterways directly serve policies of urban regeneration and tourism development.

Facts and figures

The EBA estimates boat numbers as follows, based on published national statistics:

Number of boats in the	6 300 000
Population of EU	460 000 000
Boat ownership ratio	1 boat per 73 people

With a ratio of 1.5 persons per boat, this means that nearly 10 million EU citizens practice boating in their own craft. Focusing on commercial tourist products on the inland waterways, the following estimates may be made (for the EU):

	No of	Person-days per
Hire cruisers (for weekly hire)	6 000	>3 000 000
Trip boats (day excursions)	1000	>5 000 000
Hotel barges (< 10 passengers)	200	500000
Cruise ships (high-capacity)	120	1 000 000

There are many variables determining spending habits. Research in different countries suggests that the total spend per person per day of cruising (including the running costs of the boat itself) is between €50 and €100.

Industry Inland waterways in Europe account for a significant proportion of the economic contribution of the recreational boating industry. This sector of the industry represents turnover in excess of €4.6 billion, more than 40 000 employed directly and many more in indirectly linked employment. Businesses (mainly small and medium enterprises) include boat building, boat rental and repair, accessory manufacturers and dealers, marinas, brokers and boating schools.”

- SPECIFIC RECREATIONAL NAVIGATIONAL CLASSES – U.N. Resolution No. 52

	Max. length	Max. beam	Draught	Designation
RA	5,5m	2,0m	0,50m	Open boat
RB	9,5m	3,0m	1,00m	Cabin cruiser
RC	15,0m	4,0m	1,50m	Motor yacht
RD	15,0m	4,0m	2,10m	Sailing boat

- Master Plan “DP “

Danube Propeller is Macro project - Master plan on Regional Development of the Nautical Industry and Tourism

The Middle Danube now encompasses more than 3.500 kilometers of navigable routes. The Macro-project has 3 basic Projects for development of the nautical industry and tourism:

A – The nautical Infrastructure (**construction**, of the waterfront program for **11.000 km**)

B – Implementation (production, to built or have more than **2.500** charter boats)

C – Nautical Service Offices (organize more than **1.500** tourist and services offices)

The Basic concept of Macro-project is the Establishment of a new Branch of industry in the region of Middle Danube that would enable for more than 30.000 people to ensure jobs, **in Hungary, Serbia, Romania, Croatia and Bosnia & Herzegovina.**

In Serbia we possibly could expect about 15.000 new worker place (program over 10 years).

Conclusion

Master plan Danube Propeller is explained through a quote from the father of computers

Mr. James Martin said

“Most people only see pieces of the corporate I.T. jig-saw puzzle.

When you fit all the pieces together, a startling picture emerges“.

When you fit **A construction + B production + C services** together the master plan Danube Propeller com is in reality a puzzle that is complete.

Assuming it is well known what recreational marine tourism means.

I will give some thoughts on the-trends.

Judging from the facts about the trends in nautical tourism for Europe , Canada, USA, Japan, Australia we can conclude that:

- nautical tourism is becoming more popular;
- achieves high rate of growth and is developing quicker than any other “classic” form of tourism;
- the demand is higher and is increasing faster than the supply;
- Today, nautical tourism is the initiator of the changes in the travel economy.

Modern technological is the solution of manufacturing nautical vessels that make them cheaper to build and easy easier to maintain and will have great influence on the popularizing of nautical tourism.

Master plan DP on regional development of recreational marine and tourism industry on Middle Danube encompasses more than 5.500 km of navigation routes if the UN resolution .No 52 is adapted.

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Considerations Regarding the Marketing Destination Danube Valley

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Abstract

Element of ethnogeny and in the same time an area of important cultural, ethnical and economical interferences, Danube Valley, populated at least since Neolithic, is considered to hold nowadays a great tourism attractiveness, the more that Danube can realize the junction between Western Europe, Central Europe and South-Eastern Europe. Insufficiently exploited so far, the tourism potential of this macro-destination has as starting point on the one side the 53 major ports and on the other side the 17 relatively compact ethnic groups (Germans, Serbs, Slovaks, Slovenes, Hungarians, Czechs, Russian, Hebrew, Turkish, Croatian, Armenian, Gypsy, Bosnian, Polish, Romanian, Bulgarian and Ukrainian) well represented by the settlements – with their architectural models, rural landscapes and cultural traditions. These elements that can be reunited under the umbrella of marketing – the marketing of cultural tourism – need to be absolutely integrated into a strategy of the whole Danube Valley, starting with the symbolic cultural representations at the level of the researched mental, first at individual and afterwards at collective level.

Keywords: destination marketing, Danube Valley, harbours, forms of tourism.

Introduction

Considered as “Avenue of Europe” (Dimitrescu cited in Baltălungă, 2008: p. 27), by its geographical position, and on its downstream, the Danube [...] is a proof of the permanent link among geography, history and politics” (Benea, 2009: p. 22), defining “a space of regional interference where interests appropriate to each country in the area are found” (Cucu, 2008: p. 20).

Tourism point of view, all the Danube ports possess an important tourist heritage, which, although, not being enough put in value, each of them can be transformed in independent tourism destination.

So, among the important ports, can be considered:

- *in Germany:* Kelheim, Regensburg (Celtic colony and then Roman garrison town – Castra Regina – with its medieval fortresses), Straubing, Deggendorf, Passau (border between Bavaria and Austria, with baroc style churches and patrician houses);

- in Austria: Linz (the capital of Upper Austria, important industrial city, as early as the Romans time for its crossroads site), Enns (the oldest town in Upper Austria in which the Romans chose this site for a camp), Krems (famous for the painter of the churches and abbeys of Austria – Martin Johann Schmidt, and for the vineyards), Viena (residence of the Imperial court for six centuries, with its historic buildings and musical tradition preserved by the Opera and maybe, with the most valuable tribute paid to Danube – “The Blue Danube” waltz, composed in 1867 by Johann Strauss the Younger, one of the 400 waltzes composed during his lifetime), Engelhartzell, Grein, Melk, Dürnstein, Tulln, Hainburg;
- in Slovakia: Bratislava, Sturovo in Komarno;
- in Hungary: Győr (a town nestled equidistant between Viena and Budapest, with the second – highest number of old buildings in Hungary), Komárom, Budapest (with the 2.1 millions of inhabitants, a real melting – pot with a variety of cultures, at the same time a city of public baths – a reminder of the Roman period), Dunaújváros, Baja and Mohács (with the 20 000 of inhabitants, it gained its place in history with the great Battle of Mohács which the Hungarians lost in 1526), Esztergom, Visegrad, Szentendre, Dunaujvaros, Kalosca, Baja;
- in Croatia: Osijek (on the Drava), Vukovar (a city rich in cultural heritage, historic heritage and traditions);
- in Serbia: Apatin, Bačka Palanka, Novi Sad, Belgrad (“Beli grad” in Slavic language, with its remains of a Neolithic culture, has valuable monuments to spiritual culture, churches, monasteries and places of worship for many different religions), Pancevo (with its remains of Roman culture which are very rare), Smederevo (with its the biggest medieval fortification on the Danube and in Serbia, with many different cultural, sport and tourist manifestations as are “Golden Pot of the Danube”, “Nušićevi Dani”, etc.), Prahovo, Veliko Gradiste (a village with 5600 inhabitants which have a long walking zone recognized for recreation), Golubac (an ideal place for sailing), Donji Milanovac (with its 4000 inhabitants it represent the tourist centre of Djerdap and is called „the rose city”) etc.;
- in Bulgaria: Silistra (port occurred as Roman fortress and a settlement during the reign of the Emperor Trajan), Vidin (old towns which appeared as a Roman fortress), Lom, Oriahovo, Somovit, Svistov (long-established port and crafts town), Ruse (cultural center), Tutrakan (an attractive and tourist centre);
- in Moldova: Giurgiulești (the only Moldavian port on the Danube with a population of 3,074);
- in Ukraine: Reni (with 41000 of inhabitants out of which half is Romanian, while the rest of the population is made up of Ukrainians, Russians, Gagauz and Bessarabian Bulgarians), Izmail (the largest port on Danube river in Ukraine whose population is about 75,000 in 2010), Chilia, Ust’-Dunajsk.

The Romanian Valley of the Danube is formed of 137 localities (out of which 116 communes and 21 municipiums and cities), of which 24 are ports (Baltălungă, 2008: p.24). Among these, important are: Moldova Veche, Orșova, Drobeta - Turnu Severin, Cetate, Calafat, Bechet, Corabia, Giurgiu, Oltenita, Călărași, Cernavodă, Brăila, Galați, Isaccea , Tulcea, Mahmudia, Medgidia, Basarabi, Ovidiu, Sulina.

Each city, village and place is having their own personality and specific, determined mainly by the surrounding living ethnoses.

Along of time, the Danube beauty as well as many other places inspired poets, musicians and equally, artists.

Conceptual Framework

One of the multiple objectives included in the “Strategy 2020 of the European Union for the Danube Region” is the one of “promotion the Danube Region as tourism destination, based on certain communitarian and durable concepts and principles and cultural și cooperation”(Reinhart,2011:http://ec.europa.eu/regional_policy/cooperation/danube/index_en.htm).

Within this frame, the “common” types of tourism which can be developed for all the ports in the Danube Valley are, in the authors’ opinion, the cruise tourism, scientific tourism, ecotourism, rural tourism, each of them under the “umbrella” of the cultural tourism. The elements of cultural identity for this type of tourism may be the following:

- the food identity (the local gastronomy, with common products – such they are honey, coffee etc., so different for the ethnoses in this area);
- the traditional habitat identity determined by the origin, evolution, architecture of the establishments and of the ethnic specific features of the buildings situated along de Danube Valley (for example, the existence of verandah – for the Romanian domestic house, for the Bulgarian one or for the Slavic one – the Ukrainian);
- the identity of the ethnoses cultures,

all together forming the brand „Europe”.

Having different histories and cultures and with the 115 millions of inhabitants, the 10 states the above mentioned (Germany, Austria, Slovakia, Hungary, Serbia, Croatia, Bulgaria, Romania, Moldavia and Ukraine) distinguishing by age, continuity and diversity, are reuniting and dominating the whole basin of Danube by Christian religion (relatively compact), with its two big confessions, Catholicism and Orthodoxy, expressed by the three dialectical groups existing in Europe: the Latin languages group, the Germanic languages group and the Slavic languages group (adapted after Baltălungă, 2008: p. 20).

Considering the Danube Valley as an unitary tourism macrodestination comprising more microdestinations (going up to the small localities – ports), in order to issue a marketing strategy (taking into account the three groups – clusters), there are necessary several steps, the most important one, in the authors’ opinion, being that of the analysis of the existing situation (necessary and preliminary step to set up the marketing objectives), starting from the finding that “the stabilization of the political situation in the former Yugoslavia, as well as the important steps made on the way of the resuming the free circulation for the navigation in the area of Novi Sad contributed substantially to the developing of the relations and cooperation among the countries neighboring the Law Danube” (Mazilu, 2010: p. 77).

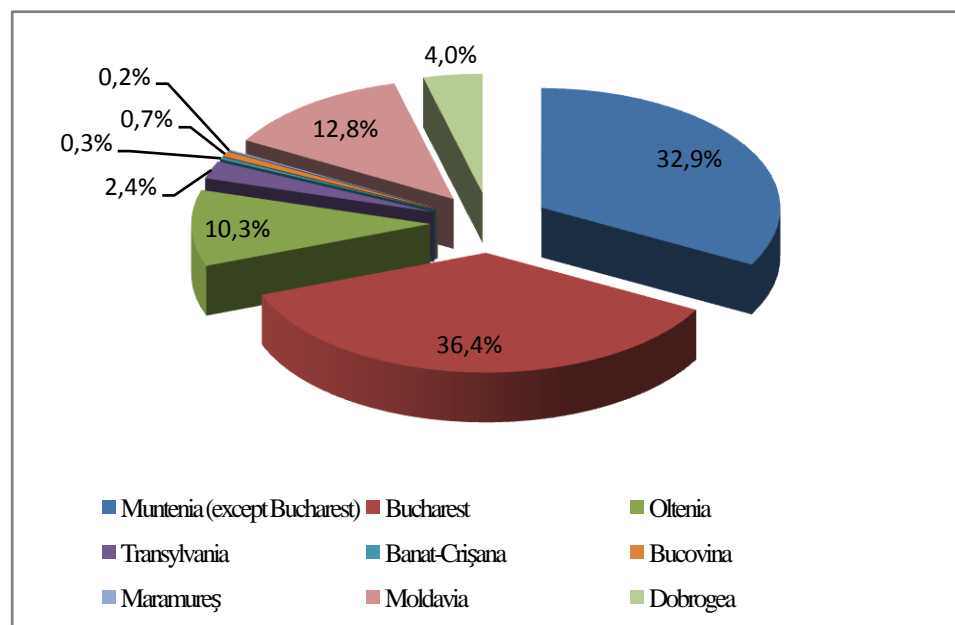
To analyse the existing situation, it has to start from the analysis of the 53 Danube ports, pointing out those identity elements which can be transformed into elements of attractiveness for tourists, parallel

to the running certain researches with respect to symbolic representations specific to each country at individual level.

Methodological Framework

Assuming that each Danubian harbour has at least one element to be constituted as a strength for at least one form of tourism mentioned above, the conducted research aims to identify in which manner the Romanian young people, current and potential tourists, with a wide access to the online and offline sources of information and with real mobility possibilities across European countries, know the Danubian harbours and their representative forms of tourism. The research is conducted online, started in June 2011 and is currently in progress until the end of the month October 2011. In the following, there will be presented the results of the data collected within the period June-August 2011 for a sample of 704 respondents (23.6% male and 76.4% female), young people aged 21-23 years, with ongoing studies and coming from different regions of Romania, as follows (see fig. 1): Muntenia (except the city of Bucharest) - 32.9%, Bucharest - 36.4%, Oltenia - 10.3%, Transylvania - 2.4%, Banat-Crisana - 0.3%, Bucovina - 0.7%, Maramureş - 0.2%, Moldavia - 12.8%, Dobrogea - 4.0%.

Figure 1. The distribution of the respondents by region of origin



The main objectives of the research were: a) the identification of the manner in which the Danubian harbours are known by the Romanian youths; b) the identification of the forms of tourism representative for the Danubian harbours. The questionnaire comprised five open questions and five closed questions.

The Results of the Research

The 704 respondents were asked to mention the major Danubian harbours they know and to associate them one representative form of tourism. The respondents could choose between the following forms

of tourism: leisure tourism (including cruise tourism), visiting friends and relatives, medical spa tourism, cultural tourism, science and business tourism, other forms of tourism (ecotourism, rural tourism, etc.). Table no. 1 presents a ranking list regarding the major Danubian harbours mentioned by the respondents, while the table no. 2 shows the representative forms of tourism for the harbours that registered a distribution of the responses higher than 1.5%. It can be noticed that the first places of ranking list are held by the four European capitals through which the Danube flows: Budapest – 35.2%, Vienna – 27.4%, Bratislava – 16.1% and Belgrade 9.7%, the Romanian ports position being interesting, taking into account the origin of the respondents, the first one being - Galați - 2,6%, followed by Tulcea - 1,9%.

Table 1: Ranking list of the Daubian harbours

Current no.	Danubian harbour	% in total responses
1	Budapest	35.2%
2	Vienna	27.4%
3	Bratislava	16.1%
4	Belgrade	9.7%
5	Galati	2.6%
6	Tulcea	1.9%
7	Ruse	1.0%
8	Drobeta Turnu-Severin	1.0%
9	Giurgiu	1.0%
10	Orsova	0.9%
11	Passau	0.9%
12	Ulm	0.5%
13	Linz	0.4%
14	Brăila	0.3%
15	Bechet	0.2%
16	Zimnicea	0.2%
17	Calafat	0.1%
18	Hârsova	0.1%
19	Silistra	0.1%
20	Ingolstadt	0.1%
21	Novi Sad	0.1%
22	Sulina	0.1%
23	Vidin	0.1%

Table 2: Ranking list of the Danube harbours, with the distribution of the representative forms of tourism*

Current no.	Danubian harbour	% in total responses	Leisure tourism (including cruise tourism)	Visiting friends and relatives	Medical spa tourism	Cultural tourism	Scientific and business tourism	Other forms of tourism (ecotourism, rural tourism, etc.)
1	Budapest	35.2%	34.3%	3.5%	2.8%	39.7%	17.7%	2.0%
2	Vienna	27.4%	19.8%	4.1%	1.2%	51.3%	19.8%	3.8%
3	Bratislava	16.1%	40.3%	1.6%	3.2%	30.7%	22.2%	2.0%
4	Belgrade	9.7%	33.8%	4.1%	2.8%	30.3%	25.6%	3.4%
5	Galati	2.6%	7.4%	48.2%	3.7%	11.1%	25.9%	3.7%
6	Tulcea	1.9%	39.3%	18.0%	14.3%	10.7%	17.7%	0.0%

* Note: for the harbours that registered a distribution of the responses higher than >1.5%

The Limits of the Research

The conducted research represents a model for similar researches that can be done and must be constantly done among other segments of population (having different country of origin, different age category, different educational level, etc.) – especially since the techniques and tools used by the marketers in promoting of a tourism destination should be adapted in accordance with the target-group taken into consideration.

Also it is necessary to be specified that the research is currently in progress in order to ensure a good representativeness at national level among youths aged 21-23 years old, with ongoing studies.

Conclusions

Significant values registered by the Romanian harbours regarding the form of tourism “visiting friends and relatives” strengthens the idea that the Danube Valley plays a critical role at individual mental level for spreading spiritual and civilization values – the interculturality.

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Danube as a New Strategic Product and the Serbian Tourism

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Abstract

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 intensify 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 serious 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.

Keywords: comparative advantages, new products, tourism, Danube, Serbia

Introduction

Tourism in the Danube region is becoming increasingly popular in all countries on the banks of the Danube. One of the factors that contribute to this growing importance of tourism in the Danube region is common diversity of tourism potentials, including river cruises as an extremely important type of tourist activity.

Such development significantly supports all types of tourism and all countries, because it allows important expansion of tourism activities, as well as easier navigation for cruises through the different countries. Raised awareness of the importance of tourism on the Danube in Serbia and the empowerment of the Danube region for tourism purposes, is right the consequence of the above mentioned process and are expected to be open very good opportunities for the future. The great potential that Serbia and the Serbian Danube region have for tourism development, will contribute to opening new horizons and to the overall improvement of economy, as well as strengthening cross-border cooperation among the countries that lie on the Danube.

“Serbia has at present only comparative advantages in tourism for it has a diversified structure of attractions, and it is near the traditional and new tourist markets, it has a long history and general distinguish ability, preserved natural resources, relatively good communications, and an important human potential. The process of transformation of comparative and competitive advantages in the tourism of Serbia represents a part of the comprehensive reform processes in Serbia and of the political attitude towards tourism as an important generator of national well-being.” (Horwath Consulting, 2005).

Danube catchment area in the Republic of Serbia has a lot of tourist attractions and important tourism destinations such as Belgrade, Novi Sad etc. and that is why tourism in this region could become one of quick-win tourism products of Serbia.

Macro-Regional Aspects of Serbian Part of Danube Catchment Area

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 intensify 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 covers 9 districts bordering the Danube and about 43 settlements lying on the bank of the Danube.

The position of the Danube territory, assessed on individual socio-economic indicators, is situated in a different manner in the national territory. This can largely be determined by the resources and potentials available to the region concerned. The Danube with its length of 2.860 km is the second longest river in Europe and one of its most important water traffic routes (Bogdanović et al, 1997). It runs through Serbia in the middle part of its course, in the length of 588.5 km, of which about 362 km through the territory of Vojvodina, which amounts to 61.5% of its total flow running through our country (Vasić et al, 2008). Flowing through the area of the Pannonian Plain (so called Pannonian sector), the Danube has a gradual descent and slow speed of flow (Romelić, 2001). The average descent in this sector is 5.2 cm/km, and the average speed 4 to 5 km/h. In this area the river is characterized by uneven widths and depths. The riverbed varies from 380 m to 2.000 m (average width 600 m), and the depth is from 5 to 23 m. In the Pannonian sector, the Danube is timid and due to the small descent, its course is characterized by numerous meanders (www.datourway.eu). The largest tributaries are Drava, Tisa, Sava, Morava and others.

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 serious subject of the development policy of Serbia.

“In June 2009 the European Commission was given mandate by the EU Council to create a joint comprehensive strategy for the Danubian countries. After extensive preparation and a series of conferences and meetings, in which the Republic of Serbia took an active part with its proposals, on 8th December 2010 the European Commission adopted the final document of the Strategy and referred it for adoption to the EU Council of Ministers.

Along with this document the Action Plan for the implementation of the Strategy was adopted as well. Finally, on 24 June 2011 the EU Council adopted the conclusion calling all relevant actors to take an active part in the implementation of the Strategy, thus formally concluding the Strategy adoption process. Serbia’s contribution is evident in the fact that it is one of the coordinators, for two areas or the Strategy – science and transportation (except navigation).” (www.dunavskastrategija.rs).

One of priorities in this Strategy was to promote culture and tourism, people to people contacts which is also emphasizing the importance of the tourism product development on Danube River in Serbia.



Figure 1. International Marina in Apatin, the most modern in the country (source: <http://vukovisadunava.com/dunave-moje-more/marina-u-apatinu/270/>)

The Serbian part of Danube catchment area has a diversified structure of attractions and it is near the traditional and new tourist markets, has a long history with rich cultural heritage and general distinguish ability, preserved natural resources, relatively good communications and very important human

potential. In spite of numerous attractions, tourist products in the Serbian part of Danube catchment area neither enough developed nor well commercialized at the international tourist market. With the present 33.541 accommodations (www.statserb.gov.rs) in obsolete facilities tourism destinations in Serbian part of Danube catchment area in Serbia are far from achieving the business results achieved by its competitors. Because of the closed market, the process of restructuring and privatization lagged behind, there were no important investments, neither from the country nor from abroad, and new forms of tourist offer have not been developed. Because of excessive centralization there were no investments in the maintenance of inherited tourist destinations, for the local communities could not financially satisfy the requirements of maintenance and of new development. The value chain in the tourism of Serbian part of Danube catchment area, except partially in Belgrade and Novi Sad, was not developed (Ćurčić, 2003), and that fact opens the question of standard, quality of services and, finally, the loyalty to Danube area as tourist destination in Serbia. Danube and his gravitation region, in Serbia are recognized as a river which has a great potential for development of tourism. The Serbian part of Danube catchment area was the oldest recreation region in South Europe.

As the most important elements that indicate the degree of development of tourism in the Danube region can be distinguished as follows:

- According to Statistical office of the Republic of Serbia (www.statserb.gov.rs). catering trades (there are no data's for whole tourism sector and this data's considering number of employed and hired people in hotels in restaurants), employ 1,68% of the total number of employed and hired people in the Serbian part of Danube catchment area, the relative share being commensurate with the national level indicators;
 - In Serbia there are 1.000 mineral and thermal springs and over 40 spas. In the Serbian part of Danube catchment area has 7 spas with mineral and thermal springs (www.datourway.eu);
 - Extremely rich cultural heritage of the Serbian part of Danube catchment area are important prerequisites for effective development of tourism.
 - In mid of 2009th was opened International Marina in Apatin, the most modern in the country with the capacity of 400 berths, 8 studio apartments, 145 cabins, restaurants, shops, nautical gear store, guest station on land and water and more (figure 1) (www.apatin.org.rs, www.soapatin.org).
 - The pier for cruise ships is another capital Project that was implemented in Municipality of Apatin.
 - There are 2 national parks in the Serbian part of Danube catchment area (Fruska gora, Djerdap), 4 eco trails and Eurovelo 6 international cycling route.
 - The City of Belgrade and the City of Novi Sad with its surroundings represent main tourism destinations for short city breaks and M.I.C.E. tourism. They are the most developed tourism destination in the Serbian part of Danube catchment area.
 - There are 335 accommodation facilities with 33.541 beds (www.statserb.gov.rs).
 - There is a great potential for rural tourism development, especially in the settlements on Danube bank. In the Serbian part of Danube catchment area is a significant number of rural tourism facilities (38 farms, 16 registered villages housekeeping's and 28 ethno houses) (www.vojvodinaonline.com).
 - There is existing tourism infrastructure for the special interests tourism offer.

The location of the Serbian part of Danube catchment area in terms of transport gives opportunities for all transport modes and the passage of two important pan-European transport corridors (corridor VII, corridor X). The opportunities are not realized to the necessary extent and the area is characterized by relatively low density of road infrastructure, transport infrastructure amortized, under-utilization of airports and the Danube ports. Currently, however, the role of the river is underestimated in the

economic life of the country. The River Danube hasn't been yet recognized as a key factor for economic development.

Competitive Advantages of Serbian Danube Catchment Area

Tourism product can be labelled as a composite product, as an amalgam, or mixture of attractions, accommodation transportation and environments. Under the environment in this sense, it is understood a wider range of cultural, sociological and psychological effects that given destination can have on the tourist (Bakić, 2008).

In terms to determine importance of tourism resources and tourism development of Serbian Danube catchment area it is important to emphasize competitive advantages of Serbian Danube catchment area compared with the neighbouring countries which are lying on the Danube (Bjeljac and Ćurčić, 2006).

For the purposes of this paperwork has been performed a comparative analysis of natural and cultural resources and accommodation facilities of Serbian Danube catchment area with four countries in the Danube region: Hungary, Croatia, Romania and Bulgaria

The main task was to compare the competitive advantages of Serbian tourism product and resources with the same in neighbouring countries in the Danube region (table 1).

Table 1. Nature Resources in Danube region

Countries	Serbia	Hungary	Croatia	Romania	Bulgaria
National Park	2	6	/	5	3
Other natural resources	142	104	35	296	124

Source: <http://www.datourway.eu>

In Serbian part of the Danube region there are 11 vast (with surface above 1,000 ha) and 174 small protected areas (with surface below 1,000 ha). Large protected areas include 2 national parks, 7 special natural reserves, 1 natural monument and 1 landscape of extraordinary importance, the total surface being 196.331 ha. These areas are spread over eight districts (City of Belgrade, Zapadnbacki, Juznbacki, Srednjebanatski, Juznobanatski, Sremski, Branicevski and Borski District).

In Serbian part of the Danube region, 22 areas were included in the EMERALD network that establishes areas that are important for implementing Bern Convention (The Convention on the Conservation of European Wildlife and Natural Habitats - Bern, 1979). Areas under EMERALD Network will be a basis for establishment of a national ecological network and NATURA 2000.

In Serbian part of the Danube region there are also 6 areas protected according to the Ramsar Convention, their total surface being 48.370 ha. Two Ramsar areas are situated in Sremski District (Obedska Bara and Zasavica), 2 in Srednjebanatski District (Stari Begej-Carska Bara and Slano Kopovo), 1 in Juznobanatski District (Labudovo okno) and 1 in Zapadnbacki District (Gornje Podunavlje/Upper Danube).

National park “Fruška gora” and “Đerdap”, in the Serbian part of Danube catchment area, as important element of natural heritage are significant tourism potentials. Some special nature reserves, such as “Old Begej - Carska bara” and “Obedska bara” are well known to the tourist population of the surrounding cities (www.vojvodinaonline.com). All of them are characterized by far greater opportunities for tourism development. In that term, tourism development is desirable for many reasons, particularly as an activity of importance for the conservation of protected areas. Tourism helps to, through the collection of tourist services achieve better quality protection of protected areas. Tourism in preserved nature in Danube area in Serbia is happening, but it doesn't still has the characteristics of ecotourism, i.e., reserves do not have characteristics of eco destination. The conclusion is that, despite of rich and vivid natural resources in Serbian Danube area, all natural goods represent outstanding tourism resources, but only one part of them is affirmed for tourism sector.

The Serbian part of Danube catchment area has other natural resources with potential for the development of spa and wellness tourism. Danube area in Serbia could be characterized by developed spa tourism. In analyzing the content, attractive and the market required offer of wellness services, it is necessary to mention that there are 7 spas in this area.

Table 2. Cultural Resources in Danube region

Countries	Serbia	Hungary	Croatia	Romania	Bulgaria
Number of various cultural goods	658	No data available ¹	41	8450	1202

Source: <http://www.datourway.eu>

Concerning resources that Danube area in the Republic of Serbia has, it should be emphasized that there is a great potential for cultural tourism offer development (table 2). In the territory of the Serbian Danube basin are some of the most important archaeological sites of this part of the Balkans. The importance of the Danube as a communication and economic resource has placed, during the course of history in this area numerous villages, fortresses and settlements. The first archaeological finds are dating from the period of prehistory. It is a **Lepenski Vir** near Majdanpek and **Vinča** near Grocka and **Rudna glava** in Majdanpek that stand out as archaeological sites of great importance. Cultures Lepenski Vir and Vinča are well known as points in the development of civilizations and cultures of prehistoric people, while Rudna glava, prehistoric mine, and is the site unique in the world. Special features of this part of the Danube basin are numerous remains of Roman forts and towns. Danube, over the centuries represented the natural border of the Roman Empire, and as the legacy of ancient times along it are well preserved remains of ancient cities of **Sirmium** (near Sremska Mitrovica) and **Viminacium** (near Požarevac). Along the Danube there are **Pontes** (at Kladovo) - the remains of **Trajan's bridge**, and the Roman fort **Lederata**, near Veliko Gradište. In urban areas such as Belgrade and Zemun are **Kalemegdan Fortress** - Ancient **Singidunum** and Gardoški breg - **Taurunum**. Also, there is very famous **Petrovaradin fortress** in Novi Sad, where the well known music event “EXIT” is taking place every year.

Very important tourism offer in The Serbian part of Danube catchment area are events, especially in the municipalities in the Vojvodina region, which has both strong traditions and developed channels of supply and implementation.

¹ In terms to analyze potentials for tourism development in Serbian part of Danube catchment area, it was necessary to compare countries in our surrounding. Authors could not find any available data for cultural heritage in Danube catchment area in Hungary.

Table 3. Accommodation Resources in Danube region

Countries	Serbia	Hungary	Croatia	Romania	Bulgaria
Number of beds	33.541	140.000	3.330	162.713	10.443

Source: <http://www.datourway.eu>

From the Table No. 3 can be seen that accommodation facilities, counted in number of bed places are insufficient along the Danube area in Serbia. Tourism infrastructure in the Serbian part of Danube catchment area is most developed in Belgrade, Novi Sad and its surrounding, as well as spa and climatic resort and lakes. It should be noted that in Junakovic Spa near Apatin, is planned construction of a large water park, which will be of interest to tourists, and which will extend the offer and increase accommodation capacity. There are a number of municipalities on the Danube, which have an underdeveloped tourist infrastructure and great tourist potential. This situation is in municipality of Sremski Karlovci, which have fewer than 50 beds and a huge tourism potential.

Swot Analysis

The SWOT ANALYSIS is focusing on the status and opportunities for the development of tourism sector in the Serbian Danube area.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Favourable geographical position of river Danube • A good resource for tourism development at Danube river and its tributaries • Flow of the Danube through Serbia is rich in beautiful places of important natural, cultural and historical heritage, gastronomy and events • On the Danube in Serbia are lying the two biggest cities in the country, which is suitable for future development • Multiculturalism in Vojvodina is significant potential for development of additional tourist attractions • The increasing involvement of the Danube as a resource for development through various programs affect the local people to turn in tourist flows • Image of relatively cheap and peaceful tourist destination • Existing educational infrastructure for preparation of personnel for tourism • An increasing number of projects for the development of tourism products and different tourism forms in Danube area in Serbia 	<ul style="list-style-type: none"> • Unused tourism potentials • Lack of adequate accommodation and catering facilities • Lack of adequate strategies for the development of Danube Municipalities • Insufficient development of existing infrastructure and superstructure for the development of nautical tourism • The complicated and expensive procedure of obtaining permits for the construction of marinas on the Danube • Slow entrepreneurial restructuring and under- representation of SMEs in tourism • Decline of the importance of agricultural production and the inclusion of agriculture in tourism resources • Lack of knowledge and insufficient level of awareness and promotion of nautical tourism products • Unfinished strategies for sustainable development and the lack of a comprehensive approach to environmental protection • Lack of extra services: school fishing, river boating courses

<ul style="list-style-type: none"> • Relatively well- developed regional cooperation • Good conditions for agricultural production and food industry 	
Opportunities	Threats
<ul style="list-style-type: none"> • Attracting foreign investment in infrastructure and tourism • Simplification of procedures for obtaining permits for the construction of marinas • Improving collaboration between private, public and NGO sectors particularly in tourism and environmental protection • A policy for wider use of the capabilities of the Danube river as an integrating factor for cross-border and transnational tourism development • Linking the tourist markets of Danubian countries and development of common tourist products • Encouraging the development of economic sectors directly linked to the development of different forms of tourism (wine and grape processing, food industry, handicrafts, commerce, etc.). • Using the opportunities of EU funds and individual donor programs for the implementation of projects in tourism • Using the opportunities of EU Strategy for Danube region. 	<ul style="list-style-type: none"> • Slow economic development, unstable political situation and poverty • Under-use of EU and other funds • Continuing underestimating the potential of public-private partnership for the realization of the major projects in tourism in the smaller municipalities near Danube • Lagging behind the neighboring regions - export of labor, slow construction of infrastructure • Lack of motivation of local authorities for tourism development

For realizing the main factors of Danube tourism product in this paperwork is used Diamond model of competitive advantage by Michael Porter (Porter, 1990). Interlinked advances factor for competitive advantage for countries in Porters Diamond Model framework are:

1. Firm, strategy, structure and rivalry
2. Demand conditions
3. Related supporting industries and
4. Factor conditions.

From SWOT analyses and comparison with other countries in Danube region, it could be seen that:

1. The most of accommodation facilities are low and middle category, and that in Serbian Danube area, there are insufficient accommodation capacities;
2. Tourism offer is based on domestic market;
3. There is a lack of accommodation in rural area, which is very important as part of rural tourism offer;
4. There is a lack of image and positioning of Danube area, as important tourism product of Serbia, and also there is no branding strategy of this area;

5. In the Serbian part of Danube catchment area it does not exist DMO, neither DMC, which would be organizers of tourism products, activities and packages;
6. Tourism offer of traditional products (souvenirs, crafts, etc) is not well commercialized;
7. In this area is a low level of complementary activities for tourist (except in the City of Belgrade and Novi Sad);
8. There is a low level of investments in improvement and development of accommodation capacities;
9. Systems for protection of cultural and natural resources are not developed enough;
10. There are not enough educated professionals for tourism sector, especially in the areas out of big cities;
11. There is a small number of SME's that are dealing with tourism activity in this region (Pavlović et al, 2010).

Conclusion

Based on the SWOT analysis of the tourism potential in the Serbian Danube catchment area, especially on existing attraction base and major tourism products and destinations, could be provided synthesis of the major tourism products in the Danube region. This synthesis is containing assessment of the major tourism products (primary), tourism products in the development phase (complementary) and opportunities for development with particular investment into the attraction base, tourism infrastructure and superstructure and promotion (potential).

Each product i.e. mixes of products derived from them, has a different market potential. It is obvious that the City of Belgrade and Novi Sad have great potential for business and M.I.C.E. tourism, while other parts have good potentials for cultural tourism offer, thanks to numerous monuments and cultural goods along the settlements on Serbian part of Danube. It has been known that fishing, hunting, cycling, horse-riding, eco-tourism of all kinds, tourism based on water sports and so-called river cruising are products for specific market segments (niches), with a growing trend, which could be an interesting product for less developed parts in Serbian Danube area. Rural, wine, health and wellness tourism have a considerable market potential for further development. Potentials for tourism development in Serbian Danube catchment area exists, but it cannot be expected that there will be some strong acceleration in development, except in big cities and nautical points.

With regard to tourism development in the Serbian Danube area it is possible to make the following conclusions:

- The potential for development of the Danube catchment area is not sufficiently used for tourism development. Exceptions are the City of Belgrade and the City of Novi Sad. The reasons are many and diverse, with cross-border, national and regional character.
- In the Serbian part of the project area a major challenge is the lack of using the cultural, historical and natural potentials in the tourism industry and lack of well promoted regional tourism products
- Also, it could be seen that in Serbian part of Danube catchment area is poor quality of infrastructure and transport and inadequate local capacity to adapt to economic growth through tourism.

With constant effort of all stakeholders it is possible to strengthen tourism product development. There is a range of activities within the public sector. However, private initiative and

public-private partnerships would contribute to development of the tourism sector in this area to a great extent.

First, putting tourism attractions into operation and providing higher income from tourism activities, requires basic infrastructure and interpretation, i.e. basic interpretation content and information on a particular attraction should be available. It is of great importance to ensure accessibility of some facilities (particularly of sacral facilities) or at least specify working hours of a facility. Priority should be given to poorly equipped attractions of international and national importance and to attractions where return on investment can be expected in the shortest possible period. Although priorities should be determined based on a more detailed assessment, including development of so-called pre-feasibility studies, it can be said that largest cultural and historical attractions should be considered here. In addition to direct investment and stimulation, administrative bodies have also focused on creating positive environment for private investment, particularly in the field of constructing hotels, restaurants, sports and recreational facilities, centers of health and wellness tourism, facilities in the rural tourism in the vicinity of major attractions, etc. New attractions, like amusement parks, adrenaline parks, and also events, as "soft" projects, can be initiated by investors, whether domestic or foreign ones.

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

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Abstract

The global economic crisis, the decline in the standards and climatic factors has 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 overall 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 hydro-graphic 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 ethnological features. Excursion tourism in Serbia in recent decades has been characterized by 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.

Keywords: Đerdap, excursion tourism, excursion destination, tourism market

Introduction

Excursion tourism in Serbia in recent decades in its specific areas, such as youth and school tourism, has seen continued tourist traffic despite a series of negative, limiting factors. These are organizational deficiencies, obsolescence offer, inadequacy of infrastructure in the country and other weaknesses of subjective nature, in addition to objective difficulties related to the political and socio-economic instability in Serbia in the past. Due to the global economic crisis, with some negative aspects of civilization (noise, stress, fatigue, unhealthy life, fast pace of life...), excursion movements that follow the world trend of taking more short breaks during the year, also represent an excellent solution. In that way, with minimal investment in the tourist offer of Serbia to meet tourist demand and contribute to

the development of tourism in Serbia as a whole. The decline in living standards has resulted in the reduction of tourist travel. Increasing costs of everyday life, a real decline in salaries and pensions, and high unemployment as the results of global economic crisis basic needs are put ahead of tourist travel. An increasingly important role of the excursion is noted that does not require a lot of money because of its features, and appears as an increasingly important product development in today's excursion tourism market.

The role of tourism excursion in the tourist offer of Serbia is not at a satisfactory level, which should belong to it, deservedly, as a consequence of a number of different factors. There are many reasons that obstruct the development of tourism in Serbia in general, whose current state is not monitoring and reaching possibilities and potentials that Serbia has. Consequently, the conditions for the excursion tourism development in the tourist offer of Serbia are far from ideal, very limited quantitative psychological, economic, historical, socio-cultural and other components (lack of awareness of the tourist wealth of Serbia, lack of shorter trips throughout Serbia instead of traveling abroad to the sea once a year, inadequate infrastructure, low standard of living, weak promotion of the tourist treasures and beauties of Serbia...). Despite these problems, which affect the development of stimulating excursion tourism in Serbia, the prospects of its development can be assessed as positive. Namely, it is a form of tourist traffic that despite numerous problems in tourism, but also for other industries (the limiting factors of development that Serbia met in the recent past such as wars, sanctions, hyperinflation, natural and other disasters...), it has not disappeared, but nevertheless, continued to occupy one of the most important tourism places in our country. Excursion movements are characteristic as excursion trips to closer destinations in a relatively short period of time, since they usually take no more than 24 hours (Spasić, 2004). This means that unlike other forms and types of tourist traffic they usually do not include overnight service. Although in terms of duration may be a half day, full day, or take only a few hours (or days, they are excursion tourism movements), excursion trips can be purely recreational, and purely cultural movements, although in their form and substance they are the type of combined travel movement (Lazić, 2004).

Due to the progress of civilization and technology, as well as all those moments that they bring (stress, fatigue, unhealthy living and so on), mountains, national parks, lakes, ponds, and other natural tourist sites, supplemented by interesting anthropogenic tourist elements, with fresh air, pleasant climate, rich flora, diverse fauna and a wealth of varied cultural and historical monuments, located in the immediate environment of major cities in Serbia, can really offer much in the sphere of the excursion tourism. Development level of excursion tourism in our country depends on its qualitative characteristics, recognition, evaluation and promotion of the specific destinations in Serbia. The emergence of low cost airlines in the Serbian market opens up opportunity for new possibilities of development of excursion tourism. Residents of major European cities that are located within a distance of two or three hours flight from Belgrade, have no longer a problem of coming on a trip and visit some of the major excursion tourist destinations in Serbia. Excursion tourism development must be based on the integrated action of all tourism holders of the Republic of Serbia, from national, regional and local level, including the tourism industry and companies engaged in activities in the field of tourism.

Đerdap as excursion tourist destination because of unity of its extraordinary tourism potentials (national park, plenty of geological and morphological motives, flora and fauna wealth, valuable cultural and historical heritage of the past and specific ethnological heritage areas), is a really united and above all unique region offer of the Danube countries in the European tourism market. More intensive development of nautical tourism, a growing number of tourist boats that sail in Serbia on the Danube, greater promotion of Đerdap, adoption of the Danube strategy, changes in the global tourism market in

terms of demand for some different kind of tourism and improved chances of European integration all contribute to the positioning of Đerdap as a unique tourist destination in European tourism market.

Basic Characteristics of Đerdap as an Excursion Destination

National Park Đerdap (declared in 1974) is located in the southeastern part of Europe, in the northeastern part of Serbia, at the international border with Romania. The Park includes the area of Đerdap gorge (the Iron Gate) in the middle of Danube, which is divided by the Danube on the southern - Serbian and the northern - Romanian part by the international border. Đerdap covers a total area of 63,608.45 ha. The National Park covers parts of the Golubac, Majdanpek and Kladovo municipality. The combination of time and nature on land and water, the largest national park in Serbia, National Park Đerdap covers a distance of 100 kilometers of the right bank of the Danube and is 2-8 kilometers wide between Golubac and Karataš near Kladovo. In the Đerdap area there are alternate zones with different protection regimes objects of nature, cultural monuments, flora and vegetation of the relic species, which confirm the development of vegetation series from its beginning to the present day. National Park Đerdap is called the river national park because it has a significant part of the Danube. The largest and the longest gorge in Europe, the miraculous Iron Gate is also called the wild botanical garden and the largest European natural archaeological museum. Access to Đerdap to the west is located near Golubac or medieval fortress of Golubac town, from the east near the village of Karatas, or ancient forts Diana and the "Djerdap I", and from the south from the direction of Majdanpek near the center of the national park in the village Donji Milanovac. Highway Belgrade-Požarevac-Golubac leads to a national park, which follows the entire length of the Danube gorge up to Kladovo. Southern edge of the Iron Gate passes also the main road Pozarevac-Majdanpek-Negotin-Kladovo. European river traffic - Danube is linking the national park with all of Europe, Black Sea and the Mediterranean. The specificity of the Iron Gate is its direct attachment to the Danube, which is an extremely important part of European international waterway. The Đerdap border region with Romania and Bulgaria offers great opportunities for the development of the national park and the whole region.

Historical Development of the Area

Thanks to specific and favorable conditions for life in the Đerdap gorge the continuity of material life and of the development of spiritual culture is present from prehistoric to the present time. Numerous archaeological sites, preserved cultural and historical monuments from the Roman, medieval and Ottoman periods are interspersed with new settlements on the banks of the Danube. The oldest archaeological sites of the Middle Stone Age – proto neolithic, have been incurred during the period from 7000 to 5000 BC, in the limestone valleys of the Gospođin vir and Kazan (Lepenski vir, Vlasac, Padina and Hajdučka Vodenica). During the conquest of north-eastern area of the Balkans the Roman legions were caught in the Đerdap area. The neolithic and bronze culture and settlements are formed around the copper sites, mainly at the confluences of the Danube tributaries. For the Romans, the Danube was a natural protective barrier to barbarian Europe that Tiberius, Claudius, Domitian and Trajan strengthened by forming a strategic chain, Limes I. Between the 1st and 2nd century AD there was a cut in the road from Golubac to Kladovo in the steep cliffs on the right bank of the Danube that was connected by the system of forts, bridges and docks. Limes strategically relied on several large castrums: Lederata near Ram, Cuppae near Golubac, and Novae in Čezava, Taliata near V. Gradac and Diana at Kladovo, which were linked to each smaller fort at the same or at the opposite bank of the Danube. Upon arrival of the Byzantine Empire, between the 4th and 6th centuries, in paleo-Byzantine period, much of Roman buildings have experienced modifications. At that time, in Đerdap area many of the indigenous population moved early to Christianity, as evidenced by early Byzantine church in Čezava,

Boljetin and elsewhere. The dismissal of centuries of culture, the Slavs who started from the sixth century settlement in the Balkans, due to inaccessibility of the Đerdap area, began to settle in the ninth century. Their first settlements were exclusively preserved antique or paleo-Byzantine fortifications. Between 12th and 15th centuries Slavs - Braničevci rebuilt several fortifications, raised a number of Christian churches and a large fortress Golubac in the middle of the 14th century. The State and the territory's political system throughout history had gone through changes in the development of the cultures and the population (in the early Middle Ages belonged to the Byzantine Empire, inhabited by the Slavs, won by the Bulgarian rulers, ruled by the Hungarians, Serbs and Turks). Living together in this region, Serbs and Vlachs, depended on each other, found ways to preserve their traditional villages on the banks of the Danube and the surrounding hills. The colorful folk customs and traditions that go back to the earliest days, talk about their life together in this area. Unfavorable geographical position of Đerdap in relation to main roads and major economic centers and proximity to the border has caused the slow development of rural settlements. A particular influence on the development and changes in the Đerdap area is carried out by the dam construction (1964-1971). The negative effects of the construction unfortunately are a large number of submerged archaeological sites and cultural and natural resources as well as the relocation of several villages. Planned built new settlements on the shores of the lake have preserved their names and the people and follow their traditions in the new conditions (Group of authors, 2010).

Natural Features

Đerdap as a unique natural phenomenon in Europe is also one of the most interesting areas for its historical, archaeological, geological, geomorphological, botanical, and phytocoenological phytogeographic characteristics. Morphological features indicate that the Iron Gate gorge was formed by the successive cut of Danube in the Carpathian mountain range, leaving steep spots and vertical sides that rise above the river level. The Iron Gate space is characterized by great diversity in geological structure and lithology composition, age and frame. The Iron Gate is the largest gorge in Europe, which consists of four gorges: Golubac Gorge, Gospođin Vir with the canyon of Boljetin River, Kazan and Sip Canyon, and three valleys: Ljupkovska, Donjomilanovačka and Oršava valley. Among geomorphological objects stand out particular areas of the Great Strbac, as well as the Small and the Great Kazan (Mali and Veliki Kazan - "the gates of Europe"), where the Danube is the narrowest (about 140 m) and deepest (about 90 m). In the Great Kazan there is a very deep vortex the bottom of which reaches below sea level. Iron Gate is characterized, among other things, by a large number of giant pots (one of them is the measured depth of up to 82 m). Prior to the formation of hydro-accumulation Đerdap I in Sipska gorge, there were many rapids who built the giant pots, deep as 16 m below sea level. This part is called the Iron Gate (in Turkish Gerdap means dangerous place for navigation, and the Romans and the Slavs called it the Iron Gate), and that's where the whole canyon's name comes from.

Moderate-continental and continental climate has changed over the time the Iron Gate. This was caused by the influence of the great mass of the entire Danube and the shelter of the Đerdap areas both north and south. Mountainous hinterland of the gorge is characterized by modified mountain climate.

Flora of the Đerdap area is extremely diverse, as there are over 1000 species in the narrow coastal area. There is a significant incidence of rare plant species, among which are especially significant tertiary relict species whose distribution area and abundance in Europe is significantly reduced. In the National Park are located nine nature reserves in the area of first degree of protection and a Landscape with special natural characteristics. These are:

- Golubac town (23.04 ha) - was proclaimed a nature reserve because of the significant values of vegetation (oak dominated communities with hornbeam and lilac. The reserve is located next to the eponymous medieval fortress
- Bojana (27.44 ha) - covers indigenous communities with nuts. As a tertiary relict, with a wide range of environmental nut has a special place in the Iron Gate area
- Tatar vis (14.70 ha) - in which predominant reserve is oak, the hornbeam and beech
- Bosman-Sokolovac (281.3 ha) - the reserve is included in the inner part of the coastal areas, where communities are concentrated in relict forests of low bushes and lilac with mečja hazel
- Šomrda (30.07 ha) - reserve is characterized by the presence of rare, relict, tertiary-type of holly. Individual trees of this species reaches over 5 feet in height
- Gypsy stream (18:32 ha) - the character of the reserve has provided for the development of the Balkan beech and walnut
- Coka Njalta with Pesač (354 ha) – The reserve has one of the richest deposits in relict species and habitats of Đerdap area (mečja hazel, lilac, walnut, beech, hornbeam, oak, etc.)
- Lepenski vir (21.04 ha) - the famous archaeological site is significant as a reserve and the presence of relict communities, including nettle and walnuts
- River Boljetin Canyon - Reef (99.92 ha) - includes the famous sandstone ridges of folded layers. The section of the Boljetin river gorge has oak and hornbeam forests
- Large and Small Strbac (899.4 ha) - no doubt the most interesting part of the Iron Gate, which was placed under special protection. Immediate vicinity of the "Kazan" on the Danube, the high vertical cliffs, numerous sinkholes, scrape, large and small limestone coves, wide flat reefs, sandbanks, limestone and silicate rocks, frequent fog and other characteristics have contributed to the extremely rich and complex flora and vegetation. Large and Small Strbac is also a hunting reserve in which chamois is reintroduced (Štetić, 2008).

Iron Gate fauna is characterized by great diversity of species like deer, wild boar, rabbit, fox, partridge, quail, pheasant, bear, lynx, wolf, jackal, colorful skunk, golden eagle and other birds of prey, etc. Its richness of animal life in the National Park Đerdap is present primarily because of preservation of diverse habitats that provide good conditions for the survival of so many species. Because of the diversity of bird fauna (over 200 species) and the presence of rare, endangered bird, the national park Đerdap is called "Iron Gate" on the list of important bird areas - areas of IBA (Important Birds Areas). About 60 species of fish is present in the Danube and its tributaries in the National Park. The richness and diversity of the Đerdap fish world are very important for the local population, since the earliest days fishing has been important to the people.

Anthropogenic Heritage

National Park Đerdap represents the unity of natural and cultural heritage of Serbia, because the specific natural features of the area granted a very valuable cultural heritage. The coastal area of the Danube in the Iron Gate was inhabited in the Neolithic period. About the continuity of life testify discovered archaeological sites - from monumental Neolithic culture, Lepenski Vir, over ancient monuments and medieval period to modern times. Đerdap, the Iron Gate, for thousand years is a challenge for travelers, traders and warriors. The territory of the national park has a large number of protected cultural and historical sites together with its environment. Some of these sites were declared as very important and received a special protection of the state.

TABULA TRAIANA (monument) is part of the Roman Limes I - or the Trajan road, which was built in the period of 98-117 AD, in the narrow of Small Kazan. It has a tablet commemorating the great

construction projects, the construction of Traian`s road and bridge near Kladovo. It was carved into the rock, rectangular in shape, and it is dedicated to the Roman Emperor Trajan in Latin: "Emperor Caesar son of the divine Nerva, Nerva Trajan, the Augustus, Germanicus, Pontifex Maximus, invested for the fourth time as Tribune, Father of the Fatherland, Consul for the third time, excavating mountain rocks and using wood beams has made this road". Originally it was set to 1.5 meters above the Roman road along the Danube River. Based on the inscription it is assumed that Trajan built the part of Djerdap road in Lower Gorge in preparation for war against the Dacians. The most difficult section of the road was finished in the 1st century AD. The construction of a Roman road and a large number of findings are showing the importance of the Iron Gate to the Roman Empire, until the final conquest of Dacia in early second century. Road construction, which spreads along the Danube, was determined by the needs of faster and safer navigation. The inscription on the tablet was set in six lines, but today only three can be seen clearly. From its rich relief only a decoration has been preserved: a frieze decorated with two dolphins, roses and eagle with outstretched wings. Below the inscription there is a kneeling figure, probably Danubius, and above the inscription there is a canopy with ceiling cassette. The construction of hydroelectric Đerdap I (1964-1972) submerged the Roman road. They decided to move Tabula Traiana about twenty feet higher, to be visible from the river.

LEPENSKI VIR (archaeological site) on the terrace of the Danube in the Iron Gate is one of the most important archaeological sites in Serbia. During the archaeological excavations in the sixties they discovered archaeological finds, sacred architecture and monumental sculpture from the time between 7000 and 6000 BC, which changed the world's ideas about the beginnings of civilization. Under the settlement of the first farmers and herders in the period between 5300 and 4800 BC they revealed seven successive settlements of hunters, fishers and food gatherers each built on top of the other. Artifacts found in the form of a number of habitats, reflecting the unusual graves funeral rituals, various tools and ornaments of stone, antler and bone, stone sculpture of sandstone and tiles with engraved signs like letters, were indicators of primitive hunter-gatherer communities inhabited a terrace near Lepenski Vir They established complex social relations and made a distinctive style of architecture and monumental sculpture modeled from large pebbles. Archaeological research has discovered 136 objects, which have a truncated form of the sector at an angle of 60 degrees. Villages have been systematically constructed, and their harmonious shapes demonstrate functionality of a developed sense of architecture. The original architectural and monumental sculptures put the Lepenski Vir culture in one particular and very early phase of prehistoric culture of Europe.

DIANA (archaeological site) built on the site Karatas, is one of the largest and best preserved Roman forts - castrum on the Danube. They were built out of stone probably in between 100 - 101 AD at the time of Emperor Trajan, during the digging of the canal, which enabled safer navigation on the Danube. At one time, Diana was the most significant finding of the Gornjomezijski limes. It was raised on a significant strategic location; a permanent military garrison had the task to guard the border and to provide entry into the downstream channel. Diana is a rectangular castrum, which measures 100 by 200 meters with walls on the tower. Its final appearance Diana gets by adding walls with protruding towers stretching to the Danube, sealing and protecting a part of the coast in late third and early fourth centuries. In the middle of fifth century the Roman castles were destroyed by the Huns, and in about 530 AD, it was rebuilt by Emperor Justinian. Inside the fort, except the rest of the walls with gates and towers, they found military barracks and other buildings, and beyond the walls they revealed the existence of small villages, temples and necropolis. The sculptures in marble and bronze, various articles of daily use found in Diana indicate that this was a Roman fort and except fortification interest, it had a significant economic center with a pier.

GOLUBAC TOWN (cultural monument), or Golubac fortress is located on the right bank of the Danube, at the entrance of the Iron Gate. Nine massive towers up to 25 meters are interconnected by a wall and arranged so as to defend the city from land and from water. Time of occurrence has not been established, while the first written record dates from 1335 AD. Even today no one knows exactly how old is the fortress, and who began to build it. For sure you can only say that the first fort in Golubac in the Danube was built by the Romans in the first century AD. Roman emperor Diocletian lived in the fort around 299 AD, the city was later destroyed by the Huns, to be rebuilt by Justinian again. After the Battle of Kosovo, Golubac town fell into Turkish hands, and the Hungarians and the Turks have been fighting over it for a long time. The origin of the name Golubac, according to a legend, in the main hat tower the Byzantine princess Helen was captured, who kept up pigeons to relieve her loneliness. That was the story of the name of the town. According to another legend, a beautiful girl named Golubana lived in the village. Stories about her beauty reached the Turkish pasha. He brought her silk and pearls in order to marry her. Girl Golubana refused all gifts, and the Pasha ordered the sentence, so they tied her to a rock that was in the Danube. They tortured and mutilated her body and left it to the birds. Another story of how the city got its name is that the cliffs resembled pigeons on the beach. There are those who claim that the wild pigeons have settled on the cliffs and that's how the city got its present name.

Opportunities for Tourism Development of Excursion Destination Đerdap

In its overall tourist offer National Park, lake and gorge, Đerdap is presented as a special and complete tourist unit in many ways unique in Europe and in the world. The tourist attraction and aesthetic values of the Iron Gate cannot be compared with similar phenomena in the national parks of Europe. The visitors of Đerdap National Park are most interested in the attractive lookout points, monuments of great significance and richness of nature, which can be complemented by the experience of cultural, manifestation and restaurant offer. Tourism based on nature has precisely the focus on natural resources. Preserved natural environment, such as the Iron Gate, offers the possibility for different aspects of the tourist offer of natural forms. Đerdap lake and its coastal area, as the part of the Đerdap National Park, offers various forms of tourism. In the Iron Gate National Park, there are excellent conditions for the development of many types of complementing tourist activities like complementary and other activities. That way you can expand the basis of economic growth and valuation of natural and created wealth.

On the territory of the National Park there are nine regulated and marked walking trails of various lengths, passing through attractive landscapes, nature which often ends at the lookout. These trails are the following: River Canyon Brnjica, Bosman - Sokolovac, Gypsy stream - Šomrski stone, River Canyon Boljeton - Reef, Lake Baltu alu Šontu - Glavica, Cave Gradasnica, Buronov sink, Large and Small Strbac and Kovilovo. Walking, hiking, stay in the fresh air, relaxation, recreation in natural surroundings and photographing the extraordinary vantage points, are just some of the activities in the offer of excursion destination Đerdap.

The Iron Gate is one of the 35 identified IBA (Important Bird Areas) areas in Serbia. Three species of birds make the Iron Gate area internationally important: pygmy cormorant, lesser spotted eagle and miniature eagle. Services of professional guides and the use of observation of birds in Small Štrpce, is provided by the public corporation "National Park Đerdap". In cooperation with local bird lovers you can find accommodation facilities and local food and drink specialities.

The bike path that connects the 6 Euro Velo Atlantic and the Black Sea is passing through the Iron Gate National Park in the length of 100 kilometers, which is why this protected area is registered in the cycling map of Europe. The Danube route is one of the most popular cycling routes in Europe. A system

of designation for Danube cycling route (DBR) that runs through Serbia has unique characteristics and design different than in other Danube countries, and that's why it is original on European scale. It is also the first such system in Serbia, and so far the only internationally recognized one. Passing through the Iron Gate National Park, cycling tourists are often staying in the local neighborhoods and they visit the Visitors' Center in the Administration Building of the public corporation "National Park Đerdap", as well as attractive sites and nature reserves.

Events are an important component of integral tourist product and content elements of tourist stay, so the hunting event "Hunter's encounter with a wolf" in Dobra, ethnic heritage festivals such as the "Lilac fest" on the Miroc or "Ethno Festival" in Golubac, then "Gold plop of Đerdap" in Tekija, represent only part of the tourism-sport and entertainment events that bring together a large number of participants and visitors. Those events and their programs represent a significant potential for tourism in the total offer of Đerdap National Park.

The number and variety of wild game, the quality of trophies, especially the full natural behavior of wild animals are a real sport hunting experience in the almost untouched natural hunting environment "Đerdap", which is part of the National Park Đerdap. As a result of prudence of game that behave completely natural, hunting in the Iron Gate has all the elements of a real primal experience, requiring good physical condition and profound knowledge of the habits of wild animals from the hunter. The hunting ground has all the necessary professional staff, as well as the technical facilities of the hunting to ensure a successful hunt.

Beautiful Iron Gate with all its secrets offers many opportunities for fans of both commercial and sport fishing. Trout, sturgeon, perch, catfish, carp, pike, bream and others are major challenge for anglers to Iron Gate gorge to demonstrate their skills. With the appropriate daily, weekly or seasonal fishing licenses, it is possible to fish from the shore or from a boat with the unselfish help of local fishermen.

The development of nautical tourism needs spacious and quiet areas of a lake, so boating is very suitable for both large and small objects. Ports in Tekija and Donji Milanovac, as well as ship locks at the dam ensure the safe anchoring of vessels and smooth sailing for most of the year. It seems that the biggest market for nautical tourism are Austria and Germany when it comes to tourists on their own vessels, and the Czech Republic, Slovakia and Russia, when it comes to participants in the larger tourist trips on the Danube waterway objects (Stanković, 2003). In addition, sailing, rowing, sports competitions on the water and swimming areas complement the tourist offer. Navigation on the Danube used to regulate the bubble station, and one of them, Varnica, has been converted into a tourist information center and a dock for boats and yachts (in the vicinity, on left bank the figure of Decibal the ruler of Dacia, is carved out of rock). Beaches with showers in the sector enable the development of NP Đerdap beach tourism during the summer months when temperatures and climatic conditions allow swimming.

Stationary tourism is most developed in Donji Milanovac Tekija, Golubac and nearby Kladovo. In these settlements there are modern tourist and catering facilities. Donji Milanovac has singled out as a center of tourism in the Iron Gate Lake after the construction of the hotel "Lepenski Vir". Donji Milanovac has the function of a tourist base because of the hotel with auxiliary facilities, sports facilities, dock, beach, restaurants, a picturesque village, a good position and attractive locations, as well as the recent construction of a wellness center and spa within the hotel. Stationary tourism is developed in the Iron Gate in Golubac (Hotel "Golubac Town"), Kladovo (Hotel "Đerdap" and "Akvastar Danube"), Karatas (Youth Camp), Dobra and Tekija (motels), as well as in the private houses.

Youth and school tourism is developed in the Iron Gate because a large number of young people (participating in school trips, excursions and classes in nature) come to visit the Đerdap area. This type of tourism is in addition particularly interesting to primary and secondary school students and to students of tourism, geography, biology, forestry, geology, hydraulic, transport, history, art and other groups. Besides the selection of recreational classes for children (children in kindergartens and preschools) Đerdap is a tourist destination for group travels of retirees or other closed, homogeneous groups like the collectives of different companies, in terms of cultural or recreational movements.

Excursion tourism in Đerdap in the form of organizing individual and group tours that include visits to many cultural and historical monuments and nature reserves is very well developed. In addition to the aforementioned excursion sites Đerdap attractions include the following: cave tours ("Rajko's cave", "Gradasnica", "Dubocka" "Ceremošnja" "Ravništarka"); nature monuments ("Vratna gates", "Valja prerast"); visit to Iron Gate I Hydroelectric Power Station; Kladovo Fish Combine; archaeological sites (Viminacium, Felix Romuliana), fortresses (Fetislam, Ram), monasteries (Vratna, Koroglaš, Bukovo, Gornjak, Vitovnica, Tumane, Zaova); locations on the wine route (Rajačke, Rogljevske, Smeovačke and Stubicke wine cellars); and that's why the excursion tourist area of the Đerdap attractions expand and complement both in content and quality. Possible excursion movement in the Iron Gate area and environment are determined by the use of certain types of vehicles. In this way, schools in nature, health paths, photo safari or boat trips, are together representing some of the integral and complementary aspects of tourism in the region. The largest number of visitors, in terms of domestic visitors to the Iron Gate comes from Belgrade, Vojvodina, Sumadija, Morava and Eastern Serbia. The peak time is in May, June, September and October. In recent years the growing interest of foreign tourists in the Iron Gate area is noted.

Conclusion

Đerdap has become a unique brand in European tourism market because of the following factors: activities and projects of the Strategy for the Danube region, the promotion of tourism resources in the Iron Gate, changes in the global tourism market demand and the strengthening of new types of tourism developments aimed at sustainable development and protection of natural and cultural heritage; all of it contributing to the positioning of Đerdap as a tourists destination. This is particularly evident in order to boost competitiveness, sustainability and mutual cooperation when it comes to the tourism sector of the Danube countries. Setting Đerdap as a major excursion destination in the Danube region may result in an increase in the demand of the international tourist market around the world and it may attract a lot of tourists. The use of modern means of communication such as the Internet can help a better representation of the Danube as a tourist destination and its promotion of new tourist clientèle. Joint marketing, promotion and management of tourist destinations in the Danube region will contribute to the development of the excursion destination of Đerdap as a unique offer at European and world tourist market.

The global economic crisis and the lack of free time have resulted in the changes of the tourism sector, because excursions are affected by change. On the one hand there is a high unemployment rate, which is represented by the population with insufficient funds to travel; on the other hand, employees in capitalist countries no longer have holidays and leisure time for travel. Therefore, short tourist trips or weekend excursion is a great solution for this problem and because of their features they do not require a lot of money and time. Such active excursions and weekend tours can be developed in the gorge, in the national park and Đerdap Lake in different forms and through different means of transportation (car, bicycle, boat, bus). Intensifying the promotion of active excursion tourism contributes to raising awareness of healthy lifestyle as well as expansion of educational and cultural level of the tourist clientèle. An integral cooperation of all sectors of the tourism industry contributes to the promotion of

the excursion tourism. Multiple effects on the development of field trip and other forms of tourism in the Danube region can be achieved by collective acting of economic sector in the tourism of Danube region countries (tour operators, hotels and others), strengthening mutual ties and cooperation in educational and scientific research activities in the field of tourism and integrated operation of tourism development holders at local, regional, national and international level. Planning of tourism through the repair and maintenance of existing and future tourism infrastructures in Đerdap sector will advance the development of excursion tourism. The development of excursion tourism of Đerdap requires connecting the accommodation facilities, port infrastructure, and tourism, walking trails, information centers, bike trails and lookouts in the Danube area with the road network along the major tributaries of the Danube. That should put emphasis on protected areas and sites that belong to the natural or cultural heritage, as well as on theme parks, wine roads, bird observation, fields and equipment for sports and recreation.

Improvement projects of the tourist cruises on the Danube and the realization of the Danube promenade as proposed by the Danube Tourist Commission are particularly important for the development of excursion areas of Đerdap. The promotion of sustainable tourism in the Đerdap area can be achieved by a combination of transport (train / bus / bike / boat / car), and a visit to the tourist attractions of natural and cultural sites. The establishment of quality criteria and the establishment of tourism associations and campaigns may include support of improving the quality of products and the development of regional supply chain strategy for sustainable tourism. Brand promotion of Đerdap as an excursion destination can contribute to the development of the entire Danube region, through the development of joint tourism products and promotion policies, which will eventually affect the positioning of Đerdap as a unique offer of excursion tourism in the European tourist market.

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

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Abstract

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. The Loire Valley, which has been affirmed in tourist sense, is part of the flow Loire, 250 km in length, and belongs to a number 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 2.3 million tourists were registered, of which 32% of cyclists, of whom 48% are foreign tourists, in contrast to the Serbian Danube Basin, which according to research visit 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 what the number of those who are in particular Danube Valley municipality only for the Danube is. 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 which the Danube as an international river has, and how to attract tourists, as well as cyclists in his region.

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

Introduction – why the Loire valley?

Tourism is the main sector of the French economy, both in terms of contributions (gross domestic product), and in terms of employment. With 74.2 million visitors, and despite a slight decline compared to the year of 2008, France was the most important tourist destination in the world in 2009. It was in front of Spain and the USA, with a share of 16% in Europe. The total consumption of French and foreign tourists is 36 billion euros, representing 6.5% of French GDP, which puts France in the third place in the world according to revenue from tourism. The tourism sector employs over 900,000 people, which is 4.3% of the working age population:

- 72% are employed in restaurants and catering,
- 15.5% in hotels,
- 4% in tourist agencies,
- 1.5% in other forms of accommodation (campsites, mobile homes...)

- 4.5% in the thermal spas.

In the year 2010, there were 662,000 rooms in hotels of major chains, but also in other types of accommodation such as B&Bs and eco-tourism options ('chambres d'hôtes', 'gîtes', agritourism). As in thermal spas and ski resorts, the key tourist spots are a godsend for tourism: the Mont Saint-Michel (3.5 million visitors), Versailles - the Palace of Versailles (6.5 million, 70% are foreign visitors), Castles of the Loire Valley - the Loire Valley Castles and the great theme parks: Futuroscope (1.7 million), Disneyland - Disneyland Paris (15 million), Asterix park - Parc Astérix, Vulkanian - Vulkanian and Pi du Fu - and the Puy du Fou (a historical theme park).

Promotion of the natural resources of France is the catalyst of territorial development, starting from the local level to the regions and departments. The example is Poitevin Marsh, known as "Green Venice" (700,000 visitors) and Loire valley.

The Loire valley is located in the geographic and cultural heart of France. Loire is the longest river in France and the last wild (unrestrained) river in Europe. It springs in the south, near the Mediterranean coast and flows into the Atlantic Ocean on the northwest of country. On its way it flows through the biggest and most diverse wine regions of France.

In the Loire valley during the field research specific physical and geographical similarities with the valley of the Danube, which belongs to Serbia, have been identified. Among them, the flat relief singles out, as the work of the river, shaped by erosion and its suspended particles, which is made fertile by alluvial material. In accordance with these natural similarities, certain similarities in economic sense are explained. In the Loire valley, as in the valley of the Danube, similar agricultural products are produced. The rural population is engaged in animal husbandry, viticulture and fruit growing. Caves in tuffites on one side of the Loire valley are used, except for tourism and for the development of viticulture and viticulture, as well as for producing various types of mushrooms. In the past they were used as hiding place or refuge for local population during the war and uncertain times, they irresistibly reminded of the shelters in the loess, which were once numerous, but which still exist on the south side of the Titel hill. In addition, it can inspire the direction in which could be used the sand dunes on the right bank of the Danube in the north of Serbia, such as Ramsko-zatonjska, Pozeska etc.

The Loire valley is under the protection of UNESCO, and cuts the Pays de la Loire and the central region in the length of 280 km. It can be explored by bicycle, as there are excellent bike paths along the river (<http://www.france.fr/en/knowning/economy/overview/article/france-remains-worlds-number-one-tourism-destination>).

According to data obtained from the tourism workers in the UNESCO protected area of the Loire Valley in the year of 2009, were registered 2.3 million tourists. One third (32%) of them were cyclists. Almost half (48%) of cyclists did not have French citizenship, i.e. they were tourists. Considering the fact that in the valley of the Danube, which belongs to Serbia there is only 26,000 foreign tourists registered, only that is reason enough to make analysis and monitoring, as the first step towards working to increase tourist traffic in the valley of the Danube, and thus income that Serbia could earn by this business activity.

The Loire valley and tourism

The Loire Valley region is found in northern-central France just two hours south of Paris. The official region name - Centre - is little known outside France (and little loved within), but it is better known as one of the most popular regions of France for visitors - the Loire Valley.

The 'Centre' region of France includes three historical regions of France - Orleans (northern part) including the city of Orleans, Berry (south-east) and Touraine (south-west of the Centre region). The departments in the modern Centre region are: Eure-et-Loir (to the north), Indre-et-Loire (west), Loir-et-Cher in the middle, Loiret (to the east), and Indre and Cher (to the south-west and south east respectively).

The Loire itself is often called the last wild river in France, mostly because unpredictable currents and shallow water brought an end to commercial river traffic as soon as the railways arrived, and the many quays remain largely forgotten, except by the occasional tour boat. The river's wildness also takes shape in dramatic floods, but for most of the year it meanders gently past its shifting sandbanks, shaded by reeds and willows, and punctuated by long, sandy islands beloved by birds. The dangers of collapsing sandbanks and strong currents mean that swimmers should confine themselves to one of the many tributaries, though it's possible to rent a kayak in many places (<http://france-for-visitors.com/loire/index.html>).

The Loire Valley has the greatest concentration of chateaux in France. This region was once a favourite hangout of French Renaissance kings who built magnificent chateaus along the Loire River (the longest river in France and the last of the wild rivers in Europe) to entertain in lavish style while enjoying the incredible beauty of the landscape.

In recognition of its cultural and living landscape, the Loire valley has been on the World Heritage list since 30 November 2000. As a result, it is the largest internationally recognised site in France: stretching 280 km from Sully-sur-Loire in the Loiret to Chalonnes-sur-Loire in Anjou (www.valdeloire.org).

Today, the Loire Valley continues to lure visitors to explore the splendid French countryside with its historic castles and abbeys, and to taste some of the best food and wines in the world. The vineyards around Tours thrive on the fertile soil around the river and its tributaries, and many producers are well prepared to receive visitors and are more than happy for them to try a glass or two (<http://www.visit-loire.com/cycling-in-loire/cycling-in-loire.html>) Loire Valley wines include 65 appellations that include every style of wine – red, white, rosé, still, sparkling, sweet, dry and everything in between. But whatever the style, the Loire Valley is as French as France gets. In fact, Loire Valley wines are the most popular wines ordered in restaurants in France.

Loire Valley wines are made from more than a dozen different grape varieties and include definitive expressions of Sauvignon Blanc, Chenin Blanc, Melon de Bourgogne and Cabernet Franc. There is also excellent Pinot Noir, Gamay and Malbec, as well as little known but delicious Romorantin, Pineau d'Aunis and Grolleau.

One reason for this diversity is the size of the Loire Valley. The vineyards grow along a 480 km mile stretch of the river, so there are several distinct climates and a wide variety of soils that divide the Loire Valley into 5 distinct regions, each with its own characteristic varietals and wine styles (<http://www.loirevalleywine.com/home/?q=node/4>).

Golf tourism - Loiret provides an admirable setting for its golf courses - ranging from 18 to 27 holes - where amateurs and experienced playeurs come to test their skill. For those ready to take up this sort of challenge, a golf pass allows you to play green - free for three days on one or several courses during the week, as weel as at weekends with at extra cost. Valid until the end of the current year, this pass also includes an accommodation package to help make your stay a pleasant one. Loiret, a golfer's paradise, is one of the most sought after locations in France. The region offers a variety of courses and facilities that can accommodate beginners and experienced golf players alike. There are greens for players of every level and challenging obstacles especially designed to test your skills (<http://www.golf.tourismloiret.com/>).

"Loire à vélo"- Trans-regional route was established by the Central and Pais de la Loire (Centre and Pays de la Loire) region in 1995. Two regions, the six "departments (the Cher, the Loiret, the Loir-et-Cher, the Indre-et-Loire, the Maine-et-Loire and the Loire-Atlantique) and six major urban areas (Orléans, Blois, Tours, Saumur, Angers and Nantes) have joined forces and invested 52 million euros in 2010 to rebuild and set up signs along the route "Loire à vélo". Route "Bikes along the Loire" has the potential to become one of the most important routes with the highest interest of the tourists throughout France (www.valdeloire.org). The bicycle route will be 800 km long, and all the places along the route are linked to dozens of SNCF (fast trains) railway stations. Two thirds of the 800 km which make up the network of the Loire à vélo will run alongside the Loire, 27% of it will be on bikes-only tracks, 24% on shared roads with no "through" traffic and 37% will be on little used roads (less than 500 vehicles/day); 12% will be on cycling tracks and strips. 300 stopping areas are also planned to welcome cycling tourists.



Picture 1. The Loire Valley; source: www.valdeloire.org

The Danube valley and tourism

Danube is the second longest European river (after the Volga). It rises in Germany's Black Forest and flows about 2850 km to the Black Sea, passing along or through Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria, Romania, Ukraine and Moldova. Its many tributaries include the Drava, Tisza, and Sava rivers. It has been an important highway between Central and Eastern Europe from antiquity. The lower Danube is a major avenue for freight transport, and the upper Danube is an important source of hydroelectricity (<http://www.answers.com/topic/danube>).

The Danube Basin covers an area of 817.000 km². This is 8.5 % of mainland of Europe, or 8 times more than the area of Serbia and Montenegro. Serbia belongs to the Danubian countries. On the Danube, in its coastal and river basin, there are numerous and varied protected natural and anthropogenic objects and landscape units that have multiple significance for a range of activities. In the sector of the Danube through Serbia there are numerous river islands of specific ecosystems, also known as an ornithological station. Of particular importance are the Upper Danube Nature Park in the territory of the municipality of Sombor and Apatin, and natural resource Karadjordjevo, nature park of the Tikvara area, Fruška Gora National Park, special nature reserve of Kovilj-Petrovaradin marsh, general Deliblatska Nature Reserve and National Park Djerdap (Stankovic, 2003).

The surviving monuments testify about its rich history (Lepenski Vir, the oldest archaeological site, Trajan's bridge and Tablet dating from the period when the Danube was the northern boundary of the Roman Empire). Roman rule has left many monuments of culture: Romuliana/Gamzigrad with its famous mosaics and an imperial palace; Viminacium or (Kostolac) offering the remnants of an ancient city; Sirmium- one of the imperial capitals of Roman Empire - largest Roman ruin in the region; Naissus and Mediana- birthplace to the Constantine the Great, father of Byzantium, Constantinople and first Christian emperor of Rome. Medieval times have blessed Serbia with medieval fortresses at Smederevo, former Serbian capital; Golubac; Ram; Fetislam and many others. The Djerdap Dam, built jointly in 1964-72 by Yugoslavia and Romania, is one of the most impressive pieces of civil engineering in Europe. The waters of the Danube represent the largest fishing grounds, where fishing and other water sports are practiced (http://www.serbiaembstockholm.se/english/tourism_key_facts.html). The Danube is the backbone of international tourism trends in Serbia, which take place in Pan-European Corridor 7.

Therefore, the valley of the Danube in Serbia lacks Loire castles, but there are archaeological sites from ancient and medieval times, which for their cultural and civilization values can be compared with them.

One of the significant omissions that adversely affects the monitoring visits to the valley of the Danube in Serbia, is the one for which official statistics has no instruments to monitor the results of any intervention aimed at increasing the tourist traffic. It has information on departures and overnight stays by municipalities, but based on them, it is hard to say how many tourists have visited this region only because the valley of the Danube.

Eurovélo 6 and Serbia

This is one of twelve routes making up the **EuroVelo 6** network which was the initiative of the European Federation of Cyclists (ECF) back in 1994. **EuroVelo 6** crosses 10 countries (France, Switzerland, Germany, Austria, Slovakia, Hungary, Serbia, Croatia, Bulgaria and Romania) and runs alongside 3 major European waterways, the Loire, Rhine and Danube. Today's Europe owes its existence to these rivers with their incredible scenery and an unrivalled architectural and cultural heritage. It is 60,000 kilometres long, and passes through the most: beautiful, exciting, famous, unique sites and landscapes of Europe (<http://www.srbija.travel/korisne-info/dolazak/bicikl>).

EuroVelo 6 runs through Serbia in the length of 667 km along the Danube. Even in 2004, the idea aroused to pass through that road by bicycle, to examine it, record and finally mark. Today, tables are set with marked bicycle routes, road signs with precise distances and messages. The great help in getting Serbia in Eurovelo 6 had: Jovan Erakovic, among the first promoters of cycle-tourism, people from GTZ (German Agency for Technical Cooperation). The man who started the implementation was Wolfgang

Limbirt, former head of GTZ for Serbia, with the assistance of Nebojsa Matijasevic, the main coordinator of this action.

Eight maps of the way from Budapest to Constanta were published in 2005. It was the first such map for this area so abroad it has become very popular, and came to its fourth edition. In 2009, guests from Germany, Austria, Switzerland, Belgium, Netherlands and Luxemburg passed this route. From September the 30th to October the 3rd in 2009, in the organization of the Tourist Organization of Serbia, and with the promoter activity of Mr Thomas Froitzhem, journalists, tour operators and gourmet experts had a bicycle ride. This year it has been recorded more than 3,000 cyclists who cycled on "our side of the street"-it is said that Switzerland earns more from cycle-tourist than from skiing.

Bike tourism is aimed at:

- Highlighting the importance of bicycles as a favourite, the necessary, rational (in urban conditions), environmental and attractive means of transport
- Increasing people's awareness that this different kind of travel contributes to preservation of human health and the environment
- Riding a bike you might meet some interesting people – such as your family members. Give your personal contribution to the promotion of this way of life and tourism.

The Danube bicycle route in Serbia

The Danube bicycle route (DBR) through Serbia is labelled Eurovelo 6, which means that it is on the route of the Atlantic Ocean-Black Sea European Cycling Federation (ECF). The Danube bicycle route in Serbia has been held regularly for the fourth year in the first half of July. European Cycling Federation (ECF) has in the year of 2007, on Serbian proposal, changed the route of their previous Euro Velo route nr. 6 (Atlantic-Black Sea) in the area after Budapest, which kept the main roads towards the Black Sea. Since then, the mentioned bicycle route goes along the Danube in the Serbian part in the length of 667 kilometres marked by the label "Euro Velo 6". System labels and other marks of the Danube cycling route (DBR) which runs through Serbia is in many ways the original compared to other Danube countries, and so far it is the only one internationally recognized.

The Danube Bike Trail (also called Danube Cycle Path or the *Donauradweg*) is a bicycle trail along the river. It is divided into four sections:

1. Donaueschingen-Passau (559 km)
2. Passau-Vienna (340 km)
3. Vienna-Budapest (306 km)
4. Budapest-Black Sea (1670 km)

The system of signposts in the DBR in Serbia is according to the conception and design unique in comparison to other Danube countries, and by individual characteristics it is original in the European scale. Signpost system in Serbia and printed maps of "Cartography Huber" are mutually harmonized and complement each other. As a result, Serbia is in the domain of cycle-tourism close to the level of Danube countries like Germany and Austria. Bicycle signposts in Serbia are part of the project "Donauradweg" initiated by GTZ (German Government Agency for Technical Cooperation), with a goal to provide the passengers on a bicycle along the Danube all the necessary information. In addition to printed maps, for "cycling" Danube from Budapest to the mouth of the Black Sea, there is a comprehensive guide on the

Web site of the parent project Donauradweg (www.danube-info.org) as its English and German version, and the Serbian is on the Serbian site: www.ciklonaut.com (<http://www.dunavskastrategija.rs/sr/?m=74>)

DBR road signs in Serbia:

- The marked length: 668 km main route, alternative routes and de-tours about 370 km – a total of about 1040 km
- Number of identified intersections: about 460
- Number of railroad sign boards: about 950

Every identified intersection in Serbia, from the Hungarian border at Backa Breg, to the Bulgarian border near Negotin, has its own unique number. That number is entered both in the printed map and on the signposts posted on a given intersection. By comparing the numbers on the signposts and numbers on the map, it is easy to determine where the cycle-tourist is. To mark the distance, the system of the main and immediate goal is used: the top line of the table is the distance to the main goal at the upcoming section, and the lower the distance to the nearest (or the nearest characteristic point).

On the DBR in Serbia there are three basic categories:

- The main route-the most beautiful and most peaceful, but also includes gravel/macadam parts on embankments
- Alternative route – always on the asphalt, a way to miss the unpaved sections on the main route
- Detours – drive recommended for those who have time and inclination to move away from the Danube

Signposts for these categories are distinguished by colour of info-fields, matching the colour of lines in the printed map. Info-fields contain beautiful thoughts about cycling, or philosophy of travel, research, discovery...

In addition to large information boards in English and Serbian language on ten border crossings along the Danube, the boards have been posted in Novi Sad (on the quay near Petrovaradin bridge), in Belgrade (at the hotel “Yugoslavia” and the port on the Sava), in Veliko Gradiste (port), and at the entrance in Donji Milanovac (<http://www.srbija.travel/korisne-info/dolazak/bicikl/>).

The importance of maintaining, preserving and improving this form of sports and recreational tourism is confirmed by our examples from the region of the Panonian Plain. For example, the population on the banks of the Danube in Croatia, perceiving the value and volume of revenue that can be achieved from the tourists on bikes, have started to self-organize and work on providing various kinds of services to that part of the tourist population. Some institutions have conducted research on the structure of these tourists. The results, which were received on that occasion, indicated that it is mainly the population of intellectuals, which is of remarkable economic power, with which, with a good offer, a remarkable half-boarding and also non-season consumption can be achieved.

Conclusion

The apparent similarity in the physical-geographic terms between the Loire valley and the valley of the Danube, which has affected some similarities social-geographic terms, imposed the need to be highlighted in this paper.

So, on the basis of established similar regional characteristics, in the valley of the Danube, which belongs to Serbia, there are natural predispositions for development of: cultural, sports and recreational, nautical, wine and event tourism.

This paper is just an attempt to at least in the segment of geographical science positively influence the regional development in the Danube region in Serbia. It is clear that to achieve this goal many other factors should be cooperated, but by showing geographical and tourism content the process has been initiated. The extent to which it will be used depends on the work of primarily levels of local communities.

The valley of the Danube should not develop those segments of tourism offer in which it is not competitive compared to the Loire valley, and with other tourist developed river valleys. At the contact of East and West Europe, it should by taking their positive experience form its own original tourist product, to which a big logistical assistance would be certainly a unique cuisine, which this region has.

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Transport and Canal Navigation - Impact on Climate Change

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Abstract

Climate change and transport including canal navigation are in close mutual dependence and in the relatively unfavorable mutual respect. The canal transport and navigation are only one part of inland waterway system and common transport system. Motorized transport with fossil fuels, including motorized 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 adaption measures and the aim to support research in climate-friendly canal navigation.

Introduction

The canal navigation, as the part of inland navigation, considers as one of clean transport mode and in some cases it contributes the improvement of human life quality, fauna and flora comparing with other transport modes. The exploitation of old canals, waterways and lakes can affect in the reduction of greenhouse gases emissions (GHG) and the emissions of other pollutants.

Historical CO₂ emissions were calculated from 1850 for rail, 1870 – for shipping, 1900 for road transport and 1930 for aviation. Ja van Aardenne, et al. (2001) prepared a comprehensive emission data between 1970 and 1990 except for shipping where emissions for 1970-1990 were estimated from energy consumption recorded by the International Energy Agency. In Fig. 1 the development in CO₂ emissions shows from various transport modes. This figure shows a rapid growth in emissions from road transport and aviation and a decline in emissions from rail. Emissions from shipping decreased in the middle of the last century as a result of conversion from coal to diesel propulsion but later increased, until a decline in the 1980s. The figure also shows that the total transport CO₂ emissions as fraction of total man-made CO₂ emissions has increased the middle of the 20th century to 20% in 2000 (cited by Fuglestvedt, J. et al., 2008).

According to some authors the estimates fuel consumption vary considerably, ranging from approximately 160 to 280 million metric tons (Mt) of fuel per year. They have used 577 Mt CO₂ in 2000 (corresponding to 180 Mt of fuel), which is in good agreement when fishing is subtracted from the later estimate. Other database would give substantially higher emissions.

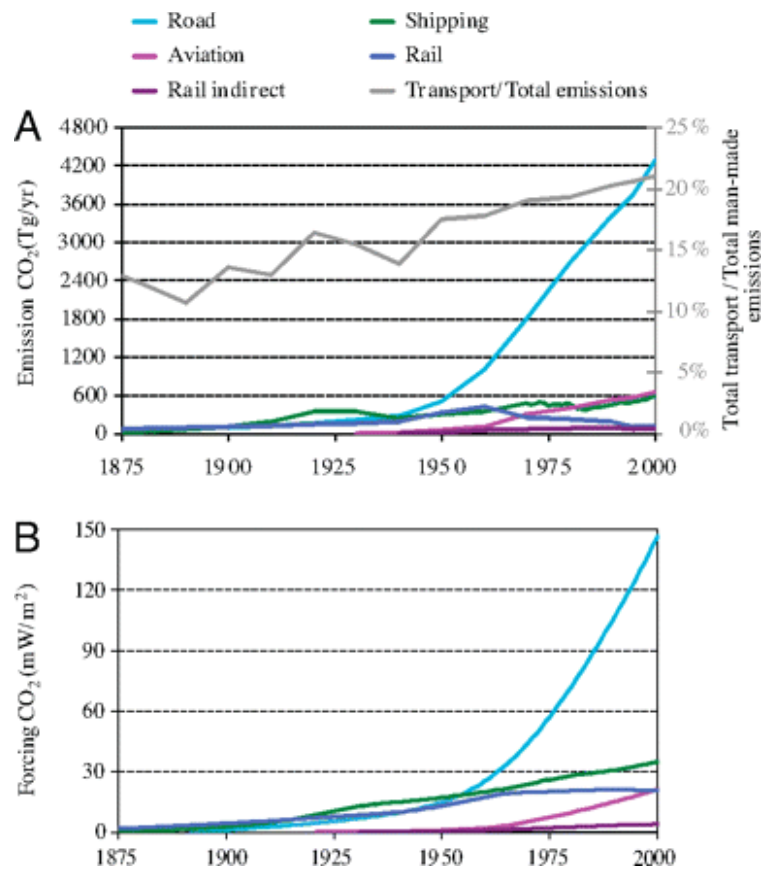


Fig.1. Historical development in emissions and radioactive forcing for CO₂ from transport sector

Figure 1: Development in CO₂ emissions from various transport modes and the fraction (right axis) of total man-made CO₂ emissions (excluding land use changes)

Figure 2: Development in radioactive forcing (RF) due to CO₂ from these transport modes (Fuglestvedt, J. et al. 2008)

However, the canal navigation is vulnerable and very sensitive mode on climate change, for example, under the hydrological events out of the management/control and partially under the control of canal/navigation sector authority. These events encompass the periods of low water levels (drought) and the periods of high water levels (precipitation, flood), same as the air and water temperatures, icing, wind conditions and movement of sediment.

The physical structure of canal transport system comprises

- 1) Artificial waterways (canal and water accumulations) and combined waterways (canalized small rivers, lake in front of canal dams and water gates).
- 2) Canal vessels (on fossil fuels and non-motorized vessels).
- 3) Canal harbours, small craft ports, marinas, anchorages, and moorings.

The canals, as the communications, are endangering by human activities (anthropogenic impacts) on local, regional and partially global levels with the point and non-point sources of pollution. In the case of canal transport the point sources are both canal vessels and harbours. They differently affect climate change, as same as, the climate change on them in mutual interdependencies. The canal vessels on fossil fuels are main sources of GHG emissions. Also, they represent main sources of emissions in harbours and their hinterlands, because entering of vessels, maneuvers, anchoring and departure from the harbours.

Other sources of emissions in canal harbour are all types of port vessels, road vehicles (cars, trucks, buses), stationary facilities, system of supply/distribution of fossil fuels, and other harbour equipment (cargo handling equipment, refrigerated units, etc.).

Canals and Combined Inland Waterways

Canal and climate change

Generally, the canals are much more sensitively on climate change than the impact of their emissions on climate change. However, the canal maintenance causes GHG and other emissions and they affect on climate change. In opposite sense, the impact of climate change on canal infrastructure has much more degree through the precipitations, change of water temperatures, ice-standing and moving, depth of ice, wind conditions and supply/transport of sediments etc., frequently from global changes.

Typology of canal infrastructure impacts on climate change can be identified, taking account all most important activities in relation with the canal infrastructure as shown in Table 1.

Table 1. Canals, combined waterways, water accumulations, canalized rivers: Sources of total emissions

Strategies, Design, Research, Planning...
<p>Materials</p> <ul style="list-style-type: none"> • Production in site • Supplying and equipping • Others
<p>Building</p> <ul style="list-style-type: none"> • Operations of mechanization • Transport • Others
<p>Maintenance</p> <ul style="list-style-type: none"> • Materials • Operations of mechanization • Transport and repairs

Reconstruction and Widening <ul style="list-style-type: none"> • Materials • Repairs and operations • Transport and others
Employees and Volunteers

The canal infrastructure includes all kinds of accompanied objects such as the bridges, dams, water gates, waterway locks, water supplying systems, shore installations etc. Main impact on climate change are the emissions producing during building and maintenance and long term change of purpose, the relief and the scope of land using. Other impacts are indirect impacts depending on the project, kind of materials for building and maintenance, the construction, operations, safety and users.

Table 2. Canals and combined waterways: Energy, emissions, global warming, geographic scale, methods/ models/ estimations and parameter of uncertainty

Fixed typology	Energy, emissions, global warming units	Geographic scale	Methods/ models/ estimations	Parameter of uncertainty
<i>Canals and combined waterways</i>				
Strategies, Design, Research, Planning	Total planning consumption of energy, direct/indirect emissions GWP(H=...) ¹ GTP(H=...) ² units	National, Regional, Local	Estimations	High
Materials <ul style="list-style-type: none"> • Production in site • Supplying and equipment • Others 	Total consumption of energy, direct/indirect emissions GWP(H=...) GTP(H=...) units	Regional, Local	Estimations/ Methods/ Models/ depending on data	High
Building <ul style="list-style-type: none"> • Operation of mechanization • Transport • Others 	Total consumption of energy, direct/indirect emissions GWP(H=...) GTP(H=...) units	Regional, Local	Estimations/ Methods/ Models/ depending on data	High
Maintenance <ul style="list-style-type: none"> • Materials • Operation of mechanization • Transport and repairs 	Total consumption of energy, direct/indirect emissions GWP(H=...) GTP(H=...) units	Regional, Local	Estimations/ Methods/ Models/ depending on data	High
Reconstruction and	Total consumption of	Regional,	Estimations/	High

widening <ul style="list-style-type: none"> • Materials • Repairs and operations • Transport and others 	energy, direct/indirect emissions GWP(H=...) GTP(H=...) units	Local	Methods/ Models/ depending on data	
Employees and volunteers	Direct/ indirect emissions units	Local	Estimations	High/Moderate

1) Global Warming potential (GWP) is based on the time-integrated radioactive forcing due to a pulse emission of a unit mass of gas. It can be quoted as an absolute GWP (AGWP) (e.g. in units of $Wm^{-2}kg^{-1} year$) or as a dimensionless value by dividing the AGWP by the AGWP of reference gas, normally CO_2 . A user choice is the time horizon (H) over which the integration is performed. For example, for a gas x, if A_x is the specific radioactive forcing (i.e. the radioactive forcing per kg) α_x is the lifetime (and assuming its removal from the atmosphere can be represented by exponential decay), and H is time horizon (IPCC presented GWPs for these time horizons, 20, 100 and 500 years), then

$$AGWP^x(H) = \int_0^H A_x \exp\left(-\frac{t}{\alpha_x}\right) dt \dots\dots\dots (1)$$

2) The definition of the absolute global temperature change potential (AGTP) can be given by

$$AGTP(H) = \int_0^H \Delta F(t)R(H - t)dt \dots\dots\dots (2)$$

Where radioactive forcing presented from the present day relative to pre-industrial times; R(H-t) gives the surface temperature response at time H due to a radioactive forcing at time t. (Fuglestvedt, J.S. et al., 2010).

Main activities are the maintenance and rehabilitated activities as the dredging, filling, deeping, bank protection, etc. In the current level, the measurement of effects from these activities through the emissions, including GHG emissions and among them most frequent CO_2 emissions, is not possible perform, but their impacts can estimate.

The maintenance, marking and reconstruction of canals and combined waterways must not only concern with canal transport, commercial or leisure navigation. For example, dam building, water supply, protection from floods, water cleaning etc., frequently are not have the direct link to the canal transport.

General typology for planning and consumed energy, the emissions, the potential global warming and/or global change of temperature, geographic scale, methods/models/estimations and parameter of uncertainty for estimation of emissions, presents in Table 2.

The policies and social-economic aspects to canal infrastructure mainly refer to the measures for reduction of all emissions in air, water and landfill/soil.

The canal infrastructure is designed to perform for a wide range of service lives. Canals, bridges, locks and other canal equipments are among the longest-lived-designed for a 50 to 100- and more service life-years although many their components (minimum canal depth, bridges, locks) must be rehabilitated more frequently. However, in practice, many canal facilities perform well beyond their design lives. Moreover, the most critical decision is where to locate a facility initially (Transport Research Board, Special Report 290, 2008).

Measures and mitigation adaption

The share of canal transport/ navigation is few in global warming and in total emissions from transport sector as whole. From three sources of emissions (canals, canal vessels and harbours) the canals can recently neglect as the emitters of GHGs and other emissions. As mentioned, they are much more vulnerability on climate change than they can exert influence on climate.

The measures for mitigation and adaption present in Table 3.

Table 3. Measures for mitigation and adaption- Canals and combined waterways

Fixed typology		
Canals and combined waterways	Mitigation measures	Adaption measures
Research, Design, Planning	<ul style="list-style-type: none"> • Strategy for reduction of emissions during project/ design phase • Reduction of planning activities 	<ul style="list-style-type: none"> • Upper water reservoirs for water keeping/storing needed for flood mitigation and improve navigation • Design for water management
Materials	<ul style="list-style-type: none"> • Strategy for dredging, structure, time distribution, transport and building 	<ul style="list-style-type: none"> • Percentage of materials which have been designed according to "Design and environment" procedures related to energy consumption and emissions (Hesse, A., 2010.)
Construction and Building	<ul style="list-style-type: none"> • Strategy for reduction GHG emissions • Reduction of energy consumption per unit of planning activity • Minimization of building of dykes and underwater objects • Permanent information system on canal parameters and traffic conditions 	<ul style="list-style-type: none"> • Strategy for excavation, dredging, filling, protection of banks, flora and fauna • Deepening of canals instead of widening • Square instead of trapezoid profile (PIANC, 2008.)
Maintenance and Marking	<ul style="list-style-type: none"> • Strategy for reduction GHG emissions • Reduction of energy consumption per unit of planning activity 	<ul style="list-style-type: none"> • Development of effective systems of maintenance for canals with remote, electronic survey and extending time periods

Reconstruction and widening	<ul style="list-style-type: none"> • Strategy of minimum requirements for reconstruction and widening in accordance with decongestion programs and avoiding of weaknesses 	<ul style="list-style-type: none"> • Strategy of prevention and putting aside reconstructions
Employees and volunteers	<ul style="list-style-type: none"> • Strategy of energy savings through organization • Program of health keeping and security 	<ul style="list-style-type: none"> • Indicators for health risks and security • Degree of accidents and damages

Canal Vessels

Canal vessels and climate change

The direct emissions and other pollutions only exist at canal motorized vessels until at non-motorized boats the pollutions can arise from spillage of solid and liquid wastes. The emissions from canal motorized vessel determine based on detailed information about their activities, including travel times, number of up- and down- trips, number of berthing vessels in canal harbours, etc. (ARCADIS, 1999).

In many cases required level of information is not available to the derivation of governing parameters, data or indicators. They are frequently derived from the surrogates or theoretically from different studies. For example, the traffic on canal sectors according to the kind of vessels can get for domestic vessels but not for the foreign vessels in any database. Process uncertainties generally have to introduce in the use of different parameters and in the translation of these parameters for a particular study. Quantification of these uncertainties is generally not possible (<http://www.imr.usace.army.mil/udc/data/dataclen.htm>).

Vessel activity parameters were usually derived from ship surveys which included information on vessel use, age, annual fuel consumption, number of engines per vessel, engine make and model, age, horsepower, annual hours of operation and other information. Uncertainty in these data collections comes from both parameters and the process. There is uncertainty in the method since it relies on survey results, which may be biased or inappropriately aggregated (Browning et. al. 2010).

For the calculation of total emissions from canal vessels it takes in account all phases, from feasibility study (design and project) to the end of life and recycling of canal vessel, as shown in Table 4.

The total uncertainty from the resulting emissions is the uncertainty in each of the input parameters for all kinds of canal motorized vessels.

Table 4. Sources of total emissions: Canal vessels

Shipbuilding	Transport activity – time of life cycle	End of life cycle – recycling
Design and project	Traveling	Time from end of operation to recycling
Materials	Maintenance and repairs	Derivation of components, recycling, transport/distribution
Construction (hull, main and	Reconstruction	Employees

auxiliary engines, equipment, etc.)		
Trials and experiments	Extreme situations: hydrological conditions, failures, congestions .	
Employees	Employees	

General typologies aforementioned sources (shipbuilding, transport activity and end of cycle life /recycling) related to planning and consumed energy, the emissions, the potential global warming and/or global change of temperature, geographic scale, methods/models/estimations and parameter of uncertainty for estimated emissions are similarly, but with some differences, as presented in Table 2.

The accurate assessment of the engine inventory is critical, in many cases, both main and auxiliary populations must be characterized, either directly or from frequently represents the average load experienced by the engine over period of use, typically annually. This factor is ultimately derived from second order factors, such as duty cycle. Because emissions are linearly to the load factor, this can have a large impact on the uncertainty of the total emissions (Browning, L., et al. 2010).

The engine power represents the total related power of each of the engine types install only on commercial vessel. However, a wide range of canal vessels is in operation, including assist tugboats, towboats/push boats, ferries and excursion vessels, dredges and dredging support vessels, fishing vessels, and recreational vessels. These vessels serve many purposes and there are no common methodologies with the capability of estimate emissions (Browning, L., et al. 2010).

The calculation of emissions is linearly related to total power without specific type, age, and horsepower range, this can have a large impact on the uncertainty of total emissions.

Usually, transport activity of vessels determines the average operating hours of a given engine and vessel type in annual period, and it is typically described in hours per year. Because emissions are linearly related to activity, uncertainty in this parameter can have a large impact on the uncertainty of total emissions.

The emissions factors, as factors in all methods for calculation of emissions, derive from given combination of engine power, density size, and age, or vary only by equipment type and/or age. Their impact on calculation of total emissions can be significant.

The consumed energy and total emissions are complexity for evaluation because we don't have appropriated methodology and/or models for calculation of total emissions in all phases (shipbuilding, transport activity, end of cycle life-recycling), except of partially the canal vessels in phase of transport activity including their turnaround times in canal harbours.

In the places of recycling of canal vessels, it is necessary to perform the measurement for deferent sections of vessel under processing and recycling. The main question is how many parts return in shipbuilding (sheet iron, templates, etc.). On the other side, the question is how many the parts put out of action, their transport and storing etc. Also, it is necessary estimated an emission by these activities.

3.2 Measures for mitigation and adaption

In relation to the emissions from canal vessels, largest expectations are, same as all inland waterway ships, from technological improvements: alternative and new fuels , innovative and hydrodynamic vessel concepts, alternative propulsion systems and shipping operations and training. These technological improvements and innovations can carry out across different measures, such as better using and least consumption of diesel fuels, optimization of hull and conventional propulsion, building efficient energy equipment into the canal vessels, renewal of thermal energy, information and

communication systems on board for efficient sailing per consumed fuel, reduction of displacement and limited velocity.

In view of fossil fuels the measurements for mitigation could include reduction of GHG emissions in produce and transport of these fuels, same as using of bio fuels and gaseous fuels.

The measures for mitigation and adaption to the canal navigation relate to the vessel operations, traffic management and the maintenance of vessels and canals. All mentioned measures are older known measures, but their application has to expand in order to they realized as mitigation and latter as adaption measures (PIANC, EnviCom-Task Group 3, 2008 and Greene, D.L., et al. 2011).

The social and policy measures could support the initiatives for mitigation and adaption in some developed countries, but on this way, they can be only partial measures. These measures refer to the rules and standards, fuel taxes, subsidies for cleaning vessels and their engines, reduction of harbour fees for “clean” vessels and long-range research and development.

Usually, canal vessels` speeds are limited from different reasons (protections of banks, shallow water, vessel induction of waves, etc). However, if there are possibilities reducing the speed of vessels could become as the effective measure for reducing fuel consumption and thus GHG emissions. Obviously, this measure, even though it reduces the operational costs for individual vessel, can be uneconomical when the increased travel or turnaround time for the vessel makes it necessary to employ a second vessel. Choosing measures that make economic sense is not easy and the cost of the individual measure must always be seen in relationship to its GHG emission reduction potential (PIANC,EnviCom,Task Group 3, 2008).

The reducing GHG emissions from fossil fuels is not easy and it is automatically not mean the positive measure of mitigation because this measure has impact on the emissions of other pollutants as NO_x, SO₂ and particle matters (PM). We must estimate their mutual relations. For now, it is very comprehensive problem on local, regional and global levels (GREENE, D.L., et al. 2011).

The measures for mitigation and adaption in the phases: shipbuilding, transport activity and of cycle life – recycling are presented for canal vessels in Table 5, 6 and 7.

Table 5 – Measures for mitigation and adaption: SHIPBUILDING

Fixed typology	Measures for mitigation	Measures for adaption
Shipbuilding		
Design and Project	<ul style="list-style-type: none"> • Strategy or design of new types of canal vessels with improvement of using fuels and reduction of emissions • Strategy for new technology in design and project such as hydrodynamic changes (hull, propulsion, etc.), speed limits, increasing operational using • Strategy for using new fuels 	<ul style="list-style-type: none"> • Innovative vessel concepts (hull, propulsion, engines) • Introducing alternative and new fuels
Materials	<ul style="list-style-type: none"> • Strategy for production, structure, transport and building in aim 	<ul style="list-style-type: none"> • Special covers for underwater part of hull without

	of reducing emissions	potentially dangerous materials <ul style="list-style-type: none"> • Percentage of renewal materials • Composite and modular parts • Percentage of new materials which have been designed according to "Design and Environment" procedures
Constructions (hull, engines, propulsion, equipment, ...)	<ul style="list-style-type: none"> • Intelligent transport systems • Managing consumed energy • Reducing emissions systems 	<ul style="list-style-type: none"> • Optimal ship hull and propulsion • Non-fossil propulsion • Superconductivity propulsion systems
Trials and experiments	<ul style="list-style-type: none"> • Strategy for testing and measurement of emissions 	<ul style="list-style-type: none"> • Standardization of GHG indicators, other pollutants, condensation, etc. in experimental phase and forecast over cycle life vessel
Employees	<ul style="list-style-type: none"> • Strategy for energy saving through organization • Programs of health keeping and security 	<ul style="list-style-type: none"> • Indicators for health risks and security • Degree of accidents/incidents and damages

Table 6. Measures for mitigation and adaption transport activity of canal vessel

Fixed typology		
Transport activity of canal vessel	Measures for mitigation	Measures of adaption
Travel, Trips, Voyages	<ul style="list-style-type: none"> • Environmental friendly canal vessels operations during trip and turnaround times in harbours • Optimization of routes in canal networks • Better using vessel capacity and avoidance empty trips • Environmental friendly manoeuvring, rough weather shipping operations, winter navigation, communication systems 	<ul style="list-style-type: none"> • Energy management systems • Non-fossil based propulsion (solar and wind) solutions for small canal vessels • Smooth bottom point to reduce drag • Exhaust gas monitoring equipment (www.react-transport.eu)
Maintenance and Repairs	<ul style="list-style-type: none"> • Renewal systems and components • High quality maintenance of 	<ul style="list-style-type: none"> • New technologies for repairing and maintenance • Components and

	canal vessels, methods, systems and technologies addressing the safety performance of vessels during their life time <ul style="list-style-type: none"> • Cost effective and environmental friendly manufacturing and maintenance 	material according to “Design and Environment” procedures <ul style="list-style-type: none"> • Monitoring systems
Reconstruction	<ul style="list-style-type: none"> • Strategy of justification for reconstruction related to the emissions in time span • Strategy of reducing emissions in production of materials, operations,..., if the reconstruction is necessary 	<ul style="list-style-type: none"> • Percentage of reducing emissions expecting from reconstruction
Extreme situations: weather conditions, failures, congestions, ...	<ul style="list-style-type: none"> • Strategy of avoidance for emerging situations • Forced measures of reducing emissions in emergency cases 	<ul style="list-style-type: none"> • Alternative methods for prevention of emerging situation • Indicator of linking emissions from emerging situation
Employees	<ul style="list-style-type: none"> • Strategy of energy saving and reducing emissions through organization • Programs for health keeping and security 	<ul style="list-style-type: none"> • Indicator of health risks and security • Fluctuation of employees, satisfaction, training, diversity of management, decisions

Table 7. Measures for mitigation and adaption: End of lifetime – recycling

Fixed typology		
End of life time - recycling	Measures for mitigation	Measures for adaption
Time from end of operation to recycling	<ul style="list-style-type: none"> • Strategy of keeping vessels after lifetime • Strategy for oil spill response, scrapping, waste from shipwrecking 	<ul style="list-style-type: none"> • Standards for disconnecting vessels from traffic in aim of reducing GHG emissions and other pollutants
Derivation of components, recycling, transport/distribution	<ul style="list-style-type: none"> • Strategy of derivation of recycling materials • Processing and keeping non-recycling materials • Proportion of vessel parts for which exist the analysis of life cycles 	<ul style="list-style-type: none"> • Environmental policy and proportion of business operations covering environmental management systems • Standards for recycling components and their distribution and building according to “Design and

		Environment” procedure
Employees	<ul style="list-style-type: none"> • Strategy of energy saving through organization • Program for health keeping and security 	<ul style="list-style-type: none"> • Indicators of health risks and security • Degree of accidents and damages • Fluctuations of employees, satisfaction and diversity of management decisions

Canal harbours, Small craft harbours, Marinas, Anchorages And Moorings

Canal harbours and climate change

The canal harbours are intermodal modes in which largest quantifies of emissions come down from activities of arriving and harbour vessels (GHG gases, nitrite oxides, particles, etc.) than from the harbour facilities and equipments.

Comprehensive methodology and models to the calculation of emissions are not exist, although methods and models recommend even though they are directly not connect to emissions from harbour facilities.

General typology of canal harbours’ impacts on climate change can be identified, taking account all most important activities related to canal harbours, as shown in Table 8.

To calculate emissions from canal vessels, involved on harbour over operations, the following information needs to be collected from vessel owners and operators for the relevant types of harbour craft operating (Browning et al. 2010):

- Hours of operation (annual and average daily, plus schedules if relevant and available);
- Percentage of time-in-operational modes (e.g. idling, half power, full power);
- Vessel characteristics;
- Number, type, age, and rated power of main engine(s);
- Number, type, age, and rated power of auxiliary engine(s);
- Other operational parameters such as fuel consumption rates and fuel type.

Table 8. Sources of total emissions – canal harbours

Strategy, Research, Design, Planning, ...	Exploitation/Using
Designing	Sources from vessels (emissions, ballast water, waste)
Materials (dredging, filling, etc.)	Sources from all kind off harbour crafts, including all emissions during their shipbuilding (materials, design, construction,...), activities in harbour area and end of life time – recycling
Construction and building (protection, quay walls, storages, communications,...)	Sources from harbour stationary facilities

Maintenance	Sources of emissions from other mobile means
Reconstruction/Widening	Sources from receiving land vehicles (trucks, car, buses, ...)
Employees	Other sources: production, supplying/distribution/handling of fuels to vessels and other users; production of electrical energy; emergency conditions; central refrigerant system; ...

- Qualitative information regarding how the vessels used in service, including operating domain; and
- Any information on emissions-modifying methods applied to the vessels, such as exhaust after-treatment equipment or installed internal engine modifications (Browning, L., et al. 2010).

Ideal case, if these inputs collect for each specific canal harbour.

General typology for aforementioned sources (strategies, research, design, planning and exploitation/using) related to planning and consumed energy, emissions, potential global warming and/or global change of temperature, geographic scale, methods/models/estimations and parameters of uncertainty for estimates emissions are similarly, but with some differences, as presented in Table 2.

Measures for mitigation and adaption

Measures for mitigation and adaption depend mainly on the activities of canal vessels in harbour area and their energy consumptions, the activities of harbour mobile and non-mobile motorized facilities and land vehicle in reception/delivery harbour area. It is necessary mentioned that harbour infrastructure requires large surface of soil, change of purpose and land using. Transport demand is continuously growing due to needs for mobility in both passengers and freight transport resulting in the reconstruction and/or widening. It means many canal harbours are spreading. On this way, they induce GHG emissions and other pollutants, condensations and unfavourable effects in atmosphere, water and coastal zones in vicinity of canal harbour.

To taking measures of mitigation and adaption, we have to consider for each canal harbour as follows:

- Detailed description of harbour infrastructure and operations for each harbour related to technical characteristics, business activities, financial and environmental status and so on;
- Continuous identification and analysis of those factors in relation to harbour infrastructure and operation, influencing on climate change;
- Duty analysis of canal harbour inducing from EU directives with corrected estimation of feasible degree putting into effect;
- Analysis of strategic and developing policies and plans of port authorities related to climate change.

The measures for mitigation and adaption in the phases: strategies, research, design, planning and exploitation/using are presented for canal harbours in Table 9 and 10.

Table 9. Measures for mitigation and adaption of canal harbours: Design, building ...

Fixed typology		
Canal harbours: design, building . . .	Measures for mitigation	Measures for adaption
Design	<ul style="list-style-type: none"> • Strategy for canal harbour design with optimal trajectories: vessels in harbour water area and land vehicles in access/entrance and harbour land area • Strategy of optimal lay-out for harbour • Strategy for dredged and other hydro technical needs • Strategy of land using for harbour activities in short term, middle term, long term time phases (reconstruction, widening, etc.) 	<ul style="list-style-type: none"> • Strategy for designed standards in aim of reducing emissions in all weather conditions and geographic scales.
Materials <ul style="list-style-type: none"> • Dredging • Filling • Other activities 	<ul style="list-style-type: none"> • Standards for production structure, transport and building in aim of reducing total emissions 	<ul style="list-style-type: none"> • Development of new, resistance and unarmful materials for protection, bollards. Storages, communications, etc. • New materials according to “Design and Environment” procedures • Proportion of renewable materials
Constructions and building	<ul style="list-style-type: none"> • Strategy for reducing total emissions • Reducing of consumed energy per planning unit of activity • Protection of harbour water, area, berths and anchorages • Relocation or strengthening of less protected marinas for pleasure boats • Restrictions of existing harbour developments, and limitations on location of new harbours 	<ul style="list-style-type: none"> • Raising of operational shore zone and retro-fitting of other facilities to provide adequate clearance • Protection of terminal and warehouse entrances • Elevation of bridges and other structures • Building of canal water reservoirs, embankments, ..., in aim of safety mobility and maneuvers of canal vessels
Maintenance	<ul style="list-style-type: none"> • Strategy for reducing GHG and other emissions • Program of energy saving per planning unit of activity 	<ul style="list-style-type: none"> • Development of efficient maintenance system with better supervision and prolonged time periods
Reconstruction Widening	<ul style="list-style-type: none"> • Strategy of minimum needs for widening in accordance to programs for preventing congestion on other ways • Strategy of reducing emissions in production of materials, operations, transport, ..., if it is necessarily 	<ul style="list-style-type: none"> • Strategy of prevention and limitation for reconstruction

Employees	<ul style="list-style-type: none"> • Strategy of energy saving through organization • Program for health keeping and security 	<ul style="list-style-type: none"> • Indicators of health risks and security, degree of accidents and damages • Employees satisfaction and diversity of decisions
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Table 10. Measures for mitigation and adaption: harbour operations

Fixed typology	Measures for mitigation	Measures for adaption
harbour operations		
Sources of arriving vessels (emissions, ballast water, sewage, ...)	<ul style="list-style-type: none"> • Strategy of monitored turnaround in aim of reduction GHG and other emissions • Strategy of maneuvering and anchoring in aim of reducing total emissions 	<ul style="list-style-type: none"> • Electrification of activities on board and harbours • Implementation of clean vessels/ treatments of waste and sewage, ballast water, spillage, ... • Standards for turnaround times in harbours
Sources of all types of harbour vessels	<ul style="list-style-type: none"> • Reducing energy consumption with efficient engines and more operational efficiency • Managing harbour transport and monitoring: database on harbour environmentally: real information systems • Quantitative analysis of trajectories: crossing, waiting, ... 	<ul style="list-style-type: none"> • Improvement of propulsion systems and maneuver capabilities • Energy management systems • Vessels with `zero emissions` • Monitoring and change of emission structure through engine combination and processing of exhaust gases
Sources of all kinds of stationary harbour means	<ul style="list-style-type: none"> • Strategy of distribution and lay-out for all stationary facilities 	<ul style="list-style-type: none"> • Development of advanced, stationary facilities in aim of reducing emissions and without emissions • Standardization of all harbour means according to emission indicators
Sources of other mobile means in harbour area	<ul style="list-style-type: none"> • Minimization and substitution of harbour facilities on diesel power • Strategy and logistics of receive/delivery harbour systems 	<ul style="list-style-type: none"> • Electrification of working cycles of mobile means • IT systems for tracing and tracking of load units and harbour means
Sources of arriving land vehicles	<ul style="list-style-type: none"> • Supporting of modal shift (non-motorized transport, environmentally-friendly transport) 	<ul style="list-style-type: none"> • Developing strategy of non-motorized transport (cycling, walking) • Decongestion in extreme events at reception/delivery systems
Other sources distribution of fuels for vessels,	<ul style="list-style-type: none"> • Strategy of reducing emissions in produce of fossil fuels in refinement and transport 	<ul style="list-style-type: none"> • Production of new fuels • Energy storing in harbours (fuel cells and others)

emerging situation refrigerate	<ul style="list-style-type: none"> • Complaining revised fuel quality directive (EU ETS) • Optimization of supplying methods for fuels related to reducing emissions • Optimization of location for fuel storages and distribution to harbours 	<ul style="list-style-type: none"> • Infrastructure for distribution of new fuels in harbour
Employees	<ul style="list-style-type: none"> • Strategy of energy saving through organization • Program for health keeping and security 	<ul style="list-style-type: none"> • Indicators of health risks and security degree of accident and damages, degree

Conclusion

Work on the low emission technologies in the shipping world, could eventually lead to the `zero-emission` vessel, as when technologies will become available. The International Maritime Organization (IMO) in addressing the challenge to emissions now, by working on possible new regulations, using instruments such as Energy Efficiency design Index (EEDI). This will need to operate within a framework of future carbon trading schemes that address the real cost of carbon to the environment (Waterbone TP, 2011 and FP7 react project – www.react-transport.eu). Regulating vessel emissions requires a comprehensive knowledge of current fuel consumption and emissions, the understandings of their impact on atmospheric composition and mitigation options (Eyring, V., et al. 2010).

In canal navigation, significant progress is expecting in specific research areas such as the alternative propulsion systems; innovative and hydrodynamic vessel concepts; shipping operations and training; and vessel emissions reduction systems (www.react-transport.eu).

In summary, behavioural change is the key factor to enable transport, including canal transport, to pull its weight in relation to other sectors, although technology will help to a certain extent. By using a combination of taxes, regulations, better technology and demand restraint, emissions could eventually stabilize, but the effect of these on transport and the wider economy is unknown (Chapman, L., 2007.)

Ultimately, canal transport is minor energy consumer with small carbon footprint. Nevertheless, canal transport is in fact small part of a much larger transport sector as whole, but we must keep in mind that the climate change and transport sector are one of largest challenge of sustainable development.

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The Development of the Danube River Banks in Vojvodina For The Purpose Of Nautical Tourism – Current Situation and Issues

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Abstract

The fact is that the nautical-tourist offer in Serbia and Vojvodina has been on the margins of tourist flows for long. 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, serious activity on the evaluation and regulation of the Danube is needed, and primarily the construction of the adequate reception facilities.

The first steps have already been made, but it requires 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 the investment.

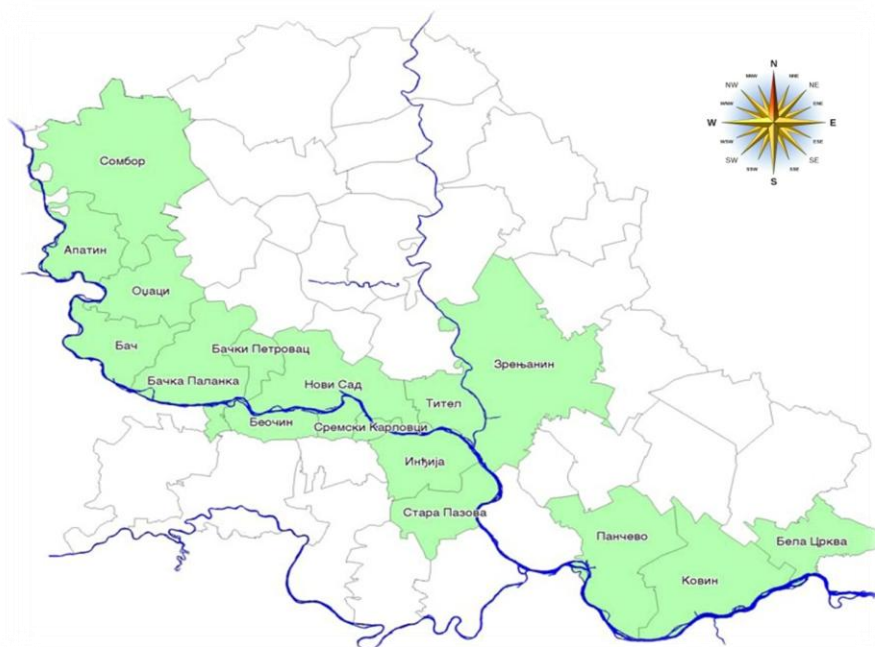
Keywords: nautical tourism, Danube River, Vojvodina, Reception nautical infrastructure facilities

Tourist and Geographical Position of the Danubian Region of Vojvodina

The Danubian region of Vojvodina is located in the territory of middle Europe in southern part of Pannonian basin in the northern part of Serbia. It includes the western and the southern part of Bačka District, the northern and the eastern part of Srem District and the southern Banat District. It follows the Danube which flows through the Autonomous Province of Vojvodina with the length of km 362, which numbers 61.5% of flow that flows through Serbia (Corporation marine studies of the Danube in AP of Vojvodina in 2006). It includes the Danube's left bank from km 1.433 to km 1.205 and from km 1.115 to km 1.075 of the international Danube waterway and the Danube's right bank from km 1.288 to km 1.187 of the same waterway.

In this study the borders of the Danubian region of Vojvodina are set according to borders of municipalities that are located along the Danube, that make an area of 814.018 ha in which, according to census in 2002 have lived 1,032,409 people. The municipalities are Apatin, Sombor, Odžaci, Bač, Bačka Palanka, Bački Petrovac, Beočin, Novi Sad, Sremski Karlovci, Titel, Zrenjanin, Indija, Stara Pazova, Pančevo, Kovin, and Bela Crkva (Survey of marine studies of the Danube in AP of Vojvodina in 2006).

Map 1. Geographical location of the Danubian region of Vojvodina (a scale of 1:1440000)



Source: Survey of marine studies of the Danube in AP of Vojvodina in 2006

Water traffic is important for the location and the traffic connection of Vojvodina. Running a canal of the Rajna- the Majna- the Danube into traffic, Vojvodina has found itself at the center of the most important waterway in Europe: The North Sea – The Atlantic – The Black Sea.

The Waterway corridor VII is important because it makes the shortest connecting of 10 countries of Europe by means of the Danube. Insufficient development of river traffic in our country and insufficient of reliance on the resources of the Danube in Vojvodina as a waterway is in a contrast with its potentials and European significance (Štetić, 2004).

A Description of the Danubian Waterway in Vojvodina

Sector border with The Republic of Hungary - Bačka Palanka

On the border itself between the republic of Hungary, the republic of Croatia and the republic of Serbia (km 1,433), the Danube enters our country. From that point to a bridge between Bačka Palanka and Ilok (km 1,297), the Danube's right bank belongs to Croatia and the left one to Serbia or Vojvodina. At that sector, the Danube flows with a north-south direction, making numerous meanders. It is from km 1,428 to km 1,425 where the waterway is narrowed for flowing the Danube through the gorge "Batina". At this flow the water from big canal of Bačka (Bezdan – Vrbas – Stari Bečej) are joining The Danube regulated by a constitution that is located on the entrance of the canal.

Then, the Danube flows near a settlement Batina (km 1,425) where master Bezdan is located (in charge for The Danube area, left bank from km 1,433to km 1,418) customs and river police. Rail road bridge that connect Serbia with Croatia is located there. At km 1,418.5 to km 1,417.5 and km 1,414 to km 1,412

there is the narrowing of waterway on which area is located an isle of Zmajevac. At this sector along the left bank extends the Monoštor armband. From km 1,404 the Danube meanders toward east at which left bank is located a place Apatin (km 1,401). The captaincy of Apatin is in charge for area of the Danube - left bank from km 1,401.8 to km 1,288).

Following Apatin, across left bank Čivutski Dunavac (in Serbian Dunavac means "Small Danube" and čivut means "Israelite") extends over which dovetails on km 1,393 to Old Dunavac. The Danube here makes the camber Vemelj and homonymous island. Waterway flows along the left bank. Four kilometers downstream is encountered the camber Petreš. The water of the Drava River which is flowing from west at km 1,382.5 is thrown in the water of the Danube. Following 10 km the Danube makes the camber 'Staklar' behind which is located an island „Sandbank of Mara". The waterway goes along the west bank. At km 1,366.5 is located road and rail road bridge Bogojevo.

The left bank of the Danube from a country border to km 1,367 is protected by law as a natural resource (Special nature reservation "Upper Danube"). At km 1,363.4 on a left bank is located an entrance with a lock in Bogojevo- Bečej canal. Following the entrance, the Danube meanders to west where is located an isle Kamarište (waterway goes along right bank) and isle Dalj (waterway goes along left bank). Behind the isle is located a curve Dalj where is noticeable narrowing of waterway.

At km 1,347 the Danube makes the meander Turkish Gradac in front of which often appears shallow "Savulja". At the meander is created a river isle Balenice (waterway goes along left bank) and shortly after an isle Kirtoš (waterway goes along right bank). The left confluent of river Vuk throws its water in the Danube at km 1,333. Against ta confluence is created an isle of Vukovar (waterway goes along right bank). After passing in front of village Bačko Novo Selo (km 1,319) the Danube created Opatovac isle. At km 1,310 is located Mohovean lane burrowed waterway to avoid long bend in Bukinavian arm. This is how an isle of Šarengrad is created. Then Bačka Palanka is reached (km 1,298.5) on the left bank of the Danube, where arm Tikvara is created, after which is located the bridge Bačka Palanka – Ilok.

Sector Bačka Palanka- Beograd

From Bačka Palanka to municipality of Belgrade both banks of the Danube belong to AP of Vojvodina. From Bačka Palanka to Novi Sad, the Danube goes on west-east and then shifts to south-east, the Danube flows firstly near village Neštin (right bank 1,294 Km), Čelarevo (left bank km 1,287), Glozan (left bank km 1,284) and Susek (right bank km 1,283). Changeable shallows at low water level appear at km 1,291 near right bank, as well as at km 1,284 on both sides.

Against Čelarevo is located river island Big isle. At km 1,280 on the right bank, picnic place Koruška and its confluence is located, against which is located river island the isle of Šašić (waterway goes along right bank). In place called Banoštor (right bank km 1,277) transmission line exists. On left bank is Park of nature 'The burrow of Begeč'. On the same side is the arm of Begeč that encircles the isle of Čerević (km 1,273) that is located against homonymous settlement on right bank. Then you arrive at the entrance at the arm of Beočin (km 1,271.2) that leads to the settlement of Beočin at the bottom of Fruška Gora. This is where isle of Beočin is located. Waterway goes along left bank near place called Futog. Then, downstream reaches the island "Sandbank of Mačak" (km 1,265) that is encircled on the right side by homonymous arm and passes near villages Rakovac and Ledinci.

At km 1,260.9 are located two transmission lines, downstream of which on the left bank is located an entrance to stagnant water Šodroš, and while on the right side is located place called Sremska Kamenica (km 1,259). Along left bank is located isle "Ribarsko ostrvo" that was turn into peninsula. This is where

dockyard of Novi Sad is located. At km 1,256.7 bridge "Slododa" is located and on the left bank arranged beach "Štrand". Waterway further continues below bridge "Duga" (km 1,255) which connects Novi Sad with Petrovaradin. On the left bank is located a passenger dock and port authority. After it follows a rail-road bridge (km 1,254.2) after which on the left bank is located the entrance to Small canal of Bačka. At km 1,247 is located the isle of Arankina (waterway goes along right bank). Later the road goes near Sremski Karlovci (right bank km 1,244).

At a low water level near left bank at km 1,238, casual shallows are likely to appear. Near the place called Čortanovci (right bank km 1,236) is located homonymous isle after that are also possible casual shallows. Entrance to the arm of Burman is on the left bank. Then the waterway of the Danube leads near place called Beška (right bank km 1,232) and bellows a road bridge on the highway Beograd-Novı Sad.

At km 1,231 on the left bank is entrance to arm of Gardinovac that with wide arch rounds the isle of Krčedin. The left leg of Dunavac leads to Little and Big Arkanj, the famous fishery. At km 1,225 there are two transmission lines. Near the left bank you can encounter the Isle of Lok and Big isle. Their banks are inaccessible because of the mole. Then, waterway leads near Stari Slankamen (right bank km 1,218). On Slankamen, the bank is shallow, oazy, sporadic gravelly and calculus, and water fast. For the purpose of regulation of the waterway, along right bank to settlement there were build up transverse regulations (called "naperi" in Serbian).

Against the Old Slankamen on the left bank of the Danube is the confluence of the Tisa (km 1,214,5). At the confluence are possible changeable shallows due to banks and pitches in the area of Slankamen and near the lighthouse. After the isle of Little Slankamen, on the surface comes up the cliff Jozefina on zero waterlevel in Zemun. It is better to by-pass the isle outwardly, and not through the arm, since there are regulations (naperi) in it. On the left bank at km 1,210 is the entrance to canal Karašt.i. Karašac in fact the arm of the Tamiš by means of which water of the Tamiš and the Danube are connected. At the beginning of the canal is underwater bulkhead ("naper").

Waterway further goes near place called Čenta (left bank km 1,207) and place called Surduk (right bank km 1,207). Municipality of Belgrade administratively dives in natural border of Vojvodina, thus the Danube belongs AP of Vojvodina to left bank km 1,205 or right bank km 1,187. Hence, in the length of 18 km, the Danube presents the border between the municipality of Belgrade and AP of Vojvodina. A that outline is located the isle of Belegiš (km 1,200) encircled by a homonymous arm on the right side where is also located a place called Belegiš. It is a group of small isles, sandy or overgrown with copse. Due to maelstrom effect, bank sliding on the most downstream isle is possible. Going downstream, you pass near Stari Banovci (km 1,192) and Novi Banovci (right bank km 1,189).

Sector Pančevo- Stara Palanka

From km 1,155 a country border with the Republic of Romania (km 1,075) left bank of the Danube belongs to AP of Vojvodina, while the left bank belongs to Central Serbia. At km 1,160, the Danube branches in three arms: Big, Medium and Small water, creating the river island Fortkontumac and a group of three isles (Štefanac, Čaknjanac and Lower isle), that make unique natural complex because their arms are more or less strewn. The official waterway goes along left bank near the beach and weekend place Bela Stena that is located on the upper peak of Fortkontumac and leads to the confluence of the Tamiš (at km 1,154.2). The entrance is regulated by the lock. During a high water level at the confluence is starting to build wide estuary. At 1,152 km is the entrance to a port of Pančevo. Right after the exit from the arm of Middle water you pass near place called Starčevo (left bank km

1,149) after which is the exit from the arm of Small water. At km 1,145 and km 1,141.3 are installed the underwater cables, and between them above the water are located six transmission lines.

At km 1,139 is located the Ivan's island, and around the island the arm of Ivan, which is partitioned with stone bank. Downstream from a regulation but near the isle is little Love island. Then the waterway leads between the isle of Gročan and island "Goli Đoka" (km 1, 130.5). After way of ten kilometers, on the left bank is entrance to a canal long approximately 200m (The spurt of Pločić). The spurt is a natural lake made by breaching of the water of the Danube. At km 1,118 is the upper pick of the isle of Smederevo (the waterway goes along right bank).

Between the isle of Smederevo and the bank of Banat is located another isle "Little isle". A passage between the isle and the bank of Banat is named 'The fen of Drešin and it should be avoided during the low water level. After three kilometers on the right bank in the Danube flows small river, the Jezava. After it you pass below a pipe and the road bridge "Smederevo- Kovin" (km 1,112).

On the left bank is the entrance to Dunavac of Kovin "Ponjavica" (km 1,108.4), that lengths around 1.5 km, 70 m of widths, and depths around 3 m that leads to a place called Kovin. After you pass by the isle of Žarkovac (the waterway goes along the right bank). At the right bank is the mouth of the Velika Morava (km 1,105). It brings with itself a huge amount of sand and rock that pile up in the Danube, so numerous natural barriers and banks are being created.

At around 1,100 km there are sunken sand banks near the right bank. The isles of Dubović, Dubovac and Stojko are overgrown with trees and are located with sand banks along the left bank (km 1,097). At the right bank is located an artificial mouth of the Mlava river. More downstream across the river, a transmission line stretches, after which **you** pass by island called the isle of Žilova (km 1,089). Waterway goes along right bank. Then the way leads to an island Čibuklija which is with its major part covered with water because of elevation of the Danube. Around the Čibuklija across the arm, sailing is impossible since it is partitioned by an underwater stone regulation that is located below a banded isle and above a bank. The International waterway goes along the left bank, where is located reservation of nature "Swan's pane". At km 1,076.5 On the left bank is the entrance to the Danube-Tisa-Danube canal, in which nearness is located a place called Stara Palanka. The Nera River presents a state border between AP of Vojvodina and the Republic of Romania. Going downstream from its confluence with the Danube (left bank 1,075 km) the left bank belongs to the Republic of Romania (<http://www.pansion.co.yu/daljinardunav.html>).

Condition Evaluation of the Danube Bank Regulation in Vojvodina for the Purpose of Nautical Tourism

Establishing the Danube bank regulation for the purpose of nautical tourism was done by analyzing more indicators. The analyses included the accessibility of banks from water (the existence of shallows, banks, problematic sailing sectors...), private objects constructions of nautical infrastructure (marines, wharves, moorings, landing places...) tourist regulation of the bank (arranged beaches, promenades, restaurants, hotels, sports ground and recreational facilities...) and tourist appearance of the borough.

Table 1: Current state of the Danube bank regulation in Vojvodina

municipalities	the accessibility of banks from water	marines	tourist landing places	moorings	tourist regulation of the bank (a width of 500 m)	tourist appearance of the borough
Sombor	In Bezdán	-	In the preparation	-	Partly	Excellent
Apatin	In Apatin	Exist	Exist	Exist	Satisfactory	Very good
Odžaci	In Bogojevo	-	-	-	-	Good
Bač	In B:N:Selo	-	-	-	-	Very good
Bačka Palanka	In Bač. Palanka	-	-	Exist	Satisfactory	Excellent
Bački Petrovac	Caution along the bank	-	-	-	-	Good
Beočin	In Banoštor	-	-	-	Partly	Very good
Novi Sad	In Novi Sad	-	Exist	Exist	Satisfactory	Excellent
Sremski Karlovci	In S. Karlovci	-	-	Exist	Satisfactory	Excellent
Indija	In Beška and S. Slankamen	-	-	Exist	Partly	Very good
Zrenjanin	Caution along the bank	-	-	-	-	Excellent
Titel	Caution along the bank	-	-	-	-	Very good
Stara Pazova	In S. Banovci	-	-	-	Partly	Good
Pančevo	In Pančevo	-	-	-	-	Very good
Kovin	In Kovin	-	-	-	Partly	Good
Bela Crkva	In Stara Palanka	-	-	-	Partly	Very good

From the table 1 we can conclude that a current state of the Danube bank regulation in Vojvodina is not satisfactory. In some boroughs the bank approach is not safe. Reception facilities of nautical infrastructure are only available in a few places, and the tourist bank regulation is on enviable position in few places. There are many tourist attractions in boroughs more or less, but without previous

structure it could not be used in tourist-nautical purposes. In respect to previous indicators, an assessment was done.

Table 2. Evaluation of the arrangement of the Danubian banks in Vojvodina for the purpose of nautical tourism

municipalities	the accessibility of banks from water	Construction and quality of reception facilities	tourist regulation of the bank (a width of 500 m)	tourist appearance of the borough	Average mark
Sombor	4	3	3	5	3,75
Apatin	5	5	5	4	4,75
Odžaci	2	1	1	3	1,75
Bač	2	1	1	4	2
Bačka Palanka	4	3	4	4	3,75
Bački Petrovac	1	1	1	3	1,5
Beočin	2	1	2	4	2,25
Novi Sad	5	4	5	5	4,75
Sremski Karlovci	4	3	5	5	4,25
Indija	3	3	4	4	3,5
Zrenjanin	1	1	1	4	1,75
Titel	1	1	1	4	1,75
Stara Pazova	2	1	2	3	2
Pančevo	4	2	2	4	3
Kovin	4	1	2	4	2,75
Bela Crkva	4	1	1	4	2,5

Development carriers of nautical tourism in the Danube River in Vojvodina are municipalities Apatin and Novi Sad and they should become unavoidable destinations for ships – the cruisers that sail along the Danube through our country. Similar boroughs that could be included in this kind of tourism are: Sombor, Bačka Palanka, Sremski Karlovci and Indija. Also, great potential has Southern Banat, while other boroughs can expect their chance in a further future. Here we can mention that boroughs Titel and Pančevo could direct the development of nautical tourism at the Tisa River or the Tamiš.

A Regulation Suggestion Plan of the Danube Bank in Vojvodina for the Purpose of Nautical Tourism

Nautical tourism in Vojvodina is currently at the beginning of a development. To be brought to a certain level, lots of financial investment is needed, but at the same time good organization. Definitely, the development of the nautical tourism at the corridor 7 would bring gaining the huge economic profit as well as improving the image of Vojvodina and Serbia on the global tourist market. In a table 3 is given a suggestion for primary adaptation of the Danube bank for the nautical tourism which can be upgraded in later stages.

Table 3: A regulation suggestion plan of the Danube bank in Vojvodina for the purpose of nautical tourism

municipalities	marines	tourist landing places	moorings	tourist regulation of the bank (a width of 500 m)	tourist appearance of the borough
Sombor	—	Left bank. Km 1,425 near customs-station in Bezdán	Left bank Km 1,426.1 in cantonment Baračka	Info-center, souvenir shop,cash machine, exchange office	The possibility of visiting Sombor, Bački Monoštor and Upper Danube
Apatin	Left bank Km 1,401.9 in Apatin	Left bank Km 1,401 in Apatin	—	Arranged sandy beach, promenade, restaurants, sports grounds, Info-center, souvenir shop,cash machine, exchange office, mini-market	The possibility of visiting Upper Danube, Apatin and Spa Junaković
Odžaci	—	—	Left bank Km 1,363.5 in canal Bogojevo	National restaurant, store	—
Bač	—	Left bank. km 1,318.5 in B:N: Selo	Left bank Km 1,319 in B.N. Selo	National restaurant, store info-center	The possibility of visiting fortress in Bač and Franciscan monastery
Bačka Palanka	—	Left bank.Km 1,298 in the arm Tikvara	Left bank. Km 1,298.5 in the armTikvara, Km 1,295 in the arm Bager	National restaurant, arranged sandy beaches, Info-center, souvenir shop,cash machine, exchange office	The possibility of visiting Bačka Palanka, Stable in Karađorđevo and castle in Čelarevo
Bački Petrovac	—	—	—	—	—
Beočin	—	Right bank. km 1,268 in Beočin	Right bank. Km 1,268.8 in Beočin	Sandy beach,, camp, carda, Info-center, souvenir shop,cash machine	The possibility of visiting monasteries and NP Fruška gora
Novi Sad	Left bank. Km	Left bank Km 1,255.1 in Novi	Left bank Km 1,262.3 in Novi	Arranged beach Štrand, promenade, Fishing island, rafts,	The possibility of visiting City Core of Novi Sad,

	1,261.9 marine on Šodroš location	Sad Left bank. Km 1,254.9 in Novi Sad Left bank Km 1,254.8 in Novi Sad	Sad Left bank Km 1,259 in the creek by Fishing island Left bank Km 1,256.8 in Novi Sad	restaurants on the banks, Info-center, souvenir shop, cash machine, exchange office, market	Petrovaradin fortress, city center of Sremska Kamenica, farms
Sremski Karlovci	—	Right bank Km 1,245 near the Hotel Dunav in S. Karlovci	Right bank Km 1,244.5 near the Hotel Dunav in S. Karlovci	Hotel Dunav, all necessary services in the city center, 500 m away from the river	The possibility of visiting City Core of S. Karlovci and monasteries on Fruška gora mountain
Indija	—	Right bank. Km 1,216.5 in Stari Slankamen	Right bank. Km 1,232.1 near the bridge in Beška Right bank. Km 1,216 in Stari Slankamen	Hotels and restaurants on the bank near the bridge, rent-a-boat, Geoland in S. Slankamen, souvenir shop, cash machine, exchange office	The possibility of visiting fen (koviljsko-petrovaradinski rit) on the opposite bank and geological heritage in S. Slankamen
Titel	Left bank 1,214.5 confluence of the Tisa, Right bank Km 10 marine on the Tisa in Titel	Left bank km 1,214.5 confluence of the Tisa, r.b. Km 10 tourist landing place on Tisa in Titel	—	On the Tisa river - beach, Info-center, souvenir shop, cash machine, exchange office, sports grounds, restaurants	The possibility of visiting geological heritage in Titel
Zrenjanin	—	—	—	—	—
Stara Pazova	—	—	Right bank. Km 1,193 in S. Banovci	restaurants, stores	—
Pančevo	Left bank. Km 1,154.2 marine near	Left bank Km 1,149 near location of Starčevo	—	Promenade on the Tamiš bank, Info-center on the Danube, souvenir shop, cash machine, exchange office	The possibility of visiting archaeological site in Starčevo, monastery Vojlovica,

	confluence of the Tamiš				Kovačica and Pančevo
Kovin	—	—	Left bank Km 1,108.5 in the canal Ponjavica, Left bank Km 1,096 in the arm nearby the island Dubovac	Hotel Grad, store, park in Kovin, sandy beach in Gaj	The possibility of visiting Deliblatska peščara
Bela Crkva	—	Left bank Km 1,076 in Stara Palanka	Left bank Km 1,076 in Stara Palanka	restaurants, Info-center, souvenir shop, cash machine, exchange office	The possibility of visiting Bela Crkva and Deliblatska Peščara

Via regulation plan of the Danube banks in Vojvodina for the purpose of nautical tourism, it was suggested building of the marines on four locations: In Apatin is already functional, in Novi Sad, in Titel on the Tisa and in Pančevo at the confluence of the Tamiš and the Danube. Building of a marine on the Tisa in Titel, would also have an impact on the nautical tourism of the Danube, and that is why it was taken into account.

A tourist landing places are suggested in every municipality that has a rich tourist offer and the courage to represent it to the Danubian bank. The tourist landing places passed places like Odžaci, Bački Petrovac, Stara Pazova and Kovin because of currently low tourist offer, as well as Titel on the Danube and Zrenjanin, because of a place distance and empty beaches.

Moorings for smaller yachts and ships are needed for local population that own their watercrafts as well as for those who cruise along the Danube. Well-equipped moorings with current, water and fuel, guard service and other services only neglected Bački Petrovac, Titel and Zrenjanin because of non-existence of a need for building the same.

As far as tourist regulation of a bank is concerned, cash machines installation, exchange offices and call centers is considering up most as the primary nautical tourists' needs and then souvenir shops, resorts, sports grounds and recreational facilities, rent-a-bike, mini markets etc.

All boroughs should come out on the tourist-nautical market with their best tourist offer that depends largely on the running of boroughs' tourist organizations, and from the table 30, you could see the biggest tourist potential of the Danubian region of Vojvodina.

Conclusion

After numerous decades of being neglected in a domestic tourism, for the past few years the Danube has become the first- rate tourist theme. It is a common taking subject, unfortunately concrete tourist attempts depend on a person's individual enthusiasm.

However, by opening the first marine at the Danube in Apatin, the first step has been made for including Vojvodina in nautical tourism, and it's a thing to be hold on. Novi Sad, as a cultural and administrative center of AP of Vojvodina lies on the Danube and has wide tourist offer that could exploit for nautical tourism. To accomplish that, Novi Sad should improve the quality of reception facilities of nautical infrastructure, and build its marine necessary for the nautical tourism to be placed on a desired level. Very good predispositions also have municipalities Sombor, Bačka Palanka, Sremski Karlovci and Inđija. Sombor, being the first station of the cruise ships because of customs in Bezdán, should use that convenience. Bačka Palanka, having its arms has very good natural conditions for being the part of the nautical tourism. Although Bačka Palanka has three locations for mooring, they were not brought to a satisfactory level, so the investment in their complete adaptation is needed. Sremski Karlovci is a town with immense cultural value. Building the Danube Hotel at the bank itself and wharves along the hotel, Karlovci made a step forward towards the opening to the Danube. Undoubtedly, building the tourist landing places is necessary for cruisers that sail along the Danube and for wharf to be provided with water, current and other necessary favours. Inđija got a high mark mostly owing to Stari Slankamen. There is already a well-equipped wharf, and already planned construction of geopark, could bring cruise ships at this destination. Municipalities of Titel and Pančevo could orientate their offer toward the Tisa River, or the Tamiš in order to involve themselves in the nautical tourism by favour of these rivers. Bač, Beočin and Bela Crkva have nice tourist values that could be valorized through the nautical tourism, but currently there are no nautical objects that could involve them in the same. Kovin is losing its importance foremost, because Smederevo is located on the opposite bank and it is more adequate for building up the marines and tourist landing places, anyway wharf for smaller ships and yachts should definitely be built in Kovin. Odžaci and Stara Pazova have little chances due to unsatisfactory tourist attraction, while the minimum chances have Zrenjanin and Bački Petrovac primarily due to town remoteness from a bank, empty banks and inadequate infrastructure.

Vojvodina and Serbia generally have a great chance for developing this tourist product, especially now when it lost its access to the sea, and on which Serbian tourists were oriented the most. With certain investments and a positive attitude, one day we could expect the Danubian region of Vojvodina to be recognized as the nautical and tourist destination.

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

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Abstract

In recent years, the Danube has become one of a 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 some encouragement to bring their vacation to complete.

Keywords: Nautical tourism, entertainment, river cruise, Danube River, ship.

Introduction

German poet Friedrich Hölderlin called the Danube “a refreshing, melodious river, sometimes foaming with high spirits, at other times dreaming serenely.” For many centuries, this river has been a reflection of Europe’s history-an economic lifeline, a highway to conquest, and a source of inspiration for poets and musicians. Now it is our turn to be inspired.

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 8-29 days. In recent years, the Danube has become one of a 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 some encouragement 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, communication, dance... 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 travellers 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 expectations and to exceed, tending to reach the level of perfection.

River cruising allows intimate view of the ever-changing scenery from fairytale villages and picturesque castles to Medieval towns and grand cities letting the tourists experience the Old World in a style and manner not possible on a land-based or ocean cruise vacations.

Types of cruises on the River Danube

Among the other offered arrangements in the Europe there are some cruises that take place on the river Danube or only one part of it: "Enchanting Danube" - Budapest to Passau, 8 Days; "Eastern Europe Explorer" - Vienna to Bucharest, 15 Days; "European Serenade" - Vienna to Amsterdam, 13 Days; "Grand European River Voyage" - Amsterdam to Istanbul, 27 Days; "European Jewels" - Budapest to Amsterdam, 15 Days; "Danube Discovery" - Vienna to Nuremberg, 8 Days; "Grand European Discovery" - Basel to Vienna, 15 Days; "Grand European Explorer" - Basel to Bucharest, 29 Days; "Danube Holiday Markets" - Budapest to Passau, 8 Days; "European Holiday Markets" - Nuremberg to Vienna, 8 Days; "Grand Christmas & New Year's Cruise" - Nuremberg to Budapest 13, Days. These cruises are offered between April and November but also during the December when Christmas markets are the highlight of the trip.

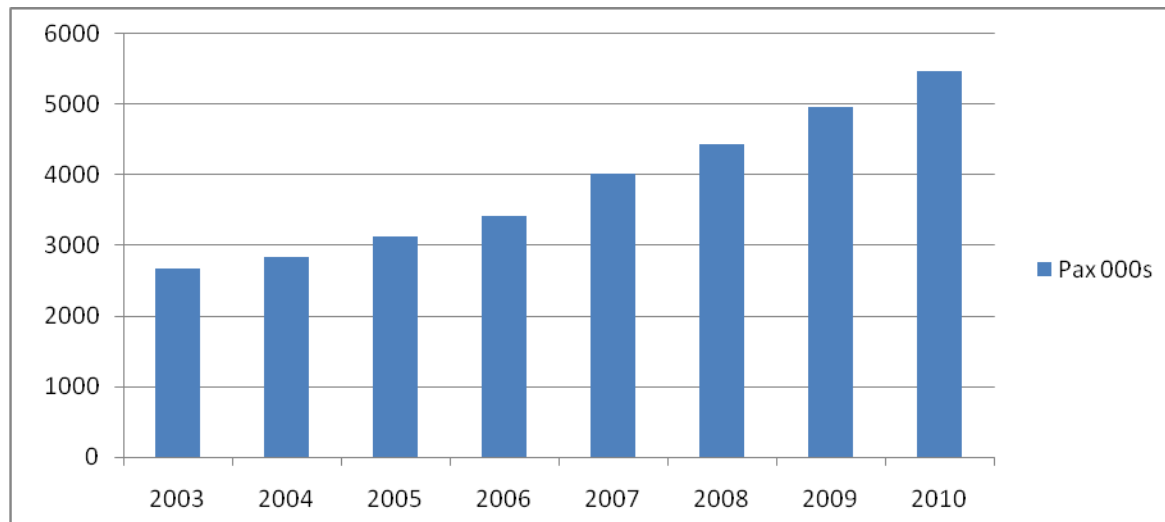
This is how some of the cruise lines represent their products: "Waltz your way along the Danube, sailing from one captivating city to the next. Visit Budapest, the beautiful "Queen of the Danube", breathtaking Vienna, the "Waltz Capital of the World". Discover the charming villages of Dürnstein and Melk, located in Austria's lush, vineyard-rich Wachau Valley. Experience delightful Salzburg, or quaint Steyr and Gmunden-the latter of which has a breathtaking Alpine backdrop-as well as colourful Passau, home to Europe's largest pipe organ. Discover the many UNESCO World Heritage sites on this regal journey full of centuries of intriguing history. Along the way, delve into the tastes of the region, like the Wachau Valley's world-famous Rieslings. Who will enjoy this cruise: Those longing to discover the best of Eastern and Western Old World Europe, and those who love history, food, wine, architecture, and music"

"Cruise through seven countries-Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria, and Romania-and visit five capitals, seeing sights that you won't forget; immersing yourself in new cultures; meeting new friends; and discovering a plethora of colourful folklore, musical traditions, and culinary delights. This cruise showcases recent historic and political changes in Central and Eastern Europe. Vibrant capitals like Vienna, Budapest, Bucharest, Belgrade, and Bratislava display the cultural diversity of their proud citizens. History, nature, and hospitable people are all awaiting your discovery on this all-encompassing Eastern Europe cruise. Celtic fortifications, Medieval towns, Turkish baths, 19th-century Neoclassical architecture, Roman ruins, and modern resorts make this one of the most eye-opening, extraordinary voyages in the world—not to mention the natural beauty of pastoral landscapes, the Danube's famed Iron Gates, and Bulgaria's Black Sea shores. All of this and more awaits you on your exploration of Eastern Europe. Who will enjoy this cruise: Those who wish to witness the challenging transitions undergone in Eastern European countries. Nature lovers inspired by dramatic scenery. And fans of architecture and archaeology will delight in the spectacular structures and ancient ruins" (out of Uniworld's 2012 Europe and Russia Boutique River Cruises brochure).

Tendencies in European cruise market

According to The European cruise council and the Statistics and source markets 2010 report, the European cruise market has constant growth in past few years.

Figure 1: Growth tendencies in European Cruise Market



Source: European Cruise Council Statistics, ECC/IRN Research

For example, German Cruise market had a double digit growth rate (18.9%) in 2010 compared with 2009. There were more than 1,2 million German cruise passengers in 2010 as the German cruise market consolidated its position as the second largest market in Europe, increasing its share from 21% to 22%. However, in terms of revenue the German market captures 28% of the European market due to its above average per diems (183 Euros vs 149 Euros) and above average cruise duration (9.3 nights vs 9.0 nights).

Table 1: European Market Growth Rates by Country, 2006-2010

Annual growth rate (%)	2006	2007	2008	2009	2010	5 year average 2009-2010
UK	12,4	10,9	10,6	3,8	5,8	8,7
Germany	10,3	8,2	18,9	13,2	18,9	13,9
Italy	0,6	23,8	6,6	17,2	11,3	11,9
Spain	3,2	32,5	-4,1	18,1	9,9	11,9
France	3,9	15,7	10,7	11,9	11,5	10,7
Scandinavia	47,6	51,6	30,9	40,7	-2,9	33,6
Benelux	52,4	28,1	12,2	19,6	14,8	25,4
Switzerland	9,8	14,3	1,6	16,9	19,1	12,3
Austria	12,8	18,2	13,5	35,6	15,7	19,2
Other	5,1	42,3	20,6	0,8	-0,2	13,7
Total	9,1	17,5	10,4	11,8	10,2	11,8

Source: European Cruise Council Statistics, ECC/IRN Research

Our society is growing older. Life expectancy has increased dramatically in the 20th century in most of the developed countries. In the UK, for example, life expectancy at birth has increased by 22 years for men and 23.5 years for women who were born between 1910 and 1992, according to figures obtained from the Office for National Statistics. Life expectancy has also increased in other countries, such as Japan: 79.5; Iceland: 78.8; Sweden: 78.1; Western Europe: 76.7; and North America: 76.2 (Patterson, 2006).

If we consider the fact that the most of the participants of river cruises are at the age of 50 and above, then the challenge for industry is to properly understand the potential and effective demand of the senior tourism market and to respond by delivering products commensurate with its needs.

Findings and discussion

Modern research showed travel preferences of older travellers. Most preferred are discount travel packages that were well planned and variety-filled vacations, signifying that mature aged travellers were not as interested in slow-paced tours through the countryside as first thought. Senior travellers are interested in variety, clear copy in travel brochures with all the costs included, responsible and reliable information, timely receipt of invoices and ticketing, an efficient and accurate reservations system and, by and large, value for their money (Min, 2011).

There are different programs to help personalize the river cruise because “one size” doesn’t always fit all. That is why when it comes to the on-shore excursions, the tourists can choose among few options: regular, choice and optional tours. Cruise director is the person in charge for all important points when it comes to the itinerary realisation. They are English speaking, well educated, with years of experience in the tourism industry. Cruise manager is the one who will introduce all activities to the tourist, organize all on-shore excursions according to the itinerary, solve the problems if they appear, provide the most interesting and useful information (where to shop, which national dish to taste, which curancy is used in the countries along the river...) so the tourists feel informed, safe and well taken care of.

The data were collected from a sample of 637 participants of the “Eastern Europe Explorer” Vienna to Bucharest, “European Serenade” - Vienna to Amsterdam, “Grand European River Voyage” - Amsterdam to Istanbul, “European Jewels” - Budapest to Amsterdam, “Danube Discovery” - Vienna to Nuremberg, “Grand European Discovery” - Basel to Vienna and “Grand European Explorer” - Basel to Bucharest river cruises on the ships operating within Uniworld Boutique GRC between april and june 2012.

The target market segment in this study is 50-plus, from the English speaking countries around the world (USA, Great Britain, Australia, New Zealand).

In the chart two, the analyse shows guests opinion on complimentary shore excursions (that are included in the price) and the factors important for their realization.

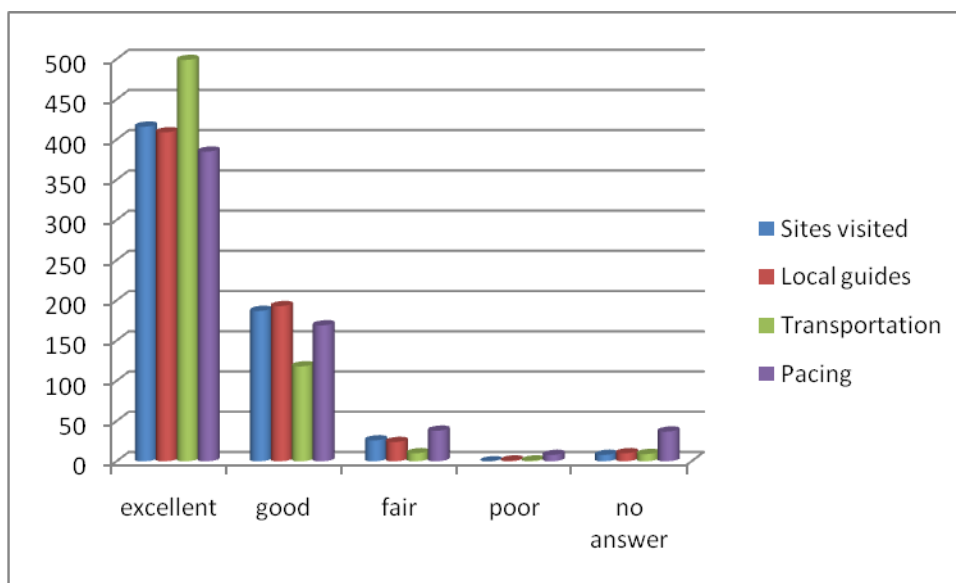


Figure 2: Included shore excursions

Due to the fact that they act as intermediaries between tourists and an unfamiliar environment, tour guides play an important role in the success or failure of a tour experience; their performance may ultimately shape a tourist's perception of the host destination. Because tour guides have such responsibility for the overall satisfaction and impressions of tourists they have to be very carefully chosen. Good sense of humour is required, good knowledge, but overloading with the information can cause negative effect.

The pacing is one of the most important points in organizing the sightseeing for the group of senior tourists. That is why some companies create gentle walking tours for the ones that can not keep up with the pace of the rest of the group. This idea is mostly very appreciated by the senior tourists. Tour guides use *quietvox* portable audio headsets, that allow to the participants to enhance their sightseeing experience without missing anything even if they do not stick to the guide during the tour. This audio system created of transmitters and receivers, ensures a lot more freedom during the walking tours. The number of participants will affect the number of the guides. For the better experience, groups should be smaller.

Besides the full range of activities on shore, there are various programs on board such as signature lectures on a wide variety of topics such as art, music, and architecture, local artists and Entertainers (From the sounds of classical music flowing from violins and guitars to a singer performing opera to local folklore), various quizzes, glass blowing demonstrations, "meet the people" programs where local representative interacts with the quests and answers their questions, culinary demonstrations by executive and pastry chef....

In order to stay active even during the vacation, to the guests will be offered classes of yoga and pilates, morning exercises, bicycles, sticks for Nordic walking.

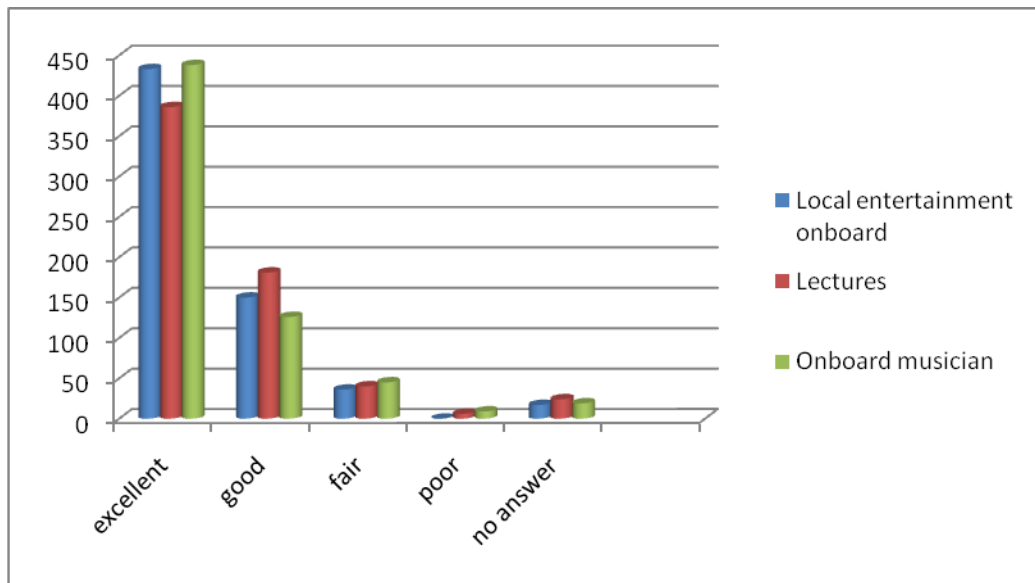


Figure 3: Onboard entertainment

Each participant can choose among all above mentioned and create the best combination for themselves.

In order to provide more choices, there are optional tours that are carefully planned but these tours will be additionally charged. Not all guests will attend these tours, which are why there are fewer answers in the surveys concerning optional tours.

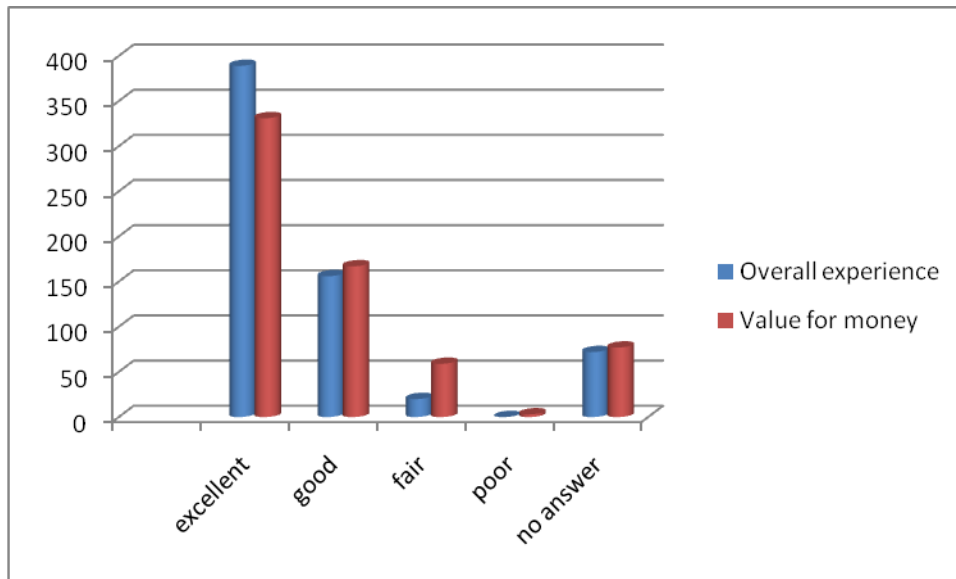


Figure 4: Optional shore excursions

Conclusion

In the modern world of tourism competition is high and the only way to be leader on the market is to be at least one step ahead the others. That is why the cruise companies offer more and more to the guest. It is very important to discover the tourists' preferences, as well as to apply their suggestions. When it comes to the leisure organisation and the entertainment, it is very important to find the best way to fulfil the guests needs, considering the age, mentality and plenty various factors. The best indicator of the satisfied guest is number of returners, which exceed 40% within the Uniworld Boutique River Cruises. Cruises are booked out even one year in advance. The entertainment (in-house or external) is crucial point for the guest's satisfaction.

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Natural and Cultural Resources in Tourism and Thematic Routes

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

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Abstract

The human need to travel is a fundamental need, but modernism and corporate culture have developed unnatural rules that separate us from ourselves. Therefore, tourism is an aspect of modernization which is homogenizing the world. It is important that, on those journeys, tourists see opportunities to escape from everyday life. 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 people who subsequently left behind a part of their rich cultural heritage. The cosmology of the Vučedols 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. 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.

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

Introduction

This paper deals with the relationship between culture and tourism through myths and ancient calendars as languages of symbols. It sees culture as an “incomplete, open process of social and communicative interaction in which the individual is always partially engaged, but as an active factor” (Ellger, 2001). In order to explain the subject of this paper it is necessary to clarify terms such as transmodernism and the symbolic language of myth, because they are taken as a framework for the development of sustainable cultural tourism and its interpretation through the symbolic language of the Vučedol Orion and its connection to the cosmology of the ancient inhabitants of Vučedol and the ancient Maya.

As a theoretical framework for this paper transmodernism will serve as a critique of both modernism and postmodernism, but it will also take the best elements from these two systems. It will also use traditional pre-modern knowledge supplied by the different cultures of the world which enable the progress of human evolution and create, as Rifkin said (1995, 2005), a “new global consciousness”. Modernism began with the assumption of disunity, of one against the other, but it is evident today that whatever happens on one side of the planet has an implication for everyone. Here we return to the holistic perspective, in which all levels (chemical, biological, material and psychological) are interconnected. Although the term “sustainable development” appeared only around twenty years ago, today it is clear that the masculine economic approach according to which one must conquer in order to exploit, which brought us to the brink of self-destruction, cannot survive. With the lessening of the role of religion within social systems, modern pilgrimages are being undertaken in a world which is rediscovering spirituality. Seeing as they represent unique and spiritual pauses which mean a lot in people's lives, even tourist trips, especially those of a cultural (New Age and spiritual) content, are a kind of pilgrimage (Graburn, 1989). In other words, the main elements of this cultural phenomenon are belief and knowledge. In theoretical terms tourism is perceived as a tool to help in the understanding of religious values, self-expression and the deepening of spirituality through contact with other people and religions (Simon, Barral-Baron and Barbier, 1985).

Symbolic Language of Myth

The mythic story is a symbol, a collection of symbolic images derived from within the human psyche. Mythology is where the known meets the unknown, where the conscious meets the subconscious. It used to serve as a guide through life's trials and challenges. A part of the myths deal with the theme of maturing - the transition from childhood and adolescence (psychological dependency) to responsible and independent adulthood. It was exactly the role of mythology in the past to use its universal message to bring people into harmony with the world they were living in. Myths are constituted by stories which emerged in various cultural areas across the world and which speak of the origin and creation of men, peoples and other living beings. It also speaks about gods and heroes, as well as the creation of civilization and the entire Universe. We can divide myths into several categories. They can be cosmogonic, linked with religion and rituals, they can deal with heroes who brought civilizations to the culture, they can be about gods, or even be historic in character (for instance, speaking about the migrations of tribes).

By studying relevant authors who have dealt with the term and meaning of identity it is possible to conclude that culture and identity are closely connected phenomena which are constantly developing. We can also conclude that on the one hand myths influence identity through processes which are generated by culture, while, on the other hand, they also influence the identity of the individual through various psychological processes which will be addressed in the remainder of this paper.

Vučedol Orion – Oldest Indo-European Calendar

The Baden culture, 3350-3100 BC (according to Durman, 2000) was primarily located on the right bank of the Danube from the mouth of the river Sava all the way upstream to Germany. It was marked by the use of horses, oxen and four-wheel carts pulled by oxen. These shepherds who violated the peaceful lives of farmers came from the Pontic steppes and Anatolia. Thanks to the technique of processing copper they took on a dominant role among the Neolithic cultures. Their most characteristic feature is a ceramic product, a bulbous jug with a cylindrical neck and a striped handle. With the appearance of the Baden culture, and before the appearance of its specific metallurgy, began the era of late Eneolithic in

European prehistoric chronology. The end of the Vučedol culture is taken to signify the end of the Eneolithic era in parts of central and southeastern Europe. According to numerous radiocarbon dating analyses, this occurred between 2500 and 2400 BC. The Vučedol culture, 2950-2300 BC (according to Durman, 2000) is recognized by the construction of light dugouts, deep cylindrically dug storage rooms which had, apart from other purposes, been used for specific method of burials. A whole variety of new ceramic forms of containers and models of various items (such as tables, beds, carts, etc.) also appear. According to Marija Gimbutas (1991), the invasions of the Kurgan peoples (characterized by specific burial mounds) are linked to the second wave of Indo-European peoples. These peoples can most likely be characterized as the first Indo-Europeans who crossed over the Danube. There are doubts as to where these were pure Indo-Europeans or a mixture of Indo-Europeans and native peoples. The fact remains that most of the settlements from the preceding periods were destroyed as a result of fires. New settlements are built on the sites of the old ones, primarily because of a feeling of power, a feeling that in this way the native population can be controlled and politically subdued.

Orion is the oldest Indo-European calendar and was discovered during the building of Hotel Slavonia in the city of Vinkovci in 1978. It is a clay terrine (ceramic product, a bulbous jug with a cylindrical neck and a striped handle) which contains, according to Durman (2000), the first written message found in this area and is dated to 3000 BC. This makes it older than Stonehenge. By analyzing the path which Orion followed in the distant past Durman (2000) presents in his research a new esoteric world in which it is discovered that the rich engravings on the terrine have their meanings. They serve a special function because their organization, form and appearance show the position of the constellation in the sky in a certain part of a year. The symbolic meanings of Orion, continues Durman (2000), are limitless. In Greek mythology Orion was described as the most beautiful living man, while in the secrets of the pyramids and in the "Egyptian Book of the Dead" the dead pharaohs were supposed to become the celestial souls of Orion.

Mythical Elements of the Vučedol Culture and Its Link with the Mayan Energetic Calendar

This paper will show how the genesis of the 2012 phenomenon is within the domain of Western discourse which transposes the belief in the importance of the above-mentioned year from the domain of the prophetic, tribal and the outcast to the domain of the scientific, verified and accepted. The result of these events, the syncretism of the mystic and the verified, is at the very core of this phenomenology. Furthermore, our goal is to define a potential market niche which can be developed from the perception of time among individuals who are adherents of the 2012 concept. This potential niche of trans-modern New Age and spiritual tourism is made up of individuals interested in "sorcery" and "divination," based on trauma, marked by travelling through time and conditioned by the transitional nature of the postmodern subject. Tzolkin and the Long Count are the basic tools of the Mayan perception of time and reality. Its essence is not astronomical, but spiritual in nature, concludes Carl Johan Calleman (2000, 2004), one of the most esteemed experts in Maya heritage and one of the most prominent supporters of the 2012 phenomenon (according to Lazanski, 2010). The Mayan numerical system and long count units has been proven as one of the most accurate systems for describing the present and future of the civilization in which we have all evolved. The understanding of nature, the cosmos and time among the Mesoamerican tribes (Olmecs, Zapotecs, Mayas, Mixtecs, Toltecs, Aztecs, Teotihuacanos and Mexicas), including the Maya, was based on cyclicity. This links it to the Vučedol perception of the world and their understanding of history as a cyclic wave-like movement of consciousness.

In the Vučedol culture and many other eastern cultures, Orion was among the most important constellations; it was linked with winter and was particularly important in the calculation of the passage of time. People of the Vučedol culture obviously attached great importance to other planets apart from the Sun. They clearly distinguished Mars and Venus. Speaking in Jung's terms, it was about two energies, the male and the female energy. Orion belongs to the so-called "dying constellations" because it disappears from the sky during the year. Its disappearance and reappearance is interpreted as the end of one and the beginning of another season of the year. It is due to the symbolic merging of Mars and Venus, the male and the female energy that this specific and rare astronomical and astrological constellation appears.

It was due to a specific view of the world held by the people of the Vučedol culture that the vessel was decorated in a way which related to the invisible and visible notion of the world. The segment below the line represented what was underneath the earth, while the segment above the line represented what fell beyond the horizon. The line was placed in the middle of the terrine, on the bulbous part of the vessel. Usually only the visible part was decorated, while the hidden part remained undecorated. The zigzag decorations symbolically represented water, the river Danube, next to which they lived, and the mythical ocean on which the whole world floated. This symbol marking water, says Durman (2000), is present even today on traffic signs which denote rivers. The connection to Croatian mythology (Zagreb, Vinkovci and Vukovar Archaeological Museums: Vučedol Orion, AMZ, Zagreb 2000) is apparent due to the fact that the constellation Pleiades is referred to as Vlašići, which derives from the term Vološzor, the ancient Slavic god Veles.

The first real and important deity to farmers was the Sun, which took over the primary position held by the Great Mother Earth. The substitute for the Sun during the winter months was Orion. It appeared in the sky with the first month of the winter and remained in the sky up until the beginning of spring and the emergence of the real Sun, serving as its substitute during the winter months. The second form of heavenly fire was the thunderbolt (or Elijah the Thunderer in folk tradition). The thunderbolt appears along with stones and falling rocks, so it is often stated that it appeared due to the gods fighting with axes. It is believed that an eternal flame kept burning in the temple of the Thunder God. It is precisely these rituals linked to the seasons, the beginning of summer and winter, which lead us into the metaphysical world of our ancestors. Rihtman Auguštin, D. (2001) "Ethnology and Ethno-Myth" Zagreb, page 228: "...the rhythms of folk customs are fixated to the agrarian year and the undisputable calendar of the church (Catholic) year. On the other hand, there is a cyclic conception of time. The analysis of continuity was based on the conception of time as a space in which the past, the present and the future meet on the same line."

According to Durman (2000, 2006) in the Vučedol culture the story of revelation and discovery is the story of metallurgy. The merging of the Copper Age and the Bronze Age in what could be called "temples of fire" represents not only the act of manufacturing an object, but also a kind of ritual in which contemporary metallurgists and smiths served as divine representatives on Earth, the keepers of fire and the alchemists who used divine forces to create all-powerful weapons and tools as symbols of the gods. A great similarity is also evident between the creation myths of the ancient Maya which depicted underground worlds and the cosmology of the Vučedol people, because the alchemy which occurs with the aid of divine forces both in the underworld and the bowels of the earth denotes a transformation of consciousness and the appearance of new energy. The old must die for the new to be created. The role of the blacksmith is very significant in the folk cultures of Croats, Serbs and Hungarians. Among all the trades linked to the processing of metals (which come from the sky in the form of meteorites, and gives them a heavenly sacredness, but are most often excavated from underground, from the bowels of the earth; this is why iron is infused with a sacred power), the profession of the blacksmith was the most

significant with regard to its importance and the ambivalence of the symbols which it incorporated (Shown on the exhibition "Symbol of the God and the King" by Aleksandar Durman, Klovićevi dvori Zagreb, February 7 - April 2, 2006). Eliade (1982) concluded that the ancient peoples identified their springs, mines and caves as the birth canal of the Earth Mother, so that everything which is in the bowels of the earth is alive and in the process of maturation.

In a way, minerals excavated from a mine are embryos, and the process of mining is a form of forced birth. In this way, the blacksmith's forge becomes an artificial birth canal, where the minerals finish the process of maturation which began in the Earth Mother.

The centre of the galaxy is located between the constellations of Scorpius and Sagittarius. As indicated by C.J. Calleman (2008), the ancient Maya considered it to be the heavenly "place of creation" and the womb of the Great Mother. On the other hand, the Vučedol people considered the Pleiades and the dying Orion star to be the centre of their galaxy. According to Jenkins (1998), galactic knowledge is a hidden level of wisdom which can be found in many traditions across the world: Islamic astrology, Greek sacred topography, South American traditions, Christian religious architecture, Mithraism, Neo-Platonic thought and Vedic and Egyptian cosmology.

In Croat traditions there is the myth of the "heavenly blacksmith" and the forge is infused with a cosmogonic and creative aspect, as well as a hellish aspect (the fires of the underworld) and an initiation aspect. The blacksmith is the master of fire who has divine and demiurgic qualities. It was believed that an eternal fire burned in the temple of the Thunder God. The similarities between Vučedol and Mayan cosmology can be explained through the moment in which the Sun rises and points out to the centre of the galaxy during the winter solstice, or at the point where it is closest to the Sun. In both cosmologies this was taken as a symbolic astronomic event which the Vučedol people marked with a ritual sacrifice and by making clay terrine calendars. Bones were also found along the clay containers. Durman (2000) concludes that this was due to human sacrifices which were done in order to appease or thank the gods. The analysis of the Orion graves leads us to the Agnis, ancient Aryan priests who offered the sacrifices. Astronomical and astrological representations of these events give us answers to the question of how the people of Vučedol lived.

Mayan Cosmology as a Model for the Development of Trans-modern New Age and Spiritual Tourism

The exploration of possibilities of trans-modern tourism, New Age tourism and spiritual tourism with regard to Mayan sacred sites leads us to an agency named Crystal Unity which organizes nine day tours for all those "looking for real spiritual initiations" (www.cristalunity.com). We will begin by describing the basic elements which structure the above mentioned spiritual adventure.

- The first day begins with a swim in the Caribbean Sea in order to, as the organizers state, synchronize individual biological clocks and prepare mentally and physically for the initiation process. After a "frequently calibration" (www.cristalunity.com) follow the introductory lessons given by the teachers, Mayan priests and keepers of the Crystal Skull. Explorer Hedges, M.M. discovered a crystal skull in the Mayan city of Lubaantum (Belize). After several studies made during the last century, the purpose of the crystal skull still remains unknown. However, there are several theories (www.mexicolesstraveled.com).
- On the second day the journey to the sacred sites where the priest will lead the tourist-initiates through traditional Mayan rituals begins. The purpose of this ritual lies in the magnetic activation of

an individual's energetic field which is "... especially necessary in this time of great changes" (www.cristalunity.com).

- The ritual continues through the next day, when the group focuses on awakening their own magnetism and merging it with the magnetic forces of the pyramids, Crystal Skulls and Mother Earth. In this way the unified magnetic activation force emanates in the direction of the Mayan site Calakmul from which the multiplied energy is carried on to the other eight thousand Mayan shrines.
- On the fourth day the expedition is divided into six smaller formations with assignment to "awaken" individual sacred sites located in Tikal, Coba, Kohunlich, Chichen Itza, Palenque and Taninah.
- The awakening includes meditation, depositing Crystal Skulls into the Mayan temple and reciting appropriate words. This occurs on the fifth day.
- Exactly at noon on the following day, Mayan and Tibetan priests await the "return" of the transmitted energy which they subsequently direct onto the teachers, Crystal Skulls and tourist-initiates.
- The remaining three days serve for the return of the expedition to Cancun, exchanging experiences and finally the return back home in an advanced frequential state. Apart from the above mentioned touristic offer based on Mayan prophecies and beliefs, there are other traditional forms of New Age and spiritual tourism.

Namely, the five countries which possess Mayan heritage (Mexico, Honduras, Belize, Guatemala and El Salvador) began a project called "Mundo Maya," which is designed to support ecological tourism and sustainable development. The project enabled the creation of new jobs, which are crucially needed especially in rural areas, and ensured a healthy foundation for future regional development.

The adverts which invite visitors to Bonampak, Quirigua, Yaxchilan and the ruins of Quintana Roo and Uxumal are a part of the daily offer of Mesoamerican touristic destinations. The invitation to the mysterious ballgame in the ball court of the Jaguar Temple, which served as Jenkins' main inspiration for the development of the theory of galactic alignment, getting to know the traditional life of the Mayan peasants and learning their ancient, to the Western mind unknown, customs is only a small part of Mesoamerican historical heritage which has been utilized for commercial purposes through New Age and spiritual tourism. It is important to note that modern New Age tourism has its mass variant.

It is important to emphasize who New Age and spiritual tourists are and the reasons why they travel to particular places. The New Age and spiritual touristic experience still remains a mystery in parts and it concerns aspects of spirituality and individual spiritual development in which the act of discovery is a major component of taking part in the journey. This is exactly why New Age locations have various characteristics which aren't a part of standard group travels. And, as Ritzer and Liska (1997) state: "it also reflects the propensity of this type of visitors to reject the standardization and rigid structure of package tour conforms to the more flexible variety." New Age destinations can be marked as alternative destinations which are visited occasionally and mostly in order to experience archaeology, history, ecology, etc. We can interpret them as ideal destinations for those who go searching for what is "beyond ordinary," those who seek transformation in order to experience energy. This is not merely a touristic experience because it incites deep and mystical changes. The specific sociological characteristics of these types of tourists are that the choice of the destination is not only a place for relaxation, but a place for transcendent experiences in their lives. In this way the journey becomes an act of learning and the destination becomes a place of development. It becomes a chance to acquire skills and to learn to use tools which can be used for achieving supersensory experiences and achieving a deeper connection with cosmic energies.

Conclusion

Trans-modern cultural tourism is closely linked to interpretative methods of therapy such as psychoanalysis, gestalt and Jungian therapy. Its purpose is also to help us perceive ourselves more truthfully, to enable us to balance out the inner and the outer, the left and the right, the immanent thought and the manifest action (to balance out what we do to what we think and say). Today's time can freely be called "corporate time". In it the markets are controlled by massive international corporations which are primarily guided by the idea of globalization and the idea of the "world as a big village".

Bearing in mind important features of human behavior, we can receive many answers by examining the lives of ancient Mayas and the Vučedol people. They lived in accordance with nature; they served it faithfully and enjoyed its rewards. They were the first systemic thinkers, states Lazanski (2010): "Systems thinking offers a whole different way to communicate about the way we see the world, and to work together more productively on understanding and solving complex problems. Long term and short term perspectives in Mayan time can be explained by their having equally treated each day's celebration ceremonies as well as long term perspective wisdom". They planned their daily and seasonal activities well and an important segment of their lives were religious festivals. The experience gained by carefully observing natural phenomena such as bird migration and the movement of celestial bodies served as the basic framework for a functioning calendar system.

The area once occupied by Vučedol peoples, concentrated next to the river Danube, could serve as a possible New Age and spiritual tourism destination by implementing well-developed and prepared programs and a holistic approach to personality and by following the model of ecological and sustainable tourism of the Mundo Maya. With respect to indigenous tourism, the Mundo Maya (Maya World) project has been the most ambitious and well-articulated effort, although implementation has been slow. This megaproject involves coordination among five Maya nations: Mexico, Belize, Honduras and El Salvador, in the promotion of environmentally, sustainable and culturally oriented tourism. It is evident that there is a market niche constituted by people who are strongly interested in active involvement in such programs and who want to feel through their own experience and explorations that there are other ways, other solutions and, in the end, a different realities from the one which the majority considers to be correct. The energy of ancient times and the sacredness of sites of the Vučedol culture serve as an ideal starting point for contemplation and opening up to new discoveries. Sometimes only a little incentive is needed for people to understand the very simple fact that to be happy and loved means to live in harmony with oneself and universal laws. This is exactly what the people of Vučedol did, however primitive they may seem to us now. They understood the subtle flows of energy which surrounds us.

People are dynamic, energetic beings. Movements, feelings, attitudes and thoughts are powerful conductors of energy. Through transmodern tourism we can find that most significant part of our inner self which brings us towards deeper sensibility, the appreciation of the exceptional beauty of nature and a desire for cooperation. This is a form of tourism which clearly understands itself and should function as a subsystem of a larger system which is finite, the biosphere. Because of this, endless growth is impossible, and so are the systems which do not consider the ecosystem. Sustainable development which corresponds to a balanced ratio between society, economy and ecology is compatible with transmodern values. This is a form of tourism which can bridge over stagnation coming as a result of political bickering, prejudices and stereotypes.

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The Complex of the Banovina Edifice as a Potential of Urban Tourism Development

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Abstract

Throughout the history, Danube represented the backbone of the territory through which it flowed in many ways. After the administrative division of the Kingdom of Yugoslavia, which was proclaimed in 1929 by King Alexander Karadjordjevic, this river has become the focal point of the newly established region called the Danube Banovina. Very soon, a decision was made to build an administrative building of this new region- Banovina, which lasted from 1936 to 1939. Built by the architect Dragiša Brašovana, this building is the most monumental of all buildings in the style and spirit of modernism, the symbol of power of the region, and due to the fact that the shape resembles a luxury ship on the Danube, it also symbolize the river in which vicinity is located. Moreover, built in the shape of an elongated horseshoe, with a high tower at one end, it resembles baroque churches characteristic for the Vojvodina region. With a hull made of white marble and its interior decorated with a variety of luxurious materials, it represents a unique work of art. The building belongs to the district of Novi Sad called Mali Liman (Small Estuary), built between the two world wars, the site of the former fortifications and drained wetlands. This district is located around the Boulevard of Queen Mary and the Prince Tomislav bridge where the most important public buildings were concentrated, making a unique urban complex. As well as in time when the building of Banovina was built, it became a focal point of the district, similarly like Danube is a central point of Novi Sad. This paper deals with various aspects of observation of this building - placing it in cultural, historical, artistic, urban, architectural and symbolic context, as well as in the creative context of Dragiša Brašovana's Novi Sad architectural work. In that way, its importance for tourism and travel opportunities in a variety of presentations of the complex of Banovina, Mali liman (Small Estuaries), were pointed out, as the urban whole and individual buildings, which are also very significant, making an ideological matrix that led to their construction. In addition, this indicates the possibility of enriching the tourism offer of the city and the region, so one must conclude that the immediate past with their spiritual and material heritage offers a variety of attractive potentials which fit into the overall tourism offer.

Keywords: Danube, Region, Banovina, Modernism, Dragiša Brašovan, Tourism

Introduction

Throughout recent history, the region which Danube flows through in Serbia represented the periphery of different territories, on the edge of mighty empires and very different cultures. In the middle Ages, the period of power of Serbian rulers, Danube was their border area in the north, such as it was the end

of the territory in the south, for the Hungarian rulers. After the arrival of Turks to the Balkans, Danube represented the boundary between Christian and Muslim world in the long term, the line of defence and the place where the Orthodox population in the southern parts of the peninsula was settled. Danube had a marginal role in the part or through its whole course of today's Serbia, until the First World War, when the territory of Vojvodina became the part of the Kingdom of Serbs, Croats and Slovenes, later the Kingdom of Yugoslavia (Dedijer 1972, 436). As the river that connects regions by its course, Danube has become particularly important after 1929, when the administrative region of the Danube Banovina, based in Novi Sad, was named by it. The second by territorial extent, after the Sava Banovina, the Danube Banovina ranging from Subotica to Kragujevac, included 28,160 square kilometres and the population of 2.3 million. Novi Sad was chosen for the headquarters of the Banovina on 11th of November 1929, and it kept this position until the collapse of the Kingdom of Yugoslavia in 1941, when Smederevo took over its role. The paper presents the above mentioned edifice as a cultural, architectural and urban tourist potential of Novi Sad, using descriptive, literal and comparative methods, as well as data collected in field research.

The Architect and His Masterpiece

Throughout 1930, tenders for building palaces for Banovina administration in Novi Sad (7 April) were announced, as well as in Skopje and Nis. Although he had never been among the winners, Dragiša Brašovan (Kadijević, 1990, 141-175) was entrusted with designing the new office building in Novi Sad.



Figure 1. Banovina in the early period

Square, hard, academic building, with a fictional romantic tower, which was proposed by Brašovan's on the competition in 1930 (Manević 1970, 194) was intended to impose the impression "as if the volume of the palace should have the power to carry a message - man is small, institution is great." (Lazović, Stančić, 1999). Dragiša Brašovan has signed his second project, the Administrative complex of Banovina in Novi Sad, much later, in 1936. Then, this architect born in Vršac in 1887, had behind a decade and a

half of work and construction of buildings such as the Escout Bank (1921), a number of private villas in Belgrade, the Yugoslav pavilion at the World Exhibition in Barcelona (1929) and Milan (1931), the Palace of the Air Command in Zemun (1934 - 35) as well as the Laborers' Home in Novi Sad (1929-30). Along with the building of the Administrative Palace of Banovina in Novi Sad (1936-1940), the construction of the State Printing Office building in Belgrade (1934-1940) was going on as well. Moreover, Dragiša Brašovan was present in Novi Sad from the earliest days of his career (Kadijević, 1993, 47), when he participated in the competition for the building of the Serbian National Theatre, in 1928-1929 (Mitrović 1994, 212). His competition work, although not awarded, as financially the most advantageous, and because of the fact that "he (Brašovan) was our countryman and citizen" has been accepted by the city government, but its completion did not come true. His first completed project was the construction of the Chamber of Labour, the building on the corner of one of the new districts of Mali Liman (Brdar 2003, 67-71), also the building in which Brašovan abandoned the traditional concept of eclectic look of the façade, making abrupt turn in his career, choosing the modernist approach to the treatment of surfaces and masses, as well as in the very architectural principles. In that sense, the decision of the Ban Administration to invite the same architect to work on project of the new administrative building was not surprising. To the place for the future Palace has been chosen on the territory that comes out to four streets and which was parallel with the then Queen Mary Boulevard and not far from the main square. This is the site that was located on the outskirts of Mali Liman, the part of the town which exits to the Danube coast and whose development began after World War II (Brdar 2003, 16). It is the Queen Mary who opened the first building in the new district, the Home of Public Health, on 8th March, 1925, and later other public buildings were completed as well, such as the building of the Red Cross, the palace of Insurance Company "Kroacija", Chamber of Labor, the "Vardar" palace and the building of the Humanitarian Fund "Bark of Bread" - all nearby the 777 meters long Queen Mary Boulevard, with the bridge of Prince Tomislav at the end. In the surrounding of this district, other buildings were planned or were built - at the site of the present Danube Park the building of the Serbian National Theatre, and The House of Novi Sad Youth Trade (began 1931), Commercial Trade Chamber of Commerce and the House of Trade Association, Sokolski dom (1936), Experimental Primary School "Prince Andrei" (1938), Mortgage Bank (1940), as well as residential buildings for civil servants (Lazović, Stančić, 1999, 9, 10). Originally, it was planned to build a Subdivisions Police Department next to the Banovina Administrative building, but, because of the monumental concept of the project, this idea was abandoned. Drawn from the regulatory line of the Boulevard, the building had an elongated horseshoe basis with a basement, two floors and attic. Perpendicular to the flow of the Danube, on the east side, it had a high tower. "The building is located in the park, so it achieves the necessary vibrancy that refreshes the architectural disposition. The tendency of the new building was to mark the district by modern features, as this parcel was one of the dominant on the Boulevard of Queen Mary. With the construction of its front, 180 meters long, the Boulevard has got a definite form", noted one of the chroniclers of that time (Lazović, Stančić, 1999, 43). The dynamics of a simple facade, which received a marble paneling instead of the originally planned cover of pressed brick, was achieved by different dimension of the windows that vertically do not match. At the center of the street facade, the representative main entrance is situated, above which are medallions with images of kings Peter and Alexander and dukes of World War I, and it leads to the festive hall; opposite the facade is another entrance, less showy than the main one. The building has a few more minor, less prominent entrances. The interior of 5700 square meters allocates 569 rooms for different purposes. In addition to administrative management of Banovina, the Museum

of Crafts and the Museum of Trade and Industry had been located in this building. The floor above the main entrance was intended for the exclusive premises for official purposes of the ban, and along the entire facade block other official premises are located, while the corridors for communication are at the inside of the building. The interior design was entrusted to Dragiša Brašovan and Karl Visinger (Lazović, Stančić, 1999, 63-66) who gave the drafts for the furniture and equipment of the most luxurious rooms. Respecting the identity of the whole, both designers consistently arranged the space in the modernist spirit, using various materials (marble, ceramic, brass, aluminium, and crystal glass, wood) and a slight presence of the gorgeous and fancy details, following a single idea, the chandeliers, carpets and giant scale which is now preserved in the Museum of Novi Sad.



Figure 2. Banovina from the air

As on the facade, different architectural elements, such as consoles, erkens, wreaths and medallions were given the meaning of quotations and of the modernist use. In the background of the white building, the council hall with the ban's residence was built, which is today the place where the Assembly of the Autonomous Province of Vojvodina convenes. Projected at the same time, it represents a significant segment of the ban complex. To the modernist concept of this building, Brašovan's interpolated some elements of the Renaissance style, according to the proportions and architectural details on the facade. The ceremonial hall dominates the interior of the first floor, reached by a broad staircase, while on the second floor, the apartment for the ban was built. Around the large hall, residential premises were grouped, while for the food preparation a certain room in the basement was determined. Two small elevators for food delivery to the floor are still in use, but the building does not

have its residential function anymore. Over the time, the interior of the building has experienced some changes. Except for the office of Ban, the original furniture has been replaced with new one, new pictures were put on the walls, the office got a different purpose, while in the ceremonial hall of the Assembly, a monumental mosaic with symbols of Vojvodina was set, according to the design of painter Boško Petrović. Despite the new elements issued by time, the edifice of Banovina still looks just as it was drawn by the Novi Sad painter, Bogdan Šuput in 1937, observed from the tower of the Catholic Church The Name of Mary - like the majestic white boat on Danube, bread from Bačka, Vojvodina or the Vojvodinian baroque church with its high tower which dominates the entire landscape of the plains (Lazović, Stančić, 1999, 23). This complex, after more than seven decades of existence attracts undivided attention. The reasons for this are certainly numerous. With its monumental appearance, this building symbolizes the power of the region, whose administration was under its auspices, as well as the correctness of the ideas that led to its construction (Ignjatović 2007, 389). Also, its very appearance gives the concept of membership to a particular region: its pronounced horizontality opposed to the vertical line of the tower, showing tendency to blend with the flat landscape. It is also an integral part of the historical process that led to its construction - the state of regionalization, as it is the King Aleksandar Karadjordjević, whose ideas were in the root of the whole process. Similarly, in the aforementioned ideas, the importance of the Banovina complex recognized as the example of modernist style, opposed to other, edifices of Banovina administration loyal to the traditional style of buildings which were built almost at the same time, in Banja Luka, Niš and Skopje. Moreover, as a building that serves the same purpose over seven decades, has become a participant of many historical events and political changes, transforming itself into historical phenomenon. Built in the Kingdom of Yugoslavia, it has maintained its function in postwar Yugoslavia, Vojvodina and finally Serbia.

The tourist potentials of the Banovina edifice

In addition to administrative, the edifice of Banovina today fulfills another mission that was entrusted to her builders: to be the place of important cultural events such as concerts, a variety of promotions and exhibitions. On various occasions, it opens the door for visitors, revealing the value of its interior. As a participant of Museum Night, it presented a collection of art collected over time. In the Night of Museums in 2011, it exhibited the collection devoted to the construction of this complex. However, the majority of people who daily come into the building of Banovina for different jobs, is not aware of its importance and value, much less the potentials that, in some of these contexts, it may have for the tourist offer of the town and its surroundings, and also for entire Serbia. As a participant of the Museum Night, it presented a collection of art, collected over a long period of time. In the Museum Night in 2011, it exhibited the collection devoted to the construction of this complex. However, the majority of people who daily come into the building of Banovina for different jobs, is not aware of its importance and value, much less the potentials that, in some of these contexts, it may have for the tourist offer of the town and its surroundings, and also for entire Serbia. Taking into account the events that were maintained over time in the Banovina complex, it can be concluded that the potential of these buildings are reflected not only in their historical or architectural significance. The functional significance of the building is also essential, in which, in originally provided premises, as well as in some other parts,

it is possible to organize events of different character, as well as meetings, conferences and diverse cultural events.

As very few buildings in the town, the edifice of Banovina, considering both the exterior and interior, represents a tourism potential for the developments of the urban, event and cultural tourism. Urban - City tourism is simply defined as tourism in cities and urban areas and includes visits related to work and leisure (Selby, 2004). Event - Events and events are time-limited forms of tourist movements and can never be repeated in the same way, and therefore by definition there are unique (Lew, Hall, Williams 2004). Cultural tourism - All tourist movements aimed to visit cultural sites, information on cultural heritage, artistic and cultural events, in order to meet the cultural needs (Richards 2001).

Conclusion

The complex of Banovina is the most monumental work of architectural modernism in our country which with its appearance, architectural principles and applied materials corresponds with relevant modern buildings in world architecture. It also makes a central point in a whole new urban complex of Novi Sad (Mali Liman) which is the period between two world wars designed as a unique and consistently implemented in a relatively short period of time. It is also an urban complex, which is characterized by the concentration of significant number of public buildings: Administrative buildings, military buildings, medical and educational, humanitarian and educational institutions, buildings of social applications and various commercial buildings. Many of them are posted on street corners, like the prow of the ship, as symbols of the entire district. Three of the plans in his work at different times (between 1929. and 1963) were projected by Dragiša Brašovan: Laborers' home, complex of Banovina and the Post office building, much later - all three on the same boulevard, respecting the principles of modernism (Kadijević, 1993, 45 -47). That is why the urban history of Novi Sad partly represents the story of this architect as well. Also, among the projects of other civil buildings, we recognize other important local architects, as well as a number of Russian immigrants who have shaped with their projects the urban matrix of Mali Liman and Novi Sad as well (Mitrović, 2000).

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

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Abstract

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 architecture, 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 valorisation 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, valorisation, spiritual sites

Introduction

Alluvial territory of the river Danube, where it makes a bend before turning to the east, represents the place where Novi Sad has been raised. This place is reputed to be a fertile ground on which, throughout ages, many nations, civilizations, cultures and religions have flourished. The most remarkable characteristic of this town certainly is the idiosyncratic cultural and historical heritage, which is the main reason why it has become the cultural centre of the region. The name "Serbian Athens" in the best way confirms the above mentioned statement. Vivid history of the town, which was caused by existence of significant military base and important trade roads, immensely influenced the settlement and many nations who ruled it. They have brought their specific culture, religion, customs and characteristic architecture, which interacted and continued to develop over time. As a result, this ethical, religious and national diversity strongly influenced building of many churches of different religious communities. Some of them are especially remarkable due to its monumentality, valuable collections of different sacred objects, sophisticated architecture and historical significance. These churches are certainly the faithful witnesses of the past dynamic events and economical, cultural, and educational development of the town. Before cultural tourism began to flourish in the world, as well as in our country, the main and only purpose of those places was to be a safe sanctuary for many believers. Exploring the possibilities of its restoration, reconstruction, protection and its involvement in tourist offer of the town was totally neglected. In order to achieve previously stated, the first step has to be the assessment of their tourist attractiveness and value, as well as the possibilities of its activation in these purposes. This is exactly the essential task of this paper. In order to achieve this, representative six churches of Novi Sad were assessed by quantitative-qualitative method. Previously mentioned religious temples are: Nikolajevska, Almaska, Uspenska, Saborna church as the most important pillars of Orthodoxy in the town, then the unique synagogue and catholic church Name of Mary.

Tourist and geographical location

Novi Sad is the second largest city in Serbia. On one hand, it is the centre of the South Bačka district, but on the other hand, as a main carrier of political, educational, traffic and economic functions, it is the centre of one bigger administrative district Vojvodina. The city is located on the border of Bačka and Srem. Precisely, it is located on the northern slopes of Fruška Gora Mountain in the northern Srem, and on the plains of Southern Bačka. Moreover, it lays on the banks of river Danube, within 1252 and 1262 km of water course. This river is of great significance for water traffic and it is better known as corridor No.7. The abovementioned facts confirm that position of the city has an important international significance (www.wikipedia.com).

Nowadays, cruises on the Danube become more and more popular among nautical tourists on their journey to Black Sea. On this basis, the city is visited by numerous foreign tourists, whose number increases every year. This gives a possibility of future development of Novi Sad as a tourist destination, in spite of the fact that, at present moment, the advantages of the position are not used in appropriate way. The wider regional significance has Danube-Tisa-Danube Canal, but its purpose is more economic than tourist.

In addition, the favourable location of the town lays in the fact that it is a centre from which many roads of different categories and importance are radically expanded. Undoubtedly, the most important of them is European highway called E-75, which is connecting town with northern, western, southern and south-eastern Europe. Besides this one, there is also previously significant road called E-5, which leads to north of Subotica. This road lost its international importance after the building of the above mentioned road E-75. (www.turizmologija.com)

Novi Sad has a good national geographical and tourist location too. It extends within big cities which are the huge emitting areas. In addition, there is a good quality of local roads, which main purpose is to connect the city with nearby places. That places represent secondary destinations which gravitate to the city which is a primary motive of visit. All abovementioned facts indicate city's favourable location in terms of tourist visits.

Saint George's cathedral (Saborna church)

Saint George's cathedral is the central Orthodox church in Novi Sad and it is dedicated to Saint George. It has full right to be called "cathedral" because it represents the head church of Serbian Orthodox eparchy of Bačka. Present day temple was built in 1740 during the reign of Patriarch Arsenije IV Jovanovic Skabenta and bishop of Backa Visarion Pavlovic (Popov and Stanojev, 2004.)

The earliest traces of the first Orthodox church of St. George go to 1720, when it was a smaller church. The original appearance of the structure has not been completely preserved, but some church's records confirm its existence (Ilić, 2010). There have been several renovations up to now. After bombing of Novi Sad by Hungarian army in 1849, the church was hardly damaged, and during this occasion the tower of the church was completely destroyed. Its partial restoration began in 1851. Eventually, its present appearance the church got during the reign of Bishop Mitrofan Sevic, at the beginning of 20th century. As a result of that restoration the appearance of the church was significantly changed and got baroque features. Finally, the last renovations of the church, as well as conservation research were carried out in 2008. Major consequence of this was the fact that all profiles on the baroque tower and the authentic

decoration of the façade came to the fore. This church is under the state protection as a valuable cultural monument (Ilić, 2010).

The immense artistic value of frescoes and iconostasis lays in the fact that they are painted by Paja Jovanovic, one of the most renowned Serbian academic artists. The iconostasis consists of 33 icons and 2 historical compositions above the choir which are also work of the same artist (Popov and Stanojev, 2004).

The iconostasis consists of academic, naturalistic paintings, which perfectly matches the style of Orthodox painting which Paja Jovanovic previously developed in Vienna. Generally, paintings are done by oil on canvas, except "Raspeće" which was made by oil on thin. The majority of decoration is done by supervision of Paja Jovanovic, and the oil painting in the wall is painted by Stevan Aleksic. The author of decoration of the internal walls in the style of secession is Milan Tomic from Budapest. The special values have 13 stained glass windows which display saints and important Serbian people from medieval period. The most famous one is "Vaskresenje" which is placed in the altar (Ilić, 2010).

The Church of Holy Dormition (Uspenska church)

Uspenska church is Serbian Orthodox church, dedicated to the assumption of the Mother of God. It was built between 1765 and 1777 in place of an older structure, dating from the early 18-th century. When it was finished, it was reputed to be the most beautiful church in the town. There are some firm evidences of its existence in 1731, but in that time it was small and built of sticks and charge. What is interesting about the church is that it was the place where the relics of St. Nikolas were transferred in 1777, when the Bishop of Bačka consecrated it (Petrović, 2008).

The main things which contributed this church to gain status of the most important of broader region were certainly architectural achievements of baroque style, and its interior details and form. The special artistic value of the church represents baroque iconostasis and its carving. In addition, of paramount importance is the carving of Virgins' throne, the throne of Bishops and valuable church furniture, which is the work of local carvers Marko Gavrilovic and his sons. The iconostasis is painted by Janko Holzakovic from Macedonia, and Vasa Ostojic, local painter from Novi Sad. It is important to point out that this iconostasis is considered to be the most developed and richest carved altar partition in the baroque style in the country. The variety of gilded ornaments has a great artistic and craft value (Karabasil, 1999). Moreover, the value of the church reflects in several tombstones and graves on the outer wall. One of them especially stands out, and this is the tomb of Imperial and Royal captain John Jankovic of Brinja. Special value in the church has a baroque tower. Engaging the leading baroque painters in the church enabled the creation of the building which represents the highest achievement of baroque art in 16th and 17th century. The church is under the state protection as an extremely important cultural monument (www.wikipedia.com).

The Almaška church

Almaška church is the largest Orthodox parochial church in Novi Sad, dedicated to Three Holy Hierarchies. Some records confirm that the first church at this place was built in 1718 by Serbs who moved from Almas village to Petrovaradian moat. In the style of early classicism, present church was built in between 1797 to 1808, in the place of previous modest temple. This temple was designed by Martin Kovacovski who was either Czech or Slovakian ancestry (Dobric et al., 2009). During the revolution in 1849, only the top of the tower was destroyed, but eventually it was replaced by lower

one. Conservation works were carried out in 1984 and in 1994, and restoration of façade was done in 2008. Nevertheless, the church kept its original appearance in the late neoclassical style and looks monumental. Almaška church is a single-nave building with a semicircular apse which is dominated by bell tower over the western face. What is interesting is that façade of the church features three classical portals without known parallels (Dobric et al., 2009). The church is under state's protection as a cultural monument, what emphasizes its tourist attractiveness. A special asset is the iconostasis in the style of classicism, which is clear and descriptive composition. It was painted by Arsa Teodorovic, one of the most famous Serbian artists of that period. His work also includes the compositions on the ceiling of the naos of the nave. The iconostasis was richly ornamented and superbly executed by Aksentije Maksimovic, a woodcutter. The great value has the Holy Altar Table which is made of red material of Transylvanian art.

Teodorovic's paintings in Almaška church are among his best works from the early period, when his great skill in drafting was the most evident. Despite the fact he was greatly influenced by classicism, the artist did not give up his baroque-rococo style (Tišma, 1994). What is also very interesting is that in Almaška church, for years in the 18th and 19th century, was kept the Mother of God icon which was believed to have miraculous powers. Because of this, sick people from all sides were coming in strong belief that they will be cured if they touch icon and pray. This icon stood at special place until 1905, when Arsa Pajevic engaged Uros Predic to paint another one. What happened with miraculous icon still remains a mystery (Tišma, 1994).

The church of St. Nikolas (Nikolajevska church)

The church of Saint Nicolas is reputed to be the oldest church in Novi Sad, and it is believed that its construction took place in 1830. It is dedicated to transferring the relics of St. Nicolas to Bari. The church is donation by Nedeljko Bogdanovic and his brothers, who were prominent merchants. Because of this, it was called Nedeljko for a long time, as a memory of him (Penić, 2002). In terms of architecture, it is a small single-nave building with a rectangular plan featuring a semicircular apse, somewhat narrower than the nave. It was built in the time when baroque dominated, but use of its decorative elements was modest. The bell tower dominates the dimensions of the church. Above the central nave, a small onion dome rises. This is unusual feature for religious buildings in the Pannonian region, but on contrary, very characteristic for Russian churches (Dobrić et al., 2009). The explanation of this lays in the fact that Novi Sad got Russian help for restoration of those churches destroyed during the revolution. The Dome was built as a symbol of gratitude and Russian presence on this territory. The Bogdanov family took care of the church until 1808, but in 1809 Magistracy gave jurisdiction to Serbian Orthodox church community of Novi Sad. After being destroyed in revolution in 1849, after bombing Novi Sad from the fortress, the church was renovated by Marija and Jovan Trandafil in 1862 (Stanojević, 2001).

Sometime between 1994 and 1999, there was interior and exterior renovation of the church, from marble floor to new roof and gilded cross and the dome with 23-carat gold. The biggest artistic value represents its iconostasis, which was finished in 1862 and it is painted by Pavle Simic. From 1949 this iconostasis is under the state's protection, and from 1959 the whole church has that status too. Unexpectedly, the Provincial institute for the protection of the cultural monuments removed heat insulation from 1932 and 1899 and discovered 24 wall oil paintings. There are of lower quality in comparison with iconostasis, and they were painted during the restoration of the church in the middle of 19th century. In addition, in the church is a mosaic of icons of St. Nicolas, the patron of the church. It is located above western church door and made of Venetian glass, as a donation of Novi Sad's goldsmiths Zika Stefanovic and his sons. One of many attractions of the church is the tombs, located outside of the

buildings. In one of them is buried one of the founder Stevan Bogdanovic, and in the other citizen of the town Simeon Radonic (Stanojević, 2001).

The Synagogue

Synagogue, the Jewish Church in Novi Sad, is a part of an eclectic complex which consists of the Synagogue, which is turned into the concert hall, a former Jewish school and the building of the Jewish community centre. The present synagogue, the fifth one, was built between 1906 and 1909, according to a plan of Lipota Baumhorn, an architect from Budapest. It is considered to be one of the most beautiful monuments of its kind in Middle Europe. The concept of synagogue is traditional with secession style features. It is one of the four synagogues in Serbia, and it is very much alike synagogue in Szeged. After the World War II, the synagogue was not used for the purposes it was built for, but for concerts and manifestations (Tomic, 2003). In the middle of the complex is the building of synagogue which is three-sided nave basilica with a narthex, two domes with rectangular bases on the front, and a massive dome over the central part of the roof. The façade was carried out in yellow clinker brick. The special value represents the dome and numerous rose windows, which are decorated with finely made stained glass windows. The school building was completed in 1907, and just one year later the Jewish community. They are of the same material, with façade ornaments of uniformed style, and modest decoration (Hozak, 2008). In the interior of synagogue, there is a striking massive choir-screen with a model of the temple of Jerusalem on top. Moreover, there are friezes on the railings of the galleries and stained glass compositions on windows and door panels. An especially impressive stained glass composition has been found inside the dome at great height. The synagogue courtyard is enclosed with an iron fence with brick columns, shaped in the same style applied in the construction of this valuable Jewish complex.

Since the temple languished, a Jewish municipality was unfortunately not able to maintain it. Consequently, it was decided to give the synagogue to the town, in order to be a place for concerts and manifestations. Later on, after the renovation, the synagogue regained its old glory. The very first concert was held by a Jewish choir from Belgrade-Baruh Brothers (Golubovic, 2004).

The Name of Mary church

The Name of Mary church is a Roman Catholic Church named after Virgin Mary. It is located in the centre of the town, on north-eastern side of Liberty square. The colossal size of the building, as well as the beauty of its neo-gothic architecture, was always leaving a strong impression on citizens of the town. Moreover, as an expression of their deep respect they called it cathedral. However, this name was not adequate, because cathedral church is only the one in which is the seat of the bishop, which is in this case in Subotica (Penić, 2002.).

The old records confirm existence of the church in today's Catholic churchyard even in 1100. This church, along with entire Petrovaradin, was completely destroyed during the Tatar invasion in the 13th century. The new church was built in 1719, in the place of today's Parish house, and it was dedicated to Mary who helped Christians. In addition, the church was built as a commemoration of Turkish besiegement of Vienna in 1686, when defenders called Virgin to help them. The church on the present place was built after the Turkish conquest of Belgrade in 1739, when many wealthy Catholics moved here, and collected money to build the church (Arsenjević, 2010). It was consecrated in 1742 by catholic bishop Gabor Patacić. During the revolution in 1848, the church was burned down and its tower was destroyed. Unfortunately, its original appearance was not kept after renovation. Due to dissatisfaction of Catholics with

appearance of the church, building a new one, of which Novi Sad as a free royal city would be proud, has been initiated in the City Council. According to plan of Molnar Gyorgy, the new building was completely built in gothic style, but soon it was again demolished. The construction works of new church were carried out by craftsmen Stefan Gusek and Karl Lerer, under the supervision of chief designer Molnar, and were finished in 1893 (Penić, 2002). When considering architecture values, this church is a tree nave building, with gothic arches placed on the tall and slender columns. The significant art value characterizes 4 altars, the main of which is placed in the apse area with a colossal picture of Mother of God, and with displays of saints and kings Stjepan and Ladislav. To the left of the altar apse is placed the picture of Resurrection of Jesus, and to the right picture of St. Florian, patron saint of fire-fighters. Fourth altar is placed above the choir and was dedicated to Christ's tomb. The special value of the church represents organs, which were made by the world-renowned master Riger from Pecs. Besides this, the altar, pulpit and the way of Christ's suffering are very valuable and were performed by Masters of Tyrol. In the church are placed many statues of saints, which were made in Budapest, and are of outstanding artistic value. The church has stained glass windows, constructed in classical technique. What is interesting about them is the fact they were made by larger glass which directly influenced larger painted parties too. Because of this, sometimes you got impression that these are paintings. The most beautiful of total of 20 is one with notion of Holy Trinity (Arsenjević, 2010). The most impressive part of the church is certainly the high tower (72) aiming towards the sky, and beside it, the church has one smaller tower made of sheet metal. The walls are supported with 22 buttresses and with high windows with pointed arches between them. Casing of the whole church is derived with yellow clinker brick. The rose window, symbol of gothic cathedral, is not omitted too, and it is one of the most beautiful decoration elements of the façade (Karabasil, 1999).

Quantitative-qualitative method of tourist assessment

Location and Accessibility

Location and Accessibility of analyzed churches, for wide array of reasons can be considered very favourable. On one hand, advantageous position lays in the fact that Novi Sad has an excellent geographical and touristic position. And on the other hand, the majority of those churches are located in the old city centre, which is reputed to be the most alluring and the most visited part of the town by for foreign tourist. The church Name of the Mary is placed on north-eastern side of the Liberty square, which is central city's square. The advantage of this position lays in the fact that it often represents the starting point for tourist sightseeing. The cathedral is accessible from several directions. Special importance has Zmaj Jovina Street, which is a pedestrian zone and one of the most dynamic and the most visited streets by tourists. Njegoseva Street leads from the church and connects it with Trifkovic square, where the spacious parking is located. On the opposite side, going from cathedral through Modena Street, tourist can arrive at the taxi station, which immensely improves ones access. Uspenska church is located in Uspenska Street and attractive position is reflected through fact that it's near Serbian National Theatre. The church is accessible from Mihajlo Pupin Street, which is of excellent quality, and a few meters from the church parking of large capacity can be found. In front of the church are placed stations for buses of few city's lines. This improves accessibility a lot, in terms of making much easier for tourist to come and visit it. The synagogue is located in Jewish Street, widely open to traffic. To the west, it is connected with avenue of Liberation, while to the south goes to the city centre. The main disadvantage of the position is that the closest parking for buses is located 500 m from it, which limits mass tourist visits. Saborna church is accessible from the city centre, more precisely from Zmaj Jovina Street, which makes its position very advantageous. Nikolajevska church is located in the Nikolajevska courtyard, also very easily accessible from the city centre. Nearby, there is a small convenient parking. Not so favourable position, like other churches in the city centre, can be linked to

Almaska church. It is located in Almaska area, in the suburb of Novi Sad called Podbara. Regardless of this fact, its connection with the city centre, via regular taxi and bus lines is at an enviable level.

The artistic value

The artistic value of churches of Novi Sad reflects in its magnificent architectural construction, diverse artistic styles (from baroque, secession to neo-gothic), outstanding interior decoration and valuable art works of famous Serbian painters. Moreover, the great value lays in longevity, if we consider that the oldest of these churches Nikolajevska, dates from 30s of the 18th century. Of paramount importance is the spiritual value too, especially for strong believers who consider those churches to be “guardians of the faith”. Artistic value of those Orthodox churches is primarily reflected in a very valuable iconostasis, oil paintings and historical compositions. All of them are part of magnificent work of the most renowned Serbian artists, such as Paja Jovanovic, Uros Predic, Arsa Teodorovic, which was in details explained in previous text. Besides this, it is important to emphasize the amazing achievements of baroque architecture, except Almaska church built in style of classicism, and the rich cultural treasure they keep inside. The synagogue has been valued by experts for protection of cultural monuments, as a building of high quality, monumentality and rarity (as an only synagogue in the town). The biggest achievements are made in architecture in the style of secession, but on the other hand the most important artistic value-stained glasses have not been preserved in original form. There were restored and replaced in 80s, and its appearance was significantly changed (Hozak, 2008). Exceptional value of the church Name of Mary reflects in the elegant neo-gothic architecture with characteristic high tower, which aspires to heaven. Moreover, the artistic value of the church which refers to unusually big stained glasses, decorative rose window and highly-quality sculpted statues of the saints, iconostasis and outstanding organs listed this church in one of the most visited in the town, which was mentioned in previous text too.

Quality of Ambient

Quality of Ambient in which analyzed churches are placed, varies from church to church, but the urban component prevails. Generally, it consists of numerous cultural assets which surround those sacred objects and they have significant role in terms of improving attractiveness of those churches. Unfortunately, the natural components of the space, such as greenery and flowers, are insufficient and very rare. This can be disadvantage, if we consider its important role in making church visits pleasant and convenient. The church Name of Mary is placed in surrounding which consists of numerous buildings on the Liberty square. In recent years, a lot of effort has been put in their restoration, and at present moment they make a harmonious whole with cathedral. The whole area around the church is paved, and there are many wooden benches and flower pots. Next to the cathedral, in the Catholic churchyard, there is a beautiful fountain which makes the atmosphere much more pleasant, and provides refreshment in the warm spring and summer months. The cathedral has also obtained an adequate lightning, so it makes it very noticeable at night. Uspenska church is located in not so pleasant surrounding for tourist visits due to its position near Avenue, parking and numerous bus stations. They are the major causes of noise, which can be very irritating. The church doesn't have churchyard and there is no especially made fenced area and wooden benches. This may be the major factor of limiting church's visits. Saborna church is placed in a small, but good arranged and fenced yard with lot of baskets and wooden benches which main purpose is to enable visitors to have a rest after visit. The wider surrounding consists of valuable heritage of which we should especially mention Bishop's palace. The synagogue is located in very similar surrounding, but with less greenery and flowers. The most pleasant ambient has Nikolajevska church, because of the small park arranged around the church. In the park, natural components are more present than urban and therefore make this place more convenient

for visits. It's essential role reflects in the fact that it emphasize the sense of peace, in the way that it is a significant isolation for noise, which is inevitable in urban areas such as Novi Sad.

Tourist attractiveness

In spite of the fact that each of analyzed churches has potential to entice tourist and to be engaged in tourist offer, up to now, this potential hasn't been adequately used and didn't get its full significance. The abovementioned Orthodox churches (Saborna, Nikolajevska, Almaska, Uspenska) still represent places visited mostly by Orthodox believers of Novi Sad, despite its outstanding cultural values and historical significance. Seldom are they visited by tourists, who visit them mainly as a way station while visiting other tourist sites, or in the form of organized student's excursions. Roman Catholic Church Name of Mary with its elegance and sophisticated neo-gothic architecture captivates all visitors including citizens. The strongest proof of this claim is that it is called cathedral, as an expression of admiration, although it isn't the seat of a bishop. All what was mentioned has a great influence on its tourism potential and attractiveness, which is only partially used. Its location on the main square of Liberty creates an opportunity for more tourist visits than in the abovementioned Orthodox churches. However, number of visits isn't at enviable level yet. The concerts of sacred music could be one of the initiative factors of tourist visits. They have been held in the cathedral for the past few years, but in spite of this, people are not sufficiently informed about them. The adequately established advertising material doesn't exist, and this is certainly the thing we should pay more attention on in the future, if our final aim is to make people come in draws to see churches. Considering the fact that synagogue is unique and only Jewish church in the town, which gives it characteristics of rarity, its potential and tourist attractiveness haven't been adequately used. As numerous tourist visit synagogue only during the concerts, this points out the cultural role and not religious one. A visit in form of excursions exists, but is quite rare. The negative thing is that buildings within the complex of synagogue are closed for tourist visits. This fact significantly reduces the possibility of including this building in extensive tourist movements.

Construction and equipment of the space

It appears as a factor which can considerably support tourist affirmation of the churches. Recently, it finally has received adequate attention in form of required improvements. This reflects in the fact that roads, especially in the centre of the town, are constantly updating and are of appropriate quality. Parking spaces are built in every important place in the town. This certainly represents the extenuating circumstances in terms of visiting these sacred objects. In order to improve the overall ambient of the old city centre, restorations of facades of many old buildings have been made. As a result they regained its old glory and become more tourist attractive. When considering this issue, much is done on square of Liberty, where the church Name of Mary is located. In its surrounding many building have been renovated, including The City Hall, building of the bank of Vojvodina etc. When adequate lighting is concerned, the major result has been achieved on The Name of Mary church and Synagogue. The other churches have just basic lightning which makes them almost invisible at night. Not satisfying conditions of construction and equipment of the space are within the church's complex in almost all religious sites. The problem is that adequate objects are not built in appropriate way, so there is much space for improvements in this field. In those churches who have spacious, fenced yards (such as Nikolajevska, Saborna etc) souvenir shops should be built, and they should be constructed in accordance with a religious theme. The souvenirs should be sold at symbolic prices, and souvenir shops shouldn't stand out the entire ambient. Shops that are located in the churches could be transferred outside the building, because it is not appropriate for one religious and spiritual place to have them inside the temple. One of the major disadvantages is that there are no adequate information boards in front of the objects, which

would point out the cultural and historical significance of the building. Synagogue has an information board, but all pieces of information refer to concerts and events. In addition, in purpose of providing tourist with detail information about building, an information stand in form of separated object should be provided. Where there is enough space, the nice idea would be to build drink-fountains, as a good way of refreshment for both tourists and believers. They should also be constructed in the way to be harmonious with environment.

The level of integration in tourist offer

The level of integration in tourist offer of analyzed churches of Novi Sad is satisfactory. They are located mainly in the old city centre where the most important city sights are concentrated. The significance of those churches and other cultural and historical sites lays in the fact that they are important complementary motives of tourist visit. The church Name of Mary makes a harmonious whole with other buildings in Liberty square such as City Hall, Hotel Vojvodina and the building of the bank of Vojvodina. Previously mentioned Orthodox churches are located in a narrow territory, and complement with each other, making with other cultural recourses unique whole. The synagogue is still not adequately integrated into tourist and cultural wealth of the city. Nevertheless, it has a great potential to achieve that in terms of its joint presentation with Jewish cemetery and a chapel.

Table 1. Quantitative-qualitative method of tourist assessment of churches of Novi Sad

Temple	The elements of tourist assessment						Overall rating
	Location and accessibility	Artistic value	Ambient	Cultural and historical significance	Construction and equipment of the space	The level of integration in tourist offer	
Saborna church	5	4.5	3	4	3	3	
	4.5	4	3.5	3.5	2.5	3.5	
	4	5	3	4	3	3	
Avarage mark	4.5	4.5	3.2	3.8	2.8	3.2	3.7
Nikolajevska church	4	3.5	3	4.5	1.5	3.5	
	3.5	4	3.5	3.5	2.5	3	
	3.5	4.5	3.5	3.5	2.5	3	
Avarage mark	3.7	4	3.3	3.8	2.2	3.2	3.2
Almaska church	3	4	1.5	3	1.5	2.5	
	2.5	3.5	2	3	2.5	3	
	3	3	2	3.5	2	2.5	
Avarage mark	2.7	3.5	1.7	3.2	2	2.7	2.6
Uspenska church	4.5	3.5	2.5	3.5	2.5	3	
	4.5	3	3	4	1.5	2.5	
	4	3	3	4	2	3	
Avarage mark	4.5	3.2	2.7	4	2	2.7	3.1

Church Name of Mary	4.5	3.5	4.5	3	4	4.5	
	4.5	4	4	3	3.5	4	
	5	3	3	3.5	4	4.5	
Avarage mark	4.5	3.7	4.2	3	3.7	4.2	3.8
Synagogue	4	2	2	3	1.5	2.5	
	3.5	2	3	3	2	2	
	4	2,5	2	3.5	2	2.5	
Avarage mark	3.7	2	3.2	3.2	1.7	2.2	2.7

Source: Author

The Overall Rating

The Overall Rating of temporary touristic value is derived in the table (Tabel 1), and it shows that it is medium for all churches together. It is very important to point out the fact that these figures refer only to current situation. The main goal is to make improvements in the future in order to create better opportunities for tourist activation of these churches.

The highest average mark got the Name of Mary church (3.8) which indicates the fact that it is the tourist resource of regional significance, and has the greatest potential for further tourist activation. After this church, the highest mark gained Saborna church, as an important part of cultural heritage and monument of regional significance. By implementing an intensive promotion there are odds to achieve much better engagement in tourist offer. Nikolajevska (3.2) and Uspenska (3.1) church got a quite similar assessment of the current situation. However, which of them will be more attractive for tourist in the future, depends on further maintenance, protection, promotion and other factors. The lowest average grade got Almaska church (2.6) and Synagogue (2.7) as sites of local significance. This doesn't mean, they don't have a great potential and value, but points out that so far there wasn't paid enough attention to their opening to tourist and activation in these purposes. We should bear in mind that some of these elements, such as cultural and historical significance, as well as artistic value, are out of our influence, or we can influence them in a very small extent. On the other hand, elements such as ambient or construction of the space heavily depends on men's efforts and investments. Because of this, there should be focus on them in the future.

Conclusion

Based on everything so far shown and performed valorisation, we can draw conclusion that analyzed churches of Novi Sad have great opportunities in terms of touristic activation and involvement in unique tourist offer of the town. The main condition which must be fulfilled if we want tourists to come in draws is certainly a good connection with significant emitting areas of Europe. This especially refers to those areas in which cultural tourism recently have had expansion and in which huge number of tourist is eager to explore new destinations. This condition Novi Sad fulfils in many terms, especially in the context of existence of many international roads, rail routes and via Danube. Recently, Danube has become immensely attractive nautical destination. This especially refers to those tourists, who are drawn to destinations with rich cultural and historical heritage, which will satisfy their cultural needs. In this sense, due to its position on the banks of river Danube, Novi Sad has a lot to offer. That includes an

incredible figure of religious buildings, which can be very alluring for nautical tourists. It would be desirable to organize guiding service, in which tourist guides would have a main task to greet nautical tourists and escort them to the sacred objects. It is important for those religious sites to be, via good interpretation, presented as an important part of cultural and historical heritage.

According to the staff of the Tourist Information Centre of Novi Sad, foreign tourists are especially fascinated by multiculturalism which exists in the town. Moreover, they show interest for visiting a wide range of religious objects. For those visitors who are not Orthodox, Orthodox churches are especially intriguing, and they are eager to learn more details about them, as something new and different from their religion.

The significant visits of those religious sites are only during religious holidays and are still at an unsatisfactory level. The main cause of poor attendance is that travel arrangements of travel agencies are not diverse in terms of including more religious buildings into the offer. These arrangements are made very rarely and only at the request of the tourists, and mostly include visits to churches such as Name of Mary, Saborna etc. as important cultural symbols of the town. The other churches are visited mainly through panoramic sightseeing, which very rarely includes entering and visiting the churches' interior. This has negative consequences on tourism development. In order to improve the situation it would be desirable to organize a travel agency specialized in cultural and religious tourism. Its main task would be making arrangements which would connect different religious sites in the unique routes, and informing tourists about the benefits of sightseeing of that kind. Synagogue, in connection with Jewish cemetery and chapel could be interesting to tourists, if it's fulfilled with the story of Jewish people, their history, customs, culture etc. On the other hand, the Orthodox churches should be linked in form of unique cultural and religious routes, followed with a story of its importance for people of this region, their dynamic history and cultural wealth.

Religious buildings of old city centre should also be included in unique arrangements and appropriately interpreted to tourists. To achieve this certainly is needed a high-professional guide who will beside historical facts enrich his story with some curiosities and adapt it to the age and cultural level of the tourists.

An important factor of tourism activation, which deserves a special attention, is certainly advertising. The artistic value, historical significance, and cultural heritage of religious buildings has no special importance for tourism, unless tourists are aware of their existence. Interesting display of those objects should encourage tourists to visit them and learn more about their cultural value. The best way to achieve this is the use of the wide array of advertising material such as brochures, leaflets, guides etc. Moreover, the enviable results could be achieved by reports on television, various shows or by organization of educational seminars. There is the firm evidence of the fact that people are not informed enough about these sacred places. For instance, even citizens of the town are unfamiliar with the fact that during the last few years, in the church Name of Mary concerts of spiritual music were held. Even less informed are tourists, who might be enticed to attend them. In order to make improvements in this field, the concert dates should be fixed and published in form of calendar in cultural guide of Novi Sad. The advertising of synagogue is focused on presentation of concerts and events. On the contrary, advertising of the cultural values is totally neglected. The buildings in synagogue complex are closed for tourists, as it was mentioned in previous text. Their opening and preparing for tourists visits is the first step which must be realized in terms of tourist activation. Nowadays, the synagogue's main purpose is to be a concert hall for concerts of jazz, ethno and classical music. The main parts of the prayer were destroyed for that purpose, which is totally unjustifiable and negative example. Since 1992 the organizer of music life in synagogue is the Music youth, and during the year

there are approximately 90 concerts held. The most of them is organized during manifestations such as Bemus, Nomus, Novi Sad spring musical, and one of the most visited are those held during Christmas and New Years cycle(Hozak, 2008).

Tourism based on sacred objects, both cultural and religious, should be developed in a sustainable form. This is of paramount importance if we consider the fact that mass tourist visits can interrupt the spiritual peace and endanger the church values. Considering that, it is clear that we should take into account carrying capacity of the objects. We should also make an effort to prevent the commercialization of religious motives and values, because, unless we do that, the main purpose of this objects and its spiritual significance could be lost. If religious based tourism in Novi Sad gains bigger proportions in the future, it would be advisable for travel agencies to donate a percentage of sold arrangements in purpose of restoration, renovation and protection of these objects. Certainly, it could be classified as mutually beneficial act.

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Analysis of the Touristic Valorisation of Park Maksimir in Zagreb

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Abstract

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 were 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 identify 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.

Key words: Maksimir Park, development, natural and cultural heritage, tourist offer

Introduction

Parks are included in the physiognomic structure of a town as a part of the area, and as such can become a part of the town's recognizable identity. In this way Kew Gardens or Hyde Park present a part of London's identity, Bois de Boulogne or Bois de Vincennes have the same meaning for Paris, Central Park for New York, Rings for Vienna, and Maksimir and Zelena potkova for Zagreb (Bojanić and Šćitaroci, 1996.).

Nowadays green surfaces inside city areas mostly consist of city parks, sometimes referred to as gardens or city greenery. Parks (lat. *parricus*; bounded area) are parts of a city or settlement that contain methodically installed and maintained vegetation and other functional and compositionally-formed facilities (Knežević and Dolenc, 2011.).

Parks and gardens are an important part of green surfaces, and as such present a reflection of the culture of a certain time and the man's relation towards nature. Different traditions and influences of

cultures of different nations have changed during the course of history, having an effect on the way that park surfaces are arranged.

As oldest parks we point out those dating from the antiquity such as the parks of Persian kings that had a function of hunting grounds the Eastern and Chinese Garden and the Hanging Gardens of Semiramis (www.geografija.hr). Their significance comes from the fact that their role was to connect man with the nature by creating a sensation of pleasure and harmony (Knežević and Dolenc, 2011.). The beginnings of park architecture, as one of the most important branches of public green surfaces arrangement, are in western culture linked to ancient Romans, when they appear as public gardens. In the middle Ages these are regular geometrical gardens that contain orchards and alleys, as well as bathing pools, and can be found in France and Italy. „According to some the Middle Ages begin in the 1st half of the 3rd century, during the ruling of the Roman emperor Diocletian, due to the then present social structure that is starting to look like feudalism, while others believe that the beginning of this period is after the fall of the Roman Empire in the year 476, and after the first German countries are formed. Also, some see the fall of Constantinopolis in the year of 1453 as the end of the Middle Ages, while others see that the end of this period was not until Columbo's discovery of America in 1492.“ (http://hr.wikipedia.org/wiki/Srednji_vijek). Further park development tendency is stretched through Renaissance (gardens have regular shapes and are not large in dimensions, we mention as examples Belvedere gardens in Vatican, renaissance gardens in Dubrovnik, gardens of the Villa Medici in Castellu near Florence), the Baroque (examples being regular French gardens such as the park next to Versailles, and English natural gardens based on getting closer to nature, that do not use strict geometrical forms and symmetries, but apply organic forms such as in Hyde Park in London, park Ribnjak in Zagreb)(<http://hr.wikipedia.org>), Classicism and Historicism through the 19th century (Zelena potkova in Zagreb). Renaissance is one of the most creative periods in literature and arts that marked the end of Middle Ages. Historically it is determined from the 14th century in Italy and from the 16th century in the rest of Europe. It is one of the most massive movements in the culture of western Europe, that led to a revolution in science, philosophy, literature and arts.“ (<http://hr.wikipedia.org/wiki/Renesansa>). „Baroque is a time period in music, literature and arts that continues from Renaissance, develops in Rococo, and is present until the appearance of Classicism in the second half of the 17th century. In Catholic countries it is a movement of Catholic restoration (counter-reformation). The name comes from the Portuguese word barocco that signifies a large pearl of irregular shape.“ (<http://hr.wikipedia.org/wiki/Barok>). Only in the second half of the 19th century garden architecture gets an important role in urban planning in Paris. Parks are pillars of the function of raising life quality in cities, and in the same time they play a significant role in the town's ecological sustainability, since they have a direct impact on the reduction of the ecological footprint of urban population and an influence on microclimate modifications. That is often a synonym for pleasure (Stiperski, 1997). Related to this Butorac and Šimleša stated that the goal of urban ecology is creation, preservation and restoration of opened green surfaces in a sustainable way. As a result of the ecological concept in planning of landscape surfaces, the term city greenery (Vresk, 1990) appears in the second half of the 20th century, including all city surfaces that are under plants (trees, bushes, ground covers, perennials, season flowers, grass) (Knežević and Dolenc, 2011.). In addition to the arrangement of green areas within cities, increasing attention is paid to raising the green belts around towns whose main role of preventing the spread of cities to the outside, but also recreation and relaxation of the urban population (parks in the UK) (www.geografija.hr).

Zagreb has a long tradition of park architecture and a preserved park heritage. First green surfaces in Zagreb appear during the Middle Ages in the form of hortulus-gardens of mixed purpose. In them were cultivated fruits, vegetables, medicinal plants and herbs, and vines, were kept in until the 19th century. Parks that are opened for public are erected at the end of the 18th century (Maksimir Park was opened

in 1794). In the 19th and 20th century erecting new parks was in line with the town's area augmentation and the increase of number of city inhabitants. According to newer data (2010), Zagreb has a total of 31 parks that have a total surface of 4 000 ha. Among the most representative are along with Maksimir are part of 'Lenuci horseshoe "or" Green Horseshoe ". It is a collective name for a sequence of seven squares, which with its parks and green spaces such as the tripartite framework framed district of the Lower Town (www.geografija.hr).The Zagreb Park "Maksimir falls under the category of distinguished romantic gardens. It is the most significant object of garden architecture in Croatia, a monument to park architecture, a cultural-historical monument and one of the symbols of Zagreb " (Butorac, Šimleša, 2007).

Theme fields regarding the development of parks and park architecture, and there significance for certain city areas, have been pursued by various authors, including Butorac and Šimleša in their work „Green hearts of cities – The importance of gardens in urban areas“, Grgić in his work „Gardens of Split – Genesis and development of city garden architecture“, Paul F.J. Eagles in his work „International Trends in Park Tourism“, M. Walls in his work „Parks and Recreation in the United States“, and the report „The use of public parks in England 2003“ published by English Heritage, Sport England, and The Countryside Agency .

Nowadays the problem of park utilization and development has been awakened through several aspects of selective tourism (eco-tourism, adventurous tourism and nature based tourism). Park tourism development under the stated branches of selective tourism is very significant. Ecotourism is a form of tourism which emphasis is on the tourists' stay in a natural and unpolluted environment, especially in areas with a certain degree of protection of the environment (Blazevic and Knežević, 2006). And it includes 7-10% of total world tourism demand. Adventure tourism which combines physical activity, cultural exchange or interaction with nature and engagement (<http://www.slideshare.net>) recorded a growth rate of 8%. And nature based tourism that has an annual growth rate of 10-30%, and is based on an idea that travels are undertaken mostly or only with the goal to enjoy nature's attractions and to get involved in various open-air activities such as bird watching, mountaineering and fishing (<http://www.travel-industry-dictionary.com/nature-based-tourism.html>).

But, regardless from which aspect the theme field of park tourism in the Republic of Croatia is studied, it is insufficiently elaborated, which can be seen from the small number of papers on this theme. The goal of this work is to analyze the existing resources of the Park Maksimir (both natural and social) and to induce further research.

Methodological framework

Work methods include documentation analysis (analysis of the existing literature, Internet sources and former studies, analysis of the history of park origination, history of Zagreb horticulture, Park Maksimir history, its development and manners of utilization).

Field research methods have been conducted directly when visiting the parks of England and the parks of the City of Zagreb. Touristic infrastructure and suprastructure have been evaluated, as well as the manners and customs of space exploitation. Field research included the method of evaluation of visitors of Park Maksimir. Research in the parks of London mostly took place in Hyde Park, Kew Garden, while in Zagreb the research was undertaken in parks Maksimir and Zelena potkova. The research was conducted during working days and weekends. Using the case study method, Park Maksimir has been studied as a touristic resource of the City of Zagreb.

Research on the visitors' needs, expectations and satisfaction with the Park's offer has been conducted in 2009 and 2010 by using questionnaire evaluation method. Representative pattern involved people chosen by random selection method. A total of 120 visitors, then processed 111 and nine questionnaires were inadequately filled. The goal of the research was to achieve a better understanding of the demand and the advancement of offer, in a way that would meet the special requirements of the Park with a purpose of its further development. The work includes a SWOT analysis of resources significant for the development of the Park tourism, in order to obtain a better insight into the current situation and the possibilities of further advancement of the Park's offer.

Development of Park Maksimir

Park heritage of Zagreb consists of works of 19th century landscape architecture. In places where previously stood the town fortifications were founded gardens, parks and walkways, some of them on private land that were later converted into a public city parks. Gardens and parks in the first half of the 19th century are mostly disappeared, some of them were later transformed, such as Bishop Pond Park, a few have been preserved and today they are in poor condition. In the 19th century there was a rise and walkways. The first regulated public walkway in Zagreb was the South Promenade (now Strossmayer's walkway), founded in 1813.

It was raised on the final southern foothills of Medvednica at the end of 18th and the first half of 19th century. Clearing autochthonous forest of common oak and hornbeam formed it. It is the first public park in southeast Europe, and one of the first in the world. At the time of forming it was one of the most important park accomplishments of Austro-Hungarian Monarchy. Austro - Hungarian Monarchy has existed since 1867. - 1918. and it was a multinational state in Central Europe with the rulers of the house of Habsburg. In it lived the Germans, Italians, Furlani, Ladin, the Croats, Hungarians, Bosnians, Poles, Romanians, Ruthenians, Slovaks, Czechs, Serbs, Slovenes, Ukrainians and other nationalities (<http://hr.wikipedia.org>).

Park Maksimir's founder was Zagreb's Bishop Maksimilijan von Vrhovac de Ehrenberg et Rakitovec (1752 - 1827). Bishop Vrhovac had an idea to form the park in a baroque (French) stile, which is witnessed by three radial paths, shaped as a duck's foot, that were made during his time, which was one of baroque characteristics of a park. Paths constructed by Bishop Vrhovac can still today be seen in the Park, and one of them is the main straight axis of the alley from the main entrance (portal) all the way to the bottom of Vidikovac. Park Maksimir was ceremonially opened for public on 24.04.1794. It was named Maksimilian's peace or Maksimir for short, after its founder.

After the death of Bishop Maksimilijan Vrhovec, Bishop Aleksandar Alagović (1760-1837) continued with the work on forming Park Maksimir, which abandons the initiative idea of forming the park in baroque style and begins with works on opening and forming meadows and individual park complexes.

After his death the work on the renovation of the Park continued Archbishop Juraj pl. Haulik de Varallya (1788 1869) who has for its construction hired a group of expert Austrian artists, which formed emperor's parks in Laxenburg, Schönbrunn, Hetzendorf near Vienna. Head of the group was an expert landscape architect of emperor's gardens Michael Sebastian Riedl (1793-1872), and beside him other artists were: Franza Schücht, Leopold Philipp, Franjo Serafin Körbler, Joseph K äsc hmann, Antun Dominik Fernkorn, Anton Kothgasser and at that time young architect Bartolomej Felbinger. During that period were constructed Umbrella pavilion (today on its place we can find Mogila), Bellevue pavilion, Public temple (today on its place we can find St. Juraj's chapel constructed in 1863), Glorieta pavilion, Echo pavilion, Fisherman's cottage, Peaceful cottage, Dutch cabin, Swiss house (1842), Gatekeeper's

cabin (1847), Gazebo (Kiosk, constructed in 1843), and Tavern (today "Maksimilijan" restaurant constructed around 1860). Mogila is a kind of a monument-hill built in 1925 for the occasion of marking the one thousand years of Croatian kingdom. Mogila was designed by Aleksandar Freudenreich, and built by Croatian hawkers association as a memorial of III. Croatian all-hawkers rally held in occasion of this historical jubilee. It was placed on the location where Umbrella pavilion used to be. It was constructed from lumps of soil brought from 155 different Croatian locations in which some significant event during thousand years of Croatian history occurred. Items from Croatian historical heritage were buried in the base of the hill, significant books, newspaper, periodicals and memorials of all hawkers association, which participated in construction of Mogile. Description of the place and historical significance that happened on the place from where the land for Mogila was taken is recorded in the memorials (http://www.park-maksimir.hr/Maksimir_hr/Maksimir_znamenitosti2.htm)

The size of the park is now 316 hectares, which is almost like New York's Central Park, which has 340 acres and more than double London's Hyde Park with 142 acres (http://www.park-maksimir.hr/Maksimir_hr/Maksimir_o_parku.htm)

In 1839 Park's name was changed to Jurjaves in the honour of Archbishop Haulika 1839, and after his death Park got its old name Maksimir back. Park Maksimir is designed in the style of English park. Natural difference of terrain altitude in Park design composition was skilfully used to emphasize its plasticity, as well as alternation of vast meadow areas with forest belts, and decorative plantations, which is its exceptional design value and characteristic.

The first protection of Park Maksimir dates since 1948 when it was proclaimed natural curiosity, together with the area of grange, arable land and forest in total area of 316 ha, by a Resolution of former Ground institute for protection of natural curiosities in Zagreb. The size of the park is now 316 hectares, which is almost like New York's Central Park, which has 340 acres and more than double London's Hyde Park with 142 acres (http://www.park-maksimir.hr/Maksimir_hr/Maksimir_o_parku.htm). Today Park Maksimir is protected as a monument of park architecture by the Nature protection law (since 1964) and as a cultural asset by the Law on protection and preservation of natural assets, and is registered in the Registry of cultural assets of Republic Croatia (<http://www.park-maksimir.hr>).

Maksimir Park is managed by public institution "Maksimir" established in 1994. whose founder and owner is the City of Zagreb. Therefore, the Park is financed from the budget of the City annual financial plan. The remaining funds realized on the basis of Park renting spaces to the restaurants and kiosks, the share of renting boats and bikes because an entrance to the Park does not charge as well as individual tour arranged facilities within its premises. Apart from Maksimir park as a whole, protected are and certain cultural property: a new mansion Bishop Haulik, Gatekeeper's lodge, Echo Pavilion, Gazebo, Swiss House, the obelisk, the chapel of St. George, Bishop Haulika mansion, outbuildings of Haulik's mansion, silk factory, and beehives. Natural attractions of the park consists of woods, meadows, lakes and streams which are important habitats for many plants and animals, thus contributing to biodiversity. Particular value has preserved centuries-old oak trees. So in the Maksimir Park has been evidenced more than a hundred species of birds, some of which are significant hole-nesting birds. In the park Maksimir, a population density of middle spotted woodpecker (*Dendrocopos medius*), an endangered species in Europe, is one of the largest in the world (http://www.park-maksimir.hr/Maksimir_hr/Maksimir_o_parku.htm). Also significant are the other species associated with old trees, like squirrels and some species of bats, or globally endangered animals. In parallel with the growth of modernization and urbanization of society is increasingly recognizes the impact of the Park on the quality of life in the city (microclimatic impact, ecological footprint, health function).

This natural and social heritage and their distribution in the Park condition the formation of three distinct zones based on the number of visitors. The total number of visitors to the park was obtained on the basis of the number of tickets sold for the Zoo in 2009 and increased the number of visitors received by the method of observation and amounts 1300.000 visitors. Mentioned zones are: Zone of intensive visiting, Zone of recreational visiting and Zone of multi-purpose use.

Zone of intensive visiting include the historic core of the park located within the most protected cultural objects. It visits 85% of the total number of visitors. Among the protected cultural objects are the Gatekeeper's lodge, Echo Pavilion, Gazebo, Swiss House and Chapel of St. George, and many monuments and sculptures (Obelisk, Mogila, Neapolitan fisherman).

Gatekeeper's cottage was built in 1847 and today it is location of the Information Centre of the park.

Echo Pavilion is the only preserved pavilion in Park Maksimir, also known as Lantern-Temple, constructed after 1840. Its attractiveness to visitors in addition to the physiognomy comes from the fact that successfully duplicating and rejects sounds, which creates a special experience of visitors. Public institution „Maksimir“ renovated the pavilion in 2001.

Gazebo (Viewpoint) also known under the name Kiosk, was constructed in the period from 1841 to 1843. It is the most notable object 17 m high, the centre from which paths branch, around which the main park's parties are grouped. Its tourist function is in accordance with its name (viewpoint). Public institution »Maksimir« renovated the Gazebo in 2002.

Swiss house known as Tyrolean house, as well, was constructed in 1842 Haulik's salon gives a special value to the house, made of wooden plating and richly carved baroque ceiling. Windows and balcony doors are decorated with 12 stained-glass windows with scenes from Swiss and Tyrol landscapes after which the object was named. In this salon is located exhibition about the history of Park Maksimir and information point. The exhibition was set by Public Institution »Maksimir«, and for park visitor's entrance is free (http://www.park-maksimir.hr/Maksimir_hr/Maksimir_kulturna_bastina.htm).

In this zone there are restaurants (Maksimir restaurant, catering facilities Viewpoint and Swiss house), the administration building of the Public Institution "Maksimir" and Zoo which was established in 1925. Within the zone there are two playgrounds, and first, second and third lake (of five). Due to the diversity of supply offered this area records great frequency and interest of visitors. Its purpose is receiving visitors and providing the informative and educational content, recreational and entertaining character. Along the main avenue that leads from the main entrance toward Gazebo, is the highest frequency of visitors on a weekend as well as at areas around the Gazebo and the Swiss house.

Catering in the Park is reduced to a restaurant "Maksimir" where you can try traditional dishes and two catering facilities located in Swiss house and the Gazebo where is only offered a drink.

Zone of recreation includes most of the forest community of park Maksimir, and IV and V Lake. The path leading to IV Lake records a much lower frequency of people only 15% of visitors. These trails are mostly used by athletes, cyclists or walkers (in pairs). This zone is intended for reception visitors of all structures with special emphasis on recreational use, walking and cycling.

Zone of multiple-use includes the area of the Park, which is used for various purposes and is not provided for visitors, although it is integral part of the Park. This area belongs to the parish house of St.

Jerome, the area of Agriculture and Forestry University of Zagreb, the area of the Police Academy, and nursery garden.

Park offer along with so far mentioned elements complement the sport - recreational features. When established, the original purpose of the park was relaxation and recreation. Therefore, in Park were organized various sports events (in 1853. was opened Zagreb's first ice rink on the Lower (first) lake; in 1894 were organized ski courses, in 1923 at the Lower (first) lake was held the first international swimming and water polo match; in 1931 regulated was governed the first Golfing course in the Republic of Croatia, held the competitions in rowing and international cycling races) (<http://www.park-maksimir.hr>). Possibilities that park today provides because of its groomed trails and meadow areas, in terms of sport and recreation, to its visitors relate to walking the park down the groomers, Nordic walking, jogging, cycling, rowing boats at the Third lake, and for recreation of the youngest has two modern playground. In the park conducts its activities and members of the club Athletic club "Veteran," Huck Finn Adventure Travel, Scout group »Maksimir«, orientation Club »Maksimir«, Mountaineering Association Zagreb and Zagreb Association for sports recreation "Sports for All".

Public institution "Maksimir" improved Park offer by management and organized educational programs aimed at children (usually school groups).

The synergy between natural and social elements that make the tourist offer of the Park, is not used enough for the promotion of tourism in Zagreb. The website of the Zagreb Tourist Board in the short lines point out sights of the park, but does not mention any contact where you can get information directly from the Public Institution "Maksimir" nor information how get to the Park. On these site parks are mentioned as an attraction, and in recent years are partly involved in travel programs of sightseeing, but this is primarily related to Parks of "Green Horseshoe" that are part of the city's cultural identity. Maksimir in this respect has not been sufficiently recognized nor affirmed as a tourism resource rich in content and, therefore, isn't in adequate measure including in the tourist offer. For this reason, the Public Institution "Maksimir" from 2011 began to develop its cooperation with the Zagreb Tourist Board with the aim of better tourist valorisation of the Park.

Analysis of the tourism resources of the park Maksimir

The modern lifestyle involves less physical work and movement and growth of urban population in the world. On that influenced the transition process, marked by modern conditions of life (computer technology, diet, imbalances in the growth of population and infrastructure of the city) and closing businesses that employ physical labour. The disappearance of the physical labour in the past has led to a situation of insufficient physical activity. This lack attempts partially compensate visiting parks as places of recreation and rest.

The average visitor who visits Zagreb's parks is aware of its position, in the park he comes purposely, and about contents of the park has relatively little knowledge. This can be seen from the summary of survey results.

Empirical data about the visitors of the park Maksimir were collected using survey research. This research is part of a larger project.

The concept of the questionnaire requested of the respondents opinion about issues from which were obtained information about:

- The frequency of movement of visitors and of their commitment to a recreational site
- Establishing the ecological quality of meeting spaces
- Identifying ways of recreation and relaxation of visitors

The aim of evaluation is to obtain basic information about the visitors, visitor behaviour evaluation and motivation of their arrival at the Park. Estimated are activities and services, certain strengths and weaknesses in the tourist offer, and was evaluated the effectiveness of promotion and the ability to access the Park.

The analysis results of the questionnaire shows the structure of visitors according to age and gender. The visitors were in 63% women, according to age the most frequent was with 39% the group aged between 10 and 29 years, then the in 31% group between 30 and 59 years, and almost equally was represented the age group of 60 or more years by 30%.

The availability of Park to visitors is presented in Figure 1 which shows that visitors to the Park often come on foot 42% of the respondents, considering that distance between Park and city centre is a 30-minute easily walking. Then visitors arrive by car in 32% of the cases because close to the park there are two parking lots that are in the system of Third charging zone and its capacity is approximately 550 parking spaces. Public transport in the structure of arrivals is represented by 24%, and bicycle with only 2%. Time use of parking at parking areas is limited in the first zone up to 1 hour, at second zone up to 2 hours, the third zone up to 3 hours (<http://www.zgh.hr/default.aspx?id=38>).

From the offered tourist services, materials and infrastructure of the park respondents have mostly 60% use services of a catering facility at the Gazebo.

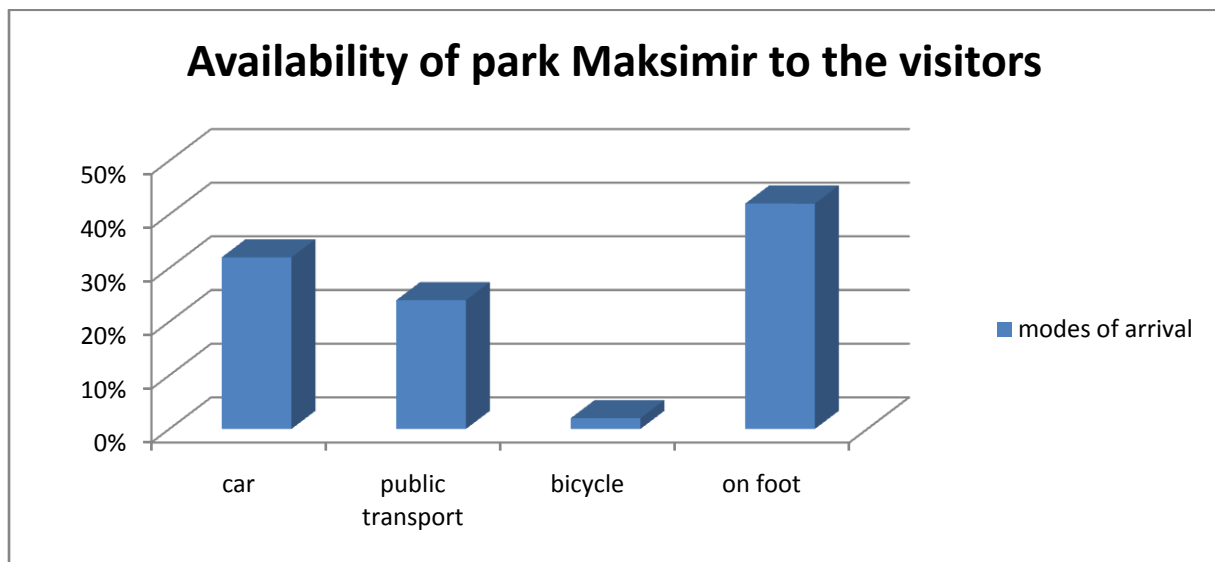


Figure 1: Availability of Maksimir Park to the visitors. Source: Authors production

When analyzing the quality of the content offered in the Park, the highest grade is characterizing Gallery in Haulik's salon, restaurant in Swiss house, Info Centre, and bicycle rental. By worst grade is evaluating restaurant Maksimir (Figure 2).

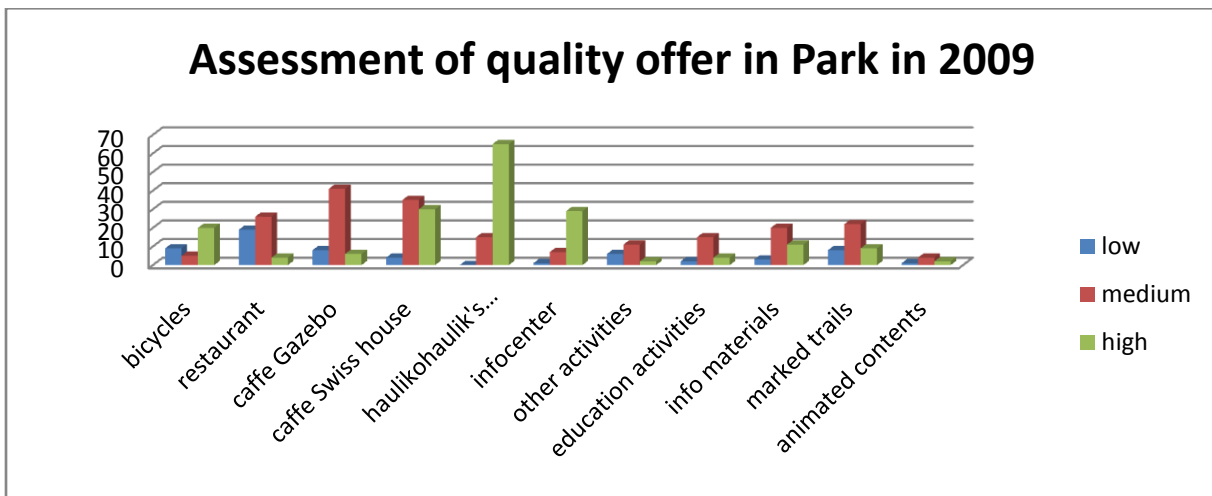


Figure 2: Assessment of quality offer in Park in 2009. Source: Authors production

As the most attractive resources of the park respondents pointed out the untouched nature, a gallery of Haulik's salon in Swiss house and boats at the Third Lake (Figure 3).

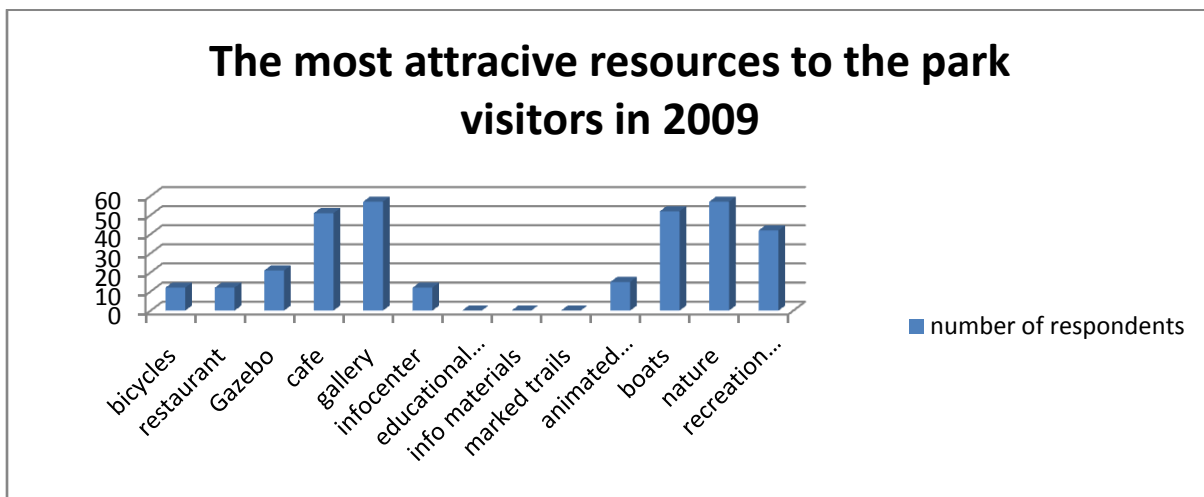


Figure 3: The most attractive resources to park visitors in 2009. Source: Authors production

The activities that visitors are usually involved in the park are in 35% a walk and sightseeing of gallery in Haulik's showroom 23%.

Rating (low quality, medium and high quality) visitors rate the quality of transport infrastructure in the Park (access roads, bicycle and walking paths). All infrastructures have been evaluated by medium quality.

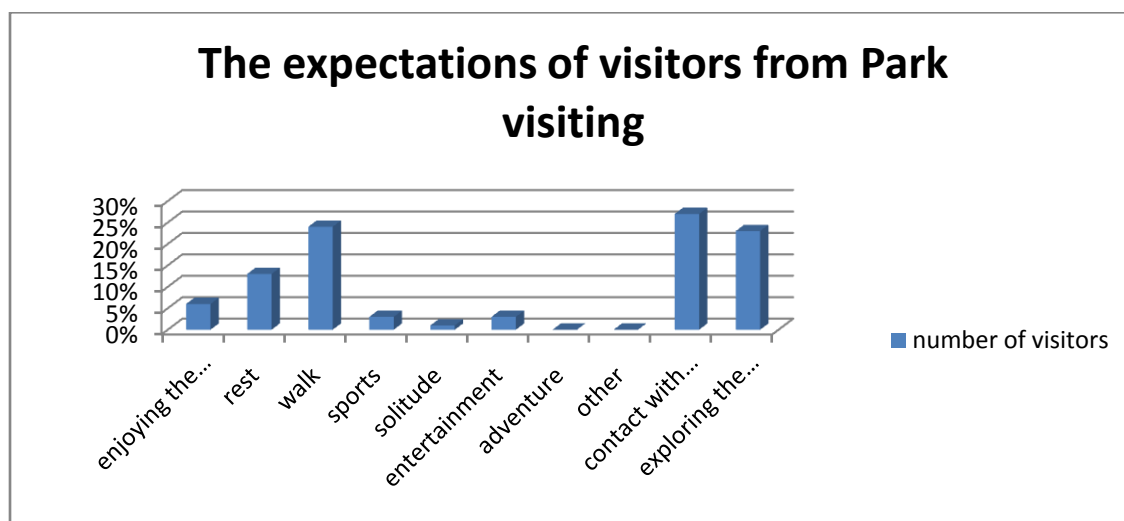


Figure 4: The expectations of visitors from visiting the Park. Source: Authors production

Motive for coming visitors in Park is in 36% time spent in nature, then in 25% recreation and the need for peace and quiet 19%. Visitors by coming to the park expect contact with nature and learning about its natural and cultural heritage (Figure 4).

Most of the visitors visit Park a few times per a year 38% (Figure 5.) and usually spend there two hours (mainly because of parking charges). Other visitors come each day (18%) or weekly (18%), and once a month come the 16% of respondents.

During their stay at the Park usually visitors (52% of respondents) are willing to spend 10-50 kn on the offered contents. In their opinion in order to improve the quality of supply trails should be better regulated and marked, it is necessary to complete contents of catering facilities and expand the content by introduction of new activities to animate visitors.

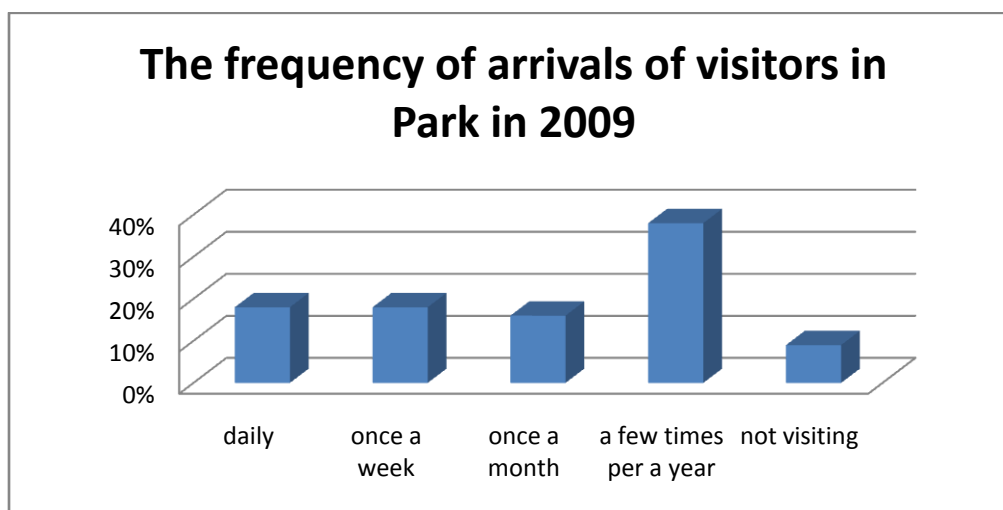


Figure 5: The frequency of arrivals of visitors in Park in 2009. Source: Authors production

The most of the visitors are satisfied by arrangement of Park (32%) or they would not change anything what is seen in Figure 6.

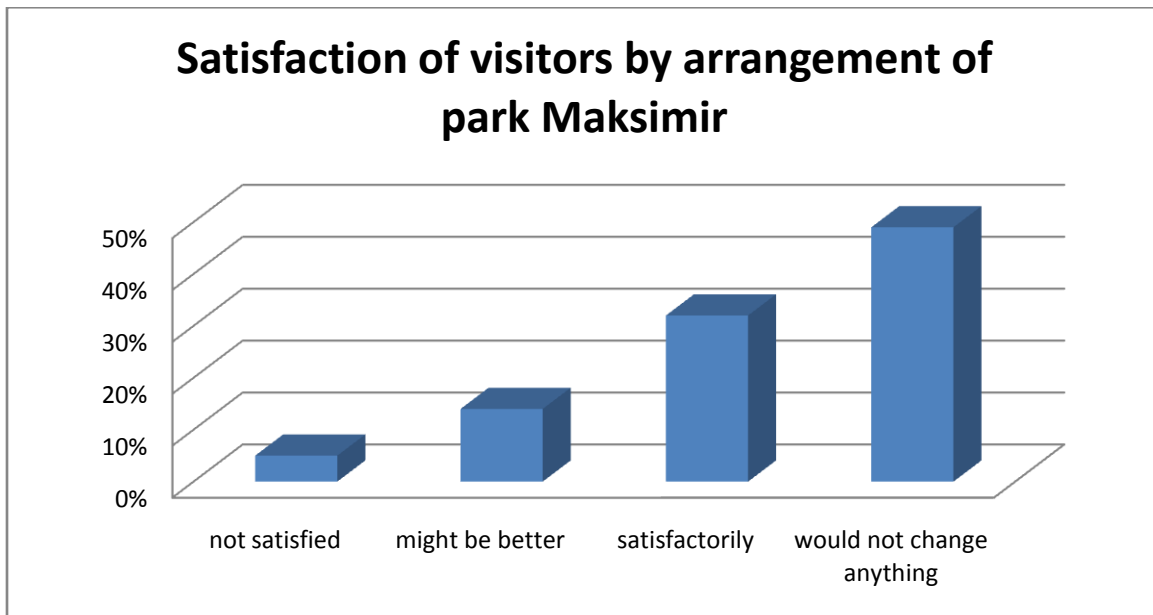


Figure 6: Satisfaction of visitors by arrangement of park Maksimir. Source: Authors production

The survey results show that the park is almost equally interesting to all age groups, and that it is easily accessible (most visitors come on foot), but despite only 36% of visitors come to one or more times a week. Motive for coming as well as the most attractive resources are related to nature (flora and fauna) and recreation, but also to a gallery in Haulik's showroom which shows the interest of visitors and for the cultural elements that are not sufficiently involved in the supply of the Park. Consumption is very low between 10 and 50 kn, but should take into consideration that the entrance to the Park does not charge as well as entrance to the gallery at Haulik's showroom which again suggests a modest cultural offer. As such, regardless of the variety of natural resources and the existence of cultural resources, park Maksimir is not recognized as a tourist destination. For this reason it is necessary to regulate the monuments and their environment, set interpretive panels with information, adjust working hours of cultural sights and promoter of natural and cultural heritage. It is necessary to create several traditional and cultural events aimed at the presentation of cultural and natural values and entertainment of tourists. It should be mentioned that the cuisine is very important, authentic food and beverage are component of the cultural and historical heritage. Also, the fencing of the park would create a precondition for the financial gain. Collection of symbolic entrance to the park Maksimir would ensure income of funds and enable reconstruction and modernization. During the process of improving the offer should consider their quality, but also how the specific contents ecologically burden Park as it is shown in the SWOT analysis (Table 1.).

Table 1: SWOT analysis of tourism characteristic of Maksimir Park

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - accessibility - biodiversity - cultural heritage - different aspects of recreation - vicinity of the Zoo - qualified personnel 	<ul style="list-style-type: none"> - lack of supporting facilities - lack of marketing and promotional activities - lack of funds - parking charges, which limits the period of stay - land ownership status
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - cooperation between public and private sector in development - a positive the energies associated with the accession negotiations in EU - hiring local employees - development of tourism throughout the year - conversion of unused infrastructure - promotion of the Park as a recognizable tourist destination 	<ul style="list-style-type: none"> - degradation of natural and cultural values because of excessive tourist use - building the infrastructure of poor quality - slow bureaucracy and lack of cooperation among institutions - lack of local initiatives - disrupting the ecological balance of the Park

Source: Authors production

Results of field studies of English park shows that the urban horticulture is an essential element in creating a recognizable image of the city, urban identity and tourism, and what the City of Zagreb is missing. One of the characteristics of tourism in London are the Royal Parks, particularly those in the central zone of London, Hyde Park, then the neighbouring, that creates a unified whole, Kensington Gardens and Regent's Park at the northern end of central London. Closer to the centre of town are smaller Royal Parks as Green Park and St. James's Park.

Hyde Park is especially popular for sporting activities, while it is sometimes held, and outdoor concerts and various cultural and sporting events that are missing in Maksimir. Several large parks are provided

outside the centre, including other Royal Park, Greenwich Park to the southeast, Bushy Park and Richmond Park to the southwest, and Victoria Park to the east. The parks are fenced that makes control within the park much easier. There are also several less formal semi-natural open spaces such as Hampstead Heath area of 3.2 km² in north London, which includes Kenwood House, a popular location for the summer lake shore concerts of classical music and fireworks, and every weekend attracted a large number of visitors. In London, system of transport and tourism infrastructure is very well constructed and provides very good connections and easy access to parks. Each park has an attractive tourist superstructure, which includes educational facilities and interpretative natural and cultural heritage, cuisine, variety of sporting and recreational facilities, all in order to tourist and entertainment offer. In larger parks, such as Hyde Park, people with disabilities or mobility problems can rent electric vehicles to facilitate their movement within the park. Green and water areas in parks are used for tourist, educational and recreational purposes. Comparing the knowledge gained in English parks and other parks in the world (Guell in Barcelona, Schönbrunn, Austria), with the situation of utilization of the park Maksimir notes much weaker and in some areas and completely deficient utilization of natural and social resources. Maksimir usually serves the citizens and a small number of tourists for walking dogs on permitted areas and for recreational sports. Other segments of the offer in the Maksimir should be developed.

Field research Kew Gardens in London, one of the world-famous parks of natural features, it is evident that the combination of landscape architecture and tourism on the example of English parks means creativity, imagination, sensation and attraction. Attractions and facilities are related to modern trends and fashions of today. Content is constantly updated to make this park more attractive and prosperous. Some of these facilities are the Japanese garden and a Chinese pagoda, with horses, carriages, horse trails, guard shifts on the horses, the modern children's playgrounds, toilet facilities, labyrinths, modern sculptures, catering, chairs for relaxing by the shores of lakes and numerous other attractions, all in order to increase the sights and diversity of use.

Comparing these English parks with the Maksimir it is clearly noticed the deficiencies of its tourist attractions (the lack of content that animate visitors), but also this can be a good example of quality and successful way to improve the offer in the park and take advantage of all potential resources.

Conclusion

Park architecture in Zagreb dates from the late 18th and early 19th century. During this period, was designed and built park Maksimir. Even then there is awareness and need for organization of green spaces (parks, gardens, alleys...) which would serve residents for rest and recreation.

From that time until today Maksimir failed to improve its status to become one of the most recognizable symbols of the city of Zagreb, and has remained an area for passive recreation and relaxation. This is not in line with the needs of modern man or tourists who were taught by the culture of the country they come from and expect rich gastronomic, entertainment, educational, cultural, and animation contents.

Despite the resources (natural and cultural heritage), Maksimir lags in its tourist offer due to the Failure to develop and non-compliance its offer with requirements imposed by the modern tourist demand. For the same reason it is important to improve cooperation with the Zagreb Tourist Board and create a new image of Park as the modern tourist destination.

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

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Abstract

This case study explores how Kizilcahamam-Çamlidere geopark 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 results 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, Kizilcahamam-Çamlidere geopark and geotourism project is revealed with its history, goals of the project, administration, where and what the project covers, and geological characteristics of the region. The paper also aims to offer a guideline for marketing and promoting the region as a geotourism destination.

Key words: Geotourism, geoparks, marketing, Kizilcahamam-Çamlidere project, Turkey.

Introduction

Turkey has a rich culture and civilization as well as an outstanding natural environment. A cradle of civilizations, some authors named it, Turkey is surrounded by three seas, Black Sea in the north, Aegean in the west and Mediterranean in the south, and looks like the head of a horse, as a Turkish poet has put it (www.kultur.gov.tr). The peninsula creates natural attractions and a variety of archaeological and historical sites as a result of the country being the land for various civilizations, and the land has a history of more than 60 million years of formation. Implements from the Stone Age show that Anatolia was already inhabited in the Middle Palaeolithic Period between 100,000 and 40,000 B.C. As such, its archaeological, cultural and natural attractions form an excellent basis for developing geotourism. In this sense, Turkey has a huge potential for both the development of geotourism and the creation of geoparks due to its natural and cultural diversity.

The terms 'geotourism' and 'geoparks' have emerged in the tourism literature in recent years. Geotourism is rapidly being recognized as an exciting new direction for tourism surrounding geological and geomorphological attractions and destinations (Akbulut, 2009). At the same time, the tourism component of geotourism involves visitation to geosites for the purposes of passive recreation, engaging a sense of wonder, appreciation and learning (Newsome, Dowling, 2006). Consequently, the tourism industry regards geotourism as a new, growing market segment with a prosperous future, particularly so in the light of the ever-increasing demand by tourist around the world for the ultimate nature experience (Pforr, Megerl, 2006). The global diversity of landscapes and geological materials in association with the body of knowledge relating to Earth history and geological processes (Newsome, Dowling, 2006) makes geotourism an option for all countries and parts of the world. Accordingly, more and more countries have started to develop schemes for recognizing important geological and morphological sites or landscapes within their national boundaries (Eder, Patzak, 2004).

Currently, tourism in Turkey relies on mass tourism, which is unsustainable, concentrated on coastal areas, and geotourism is less significant. However, geological and geomorphological heritage resources

of the country reveal an abundant potential for the development of geotourism. Although insufficient, some initiatives and some bodies are trying to promote and develop geotourism in Turkey, and Kizilcahamam-Çamlidere geopark and geotourism project is a unique example of these efforts. In this sense, the paper aims at exploring how Kizilcahamam-Çamlidere geopark and geotourism project is initiated. For the purpose of the study, the paper starts with a literature review on geotourism and geoparks. Further, the project is examined. The paper concludes with suggestions on the better promotion and marketing of the region as a geotourism destination.

Geotourism and Geoparks

Geotourism

Problems associated with mass tourism have implemented more environmentally and culturally aware forms of tourism, resulting in a global push for conservation (Hardy, et al., 2002). Such conservation efforts have resulted in alternative forms of tourism such as sustainable tourism, ecotourism and geotourism. Sustainable tourism meets the needs of today's tourists and host regions while protecting and enhancing opportunities for the future. On the other hand ecotourism is a sustainable form of natural resource-based tourism that focuses primarily on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits, and scale) (Fennel, 2003:25). Ecotourism typically occurs in natural areas, and should contribute to the conservation or preservation of such natural areas. The assumption underlying ecotourism is that it cannot be mass tourism (Boley, et al., 2011). Finally, the tourism industry regards geotourism as a new, growing market segment with a prosperous future, particularly so in the light of the ever-increasing demand by tourists around the world for the ultimate nature experience (Pforr, Megerl, 2006).

Geotourism's first definition appeared in a professional magazine by Hose in 1995 as: 'The provision of interpretative and service facilities to enable tourists to acquire knowledge and understanding of the geology and geomorphology of a site (including its contribution to the development of the Earth sciences) beyond the level of mere aesthetic appreciation'(Hose, 2006). More recently it has been defined as: 'Geotourism is a form of natural area tourism that specifically focuses on geology and landscape. It promotes tourism to geosites and the conservation of geo-diversity and an understanding of earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geosite visitor centres.' (Newsome, Dowling, 2010). In Newsome and Dowling's (2006:3) definition of geotourism, the 'geo' part pertains to geology and geomorphology and the natural resources of landscapes, landforms, fossil beds, rocks and minerals, with an emphasis on appreciating the process that are creating and created such features. At the same time, the tourism component of geotourism involves visitation to geosites for the purposes of passive recreation, engaging a sense of wonder, appreciation and learning. In association with this visitation there may be regular tours, specific activities and even the development of accommodation facilities.

Geotourism is about creating a geotourism product that protects geoheritage, helps communities, communicates and promotes geological heritage and works for 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 host 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, essential ecological processes, biological diversity, and life support systems' (WTO, 1998).

There are five key principles which are fundamental to geotourism. They are that geotourism is geologically based (that is based on the earth's geoheritage), sustainable (i.e., economically viable, community enhancing and fosters geoconservation), educative (achieved through geo-interpretation), locally beneficial and generates tourist satisfaction. The first three characteristics are considered to be essential for a product to be considered 'geotourism' while the last two are viewed as being desirable for all forms of tourism (Dowling, 2011).

According to Boley et al. (2011) the goal of geotourism is to maintain the character of place. It is not just travel to undisturbed natural areas or to centres of human activity but travel to destinations where nature and people come together to produce a working landscape. However, education of the people is also very important in geotourism. Tongkul (2006) presents geotourism as the utilization of geological heritage resources for education-based tourism. He asserts that geological heritage resource is based on the intrinsic values of geological and geomorphological features, and these intrinsic values may include scientific, aesthetic, recreational and cultural values.

Ideally, geotourism can be beneficial for both the tourist and the host because it can provide the tourist with an 'authentic' experience while holistically sustaining the destinations unique qualities (Boley, et al., 2011). Further, geotourism achieves a quasi-balance between regional value and sustainable use, and development by using the potential of the landscape and its established infrastructure (Frey, et al., 2006). Moreover, it can make a major contribution to the alleviation of poverty in rural areas (Reimold, et al., 2006) by creating employment opportunities in the region. Its potential as a job and income generator, particularly for local communities and therefore as an effective means for regional development, has evaluated geotourism also being strongly pushed by governments through the development of policies and strategies (Pforr, Megerl, 2006). With sound planning, taking into account the sustainable principles of environmental conservation, community well-being and economic benefits, then geotourism offers a potential basis for community and/or regional development for many places around the world (Dowling, Newsome, 2006). To be successful, conservation of geological heritage requires concerted involvement of all stakeholders, both geologists and non-geologists (e.g. politicians, planners, landowners, developers and the public/local communities) (Tongkul, 2006).

Geoparks

In the last decade geotourism has been taking off in a new direction based upon sites called 'geoparks', both national and global (Turner, 2006). Geoparks, a fairly recent development focusing in particular on geotopes of regional and national geoscientific importance, can be seen as instruments to coordinate many stakeholders towards the common purpose of regional sustainable development (Pforr, Megerl, 2006). Through the international respect and reach of UNESCO, geoparks have already begun to make their mark on communities and regions; with even greater awareness by countries, the geopark movement will become the benchmark for geotourism acceptance by governments, regions, communities and tourists (Dowling, Newsome, 2006).

The concept of a geopark, as outlined in the operational guidelines published by UNESCO in 2002, is to serve the three goals of conserving a healthy environment, educating in the Earth science and fostering sustainable, local economic development. The ultimate goal of the geopark program is to provide for a better understanding of geological heritage and wise use of the Earth (Nowlan, et al., 2004).

Geopark is usually understood to be an area designated for its geological and/or geomorphological (i.e. landscape) interest, and using this heritage for sustainable development (UNESCO). According to the definition of European Geoparks Network established in 2000, a European Geopark is a territory which

combines the protection and promotion of geological heritage with sustainable local development. It has the following main characteristics (Zouras, 2004:165):

- First, a European Geopark has to encompass a particular geological heritage, with specific geological, mineralogical, geophysical, geo-morphological, paleontological or geographical features.
- Second, the local authorities of each geopark have to agree to the promotion, with the financial support of European Union, of a sustainable territorial development strategy for the development of the Geopark area. A European geopark must have clearly defined boundaries and sufficient surface area for true territorial economic development.
- Another important characteristic is that the sites in a European Geopark must be linked in a network, and benefit from protection and management measures. A European Geopark is obliged to defend the values of geological heritage conservation and thus no destruction or sale of geological objects from a European Geopark may be tolerated.
- A European Geopark must be managed by a clearly defined structure, organized according to the national legislation of each country and able to enforce the protection, enhancement and sustainable development policies within its territory.

In essence, geoparks aim to foster regional identity, create greater awareness for local conservation issues through geo-education, and act as a framework for regional sustainable development by bringing together a wide range of stakeholders (Pforr, Megerl, 2006).

Geoparks have been established to create enhanced employment opportunities for the people who live there and foster economic benefits for them, usually through the development of sustainable tourism (Dowling, 2011). Geoparks stimulate economic activity and sustainable development through geotourism. By attracting increasing number of visitors, a geopark fosters local socio-economic development through the promotion of a quality label linked with the local natural heritage. It encourages the creation of local enterprises and cottage industries involved in geotourism and geoproductions (Dowling, 2011).

The establishment of geoparks should be based on a strong concept, political will with financial long-term support, and professional management structures (Frey, et al., 2006). Hence, it is essential that, prior to the creation of a geopark, there should be comprehensive and exhaustive discussions with the community, researchers, and government agents to search for a common impetus (Piranha, et al., 2011). Geoparks can bring a new combination of social, economic and environmental information to the political table. Many might benefit from supporting geoparks including farmers in rural areas, small businesses and even industries. Such a sharing of knowledge can be made more efficient by the international geopark network linked to UNESCO and the International Union of Geological Sciences and other interested bodies (Turner, 2006). In this way, local governments, economic entities and local communities can consciously take part in the work of geological heritage protection. As the implementation and construction of the UNESCO World Geopark advances, it may be expected that humanity will open a new page on geological heritage protection with it (Jianjun, et al., 2006).

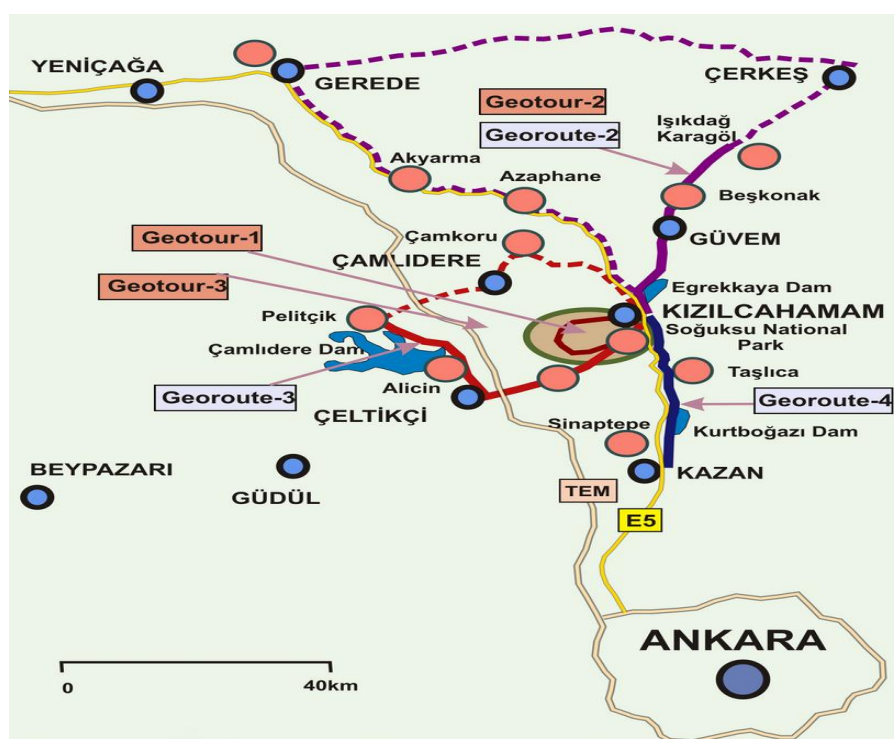
According to Martini (2009) geoparks cannot be simply traditionally protected nature areas for teaching and appreciating its geological components 'with sustainable development in mind'. The geopark's vocation is to be something totally new and different, allowing us to feel space, to think time, and by so doing to set the present within a past-future continuum. It must clearly afford a different approach to, a different relation with, 'nature', developing new forms of management and equipment. Its mission is to

propose a new philosophy of territory, and it must deploy an overall reflection on the holistic and symbolic meaning of geological heritage.

Kizilcahamam-Çamlidere Geopark and Geotourism Project

Kizilcahamam and Çamlidere are two districts of Ankara with their rich natural and geological heritage (Figure 1). The flora of two districts constitutes a transition zone between Black Sea and Central Anatolia regions, and for this reason the climate, vegetation and landforms are peculiar to the region. Being close to Ankara (75-85 km) and lack of sufficient local agriculture and industry accelerated the immigration of local people to urban areas. Similar to other rural areas in Anatolia, many villages are almost empty. New business activities and satisfying employment opportunities are needed to vitalize the region and keep people in their villages and lands.

Figure 1. The site and the routes of the project



The natural and geological heritage of the region offers a good potential for the development of geotourism. As stated above, a geopark is a territory which combines both the protection and promotion of geological heritage with sustainable local development (Zouros, 2004). In this regard, Kizilcahamam-Çamlidere Geopark and Geotourism Project has been developed both to protect geological heritage and to provide economic benefits for sustainable local development. The geopark was opened in 2010 and covers an area of 2 kilometer square. It is expected that the project will produce permanent results only by embracing local people and supports of nature lovers. It is also expected that visits of neighboring urban residents will make the project more efficient with the scientific infrastructure and the visitors will enjoy a unique experience by watching a large petrified forest, touching a 15 million years fish bone, examining a frog and wings of an insect in a swamp of 10 million years of age (Figure 2-3).

Figure 2. Fish fossil on the rocks in the region



The most important geological process formed the earth crust and the earth surface is volcanism. Volcanism, which expresses all the stages as initial, eruption and rock-forming phases by cooling of lava, is occurred by intruding of the magma from a 100 km depth through earth crust up to the surface. The uprising of the magma is a result of movements of plates. The magma cools gradually as it rises, and various minerals and rocks are formed related to its place and composition. Such volcanic events were also occurred in Kizilcahamam-Çamlidere region. Volcanic products extruded from volcanic centres. Sedimentary rocks, deposited in fluvial, lacustrine and marsh environments indicate the pause of volcanism in the region. During the period of some hundred thousand years, the sequence of volcanic and sedimentary rock alternation has been eroded and various valleys, canyons, mountains and hills have been formed. The incisions in the geologic sequence exhibit the products and magnificence of ancient events. The Kizilcahamam-Çamlidere Geopark and Geotourism Project liven up this geologic history and bear the geological heritage.

The project, currently, has 23 stops composed of different geologic formations. They are special parts of the earth, ground and rocks, and they constitute the substructure for the fauna and flora of the region. Stop points have been supported by explanation tables and signs for the people in different levels of backgrounds. A personal approach is highly regarded by guests, and specially trained geopark guides are excellent instruments for communicating geological topics (Frey, et al., 2006). People can have assistance of a guide while touring the geopark trails. For this reason, the Geotourism Square is determined as the meeting point at the centre of Kizilcahamam, and preliminary information about the project and stop points can be obtained.

Four different 'georoutes' and three 'geotours' may be followed at present, and they will be expanded in the future. One of the current getours is within SoguksuNational Park. Others are along the Kizilcahamam-Çerkes-Gerede-Kizilcahamam road and on the road of Kizilcahamam-Pelitçik-Çamlidere-Kizilcahamam. For the people looking for shorter distances, four different georoutes including five stops are organized.

Following the principle that everyone has something to give, the development of partnerships becomes a key aim of the most initiatives (Brunsden, et al., 2009). The project is supported and financed by several institutes, namely: Governorship of Ankara, Ankara University, KizilcahamamMunicipality, Governorship of Kizilcahamam, Governorship of Çamlidere and the Turkish Association for the

Conservation of the Geological Heritage. The number of supporters indicates a good cooperation among the interested bodies.

Figure 3. A view from the region



Communication with the public is also necessary for the success of the projects. For this purpose internet offers a valuable tool for promotion efforts. A well-structured webpage is prepared for the project (<http://www.jeoparkankara.com>). All necessary information about the project is present in the website in two languages, Turkish and English. The webpage also includes visual material to create a better understanding among the public.

Conclusion

Geotourism and geoparks are relatively new concepts which are gaining remarkable attention all around the world. In order to protect or conserve geological heritage and foster the potential for local socio-economic development, governments focus on geotourism and geopark projects, and Turkey is not an exception to this. The paper analyzes how such an initiative, namely Kizilcahamam-Çamlidere Geopark and Geotourism Project, is realized. However, having established is not sufficient for attaining desired outcomes of such projects. To Offer only 'landscape' as a geotouristic attraction is not enough. Other industries had to be taken into account to keep the region competitive. Geotourism was and still is the gate keeper between industries, supporting social networks and attracting new high-skilled workers (Gerner, et al., 2009).

Marketing of a region is more difficult than the marketing of a product due to the high competition and problems arising from the coordination and communication of different advocacy groups. The complexity of successful marketing for a region is high and finding the right combination of marketing strategies is difficult but can positively influence the development of a region, its economy and tourism

(Gerner, et al., 2009). Creating an image for a region is even more challenging and sometimes only possible by government regulations.

The global market is looking for unique products and a broader mix of *experiences*. The customers or tourists of today are more sophisticated, well-travelled and discerning and generally come from higher social-economic demographics. In such, creating a geotourism experience unique to the region is highly important for the success of initiatives and future sustainability of the geoparks and geotourism regions. Since, those tourist destinations that do not manage their product may have a short life (Kotler et al., 2006). However, managing the product is not an easy task, and requires cooperative efforts. Governmental, local and scientific institutes should collaborate and cooperate for the purpose of management and marketing of the region. Otherwise, valuable resources would be wasted in case of individualistic efforts. According to McKeever and Zouros (2009), a Global Geopark has to work within the network for its further expansion and cohesion, collaborate with other geoparks and local enterprises for the achievement of its objectives, create and promote new by-products linked with geological and cultural heritage in the spirit of complementarity with other Global Geopark Network members.

In our current case of Kizilcahamam-Çamlidere Geopark and Geotourism Project, it is obvious that several bodies and institutes unite their efforts to develop and promote the project. However, the marketing aspect of management seems to be underestimated. Although the project was announced in the national newspapers, and took place in some television news, these efforts were weak and insufficient. In this sense, a strategic marketing plan should be prepared for the specific conditions of the project. This task requires full time staff and long-term financial assurance, and adherence to the plans in the long-run.

Destination images are heavily influenced by pictorial creations used in movies or television, by music, and in some cases by popular entertainers and celebrities (Kotler, et. al., 2006). For this reason an effective use of the media is necessary for creating an image for the project and maintaining it. Further, continuous public relations are the basis for public awareness among the population. This requires a well-planned media strategy. Maintaining contacts with media representatives is an important investment for the future of projects (Frey, et al., 2006).

This paper examines the Kizilcahamam-Çamlidere Geopark and Geotourism project as a case. However, further studies are needed. Future studies may analyze geologic and geomorphologic structure of the region. Moreover, managerial structure of the geopark may also be conducted. Finally, studies on the visitor experience may create valuable information for the management and academics.

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Natural Tourist Resources of Budva-Subregion Significant For the Development of Sport-Recreational Tourism

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Abstract

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

Keywords: natural resources, tourism, sport, recreation, Budva sub-region

Introduction

Natural tourist attractions of Budva sub-region are many and varied so as to enable the development of different forms of tourism. Those attractions are complementary in different ways and contribute to enriching the content of tourist stay, lengthening the tourist season and achieving greater economic and social effects of tourism.

Tourist attractions are certainly something that greatly affects the selection of tourist destinations. Budva sub-region has outstanding attractive resources that provide exceptional possibilities to satisfy the various sports and recreational needs. The existence of these possibilities testifies numerous sports clubs and societies, as well as maintaining a large number of sport-recreational events.

Sports and recreational activities are mostly carried out during the summer season, but cannot neglect the importance of the off-season period when the preparation of athletes is held in almost all types of sports. Also many tourists from preventive and health reasons visit Budva-subregion in the winter of the year.

In this context, it is important to say that tourism resorts on the Côte d'Azur, Nice and Cannes, started as winter tourism. It is sport and recreation that provide significant opportunities to extend the tourist season and year-round business for tourism in this region.

In accordance with available resources, the receptive base must be built and the appropriate service offerings created. Only in a unique tourist product these elements reinforce one another and it is the best way to fulfil their function. Only then the natural tourist attractions can be fully expressed.

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 sport-recreational tourism. The

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

Relief as a base for many sports and recreational activities

Relief Budva sub-region consists of two main geomorphological units: the slopes Lovćen and Paštrovska gora and their branches; and the coast of Budva Riviera.

The most important and most valued morphological natural element of the whole Montenegro is its coastline and beaches perfect for swimming.

The central part of Montenegrin coast and, according to many visitors and researchers, the most interesting and beautiful, is the coast of Budva sub-region.

Great tourist importance in this area have the following forms of relief: islands, peninsulas, bays, gulfs, inlets, cliffs, terraces and isthmus – narrow connecting piece of land between two larger lands.

According to Radojicic (2002) Budva Riviera extends from Cape Platamuni to the western borders of the Bar Riviera. In that area there is no limestone. The main part is represented the Upper Cretaceous layer, which follows a substantial part of the entire Montenegrin coast. Breaking and sinking of the belt caused that this part of the coast consists of many bays, inlets and headlands between, which are wonderful belvederes. In small bays there are beaches, which belong to the most beautiful in the Mediterranean.

Beaches. According to Stankovic (1998) in particular the wealth of this area are extensive sandy beaches, which are the base for tourism development. For the origin of the Budva Riviera beaches are important geological composition of coastal and inland mountains, tectonic movements, the work of waves, currents and rivers that descend from the mountains to the sea.

Mogren Beach, at the foot of the homonymous hill, built of limestone grains, clays and cherts. Slovenska Beach, known as the Great Budva beach, built of sand and gravel with a diameter of 2 to 30 mm. Beach Bečići built of fine sand grains, and in 1985 at the international competition, won the gold medal as one of the most beautiful beaches in Europe. Sveti Stefan Beach stretches on both sides of the isthmus that connects the mainland to the island.

According to Romelić & Curcic (2001), characteristics of the coast considerably are contingent to the composition of the rocks and specific abrasion process. Abrasion process made the formation of Budva bay and inlets near Petrovac, Lucice and Buljarice, on the places where the softer rocks were. The cliffs are the most common in the part of Montenegrin coast from Budva to Bar, where they alternate with the bays and inlets. In this way the coast becomes dynamic and full of contrasts. Among the cliffs stands out touristic place Skočići Đevojka in Petrovac.

A very interesting form of relief in this area is terraces, made by a positive shift of the coastline. They are the most frequent in places where there are less resistant rocks. These terraces are often covered with fine sand, so as to present very attractive beaches, and among them the most famous in the Montenegrin coast are beaches in Budva and Ulcinj.

Island of Sveti Nikola is the largest island in the southern part of the Adriatic Sea. Its length is 2 km and its position is close to Budva bay. From the island to the Slovenska beach stretches ford which is deep at

low tide only 0.50 m. (www.tob.cg.yu). Considering that on the Montenegrin coast there are no major islands, the island Sveti Nikola is important tourist recreational resort.

Budva Riviera, according to Radojicic (2002), is from continental part sharply bordered by limestone mountain Lovćen. In the immediate hinterland of the mountain, there is a large number of specific landforms, caves and caverns that have a complementary function of tourist value. These very attractive landforms can be a motive to organize day trips for tourists who spend summer in Budva sub-region, in the form of visits and tours of these sites, which would be both recreational and educational, in terms of acquiring knowledge of natural rarities and beauties that surround the city of Budva.

Proximity of mountain Lovćen offers numerous sports and recreational activities: self (individual or group) walking and organized walking tours by combining: the coast – the mountain hinterland and “health routes”. For adventurous tourists also can be organized hiking. On the mountain slopes it is possible to mark bicycle routes and that kind of activity offer to tourists. Short distance and good traffic connection between mountain Lovćen and Budva Riviera are advantages that should be taken as to organize a day-or two-day trips to the mountain hinterland. The routes would be themselves tourist attraction, so that trip to specific destinations would be interesting for tourists.

Climate as an important factor in sport and recreation

The climate of the coast is affected by many factors, including latitude, elevation, relief, substrate type, distribution of land and sea surfaces, etc. Generally speaking the aforementioned factors have influenced the formation of Mediterranean climate in Budva sub-region. The Mediterranean climate is characterized by hot and dry summers and mild and rainy winters, which is important for the development of sports and recreational tourism. The climatic elements are: air temperature, winds, humidity, insolation, cloud and precipitation.

Air temperature. Average annual air temperature in Budva sub-region goes from 15.7 ° C to 16.2 ° C. The lowest average monthly air temperatures is in January, ranging from 7.2 ° C to 8.6 ° C. The air temperature below 0 ° C is rare. During warmer half of the year, from April to September, the temperature within the entire coast ranges from 14 ° C to 21 ° C.

For the swimming season the minimum temperature is 18 ° C, which starts in Budva on 18th of May and ends on 6th of October (141 days). Number of summer days with temperature equal to or higher than 25 ° C is 100, a number of tropical days with temperatures above 30 ° C ranges from 20 to 30 (Romelić Curcic, 2001). This period is the most important for tourism activities related to swimming and sports and recreation. This period of the year is the most visited period.

Winds in this region are the North Wind – Bora, the South Wind – Sirocco and the North-West – Mistral. Bora blows from the land and can be very dangerous wind. It reaches a speed of 12-15 m / s. Sirocco blows from the sea, bringing rain and cloudy days. Mistral is a slight wind blowing during the summer months and brings refreshment. Ideal for sports and recreational water activities such as sailing and driving in surfing waves in the standing position – windsurfing. (www.budva.com).

Relative humidity is a climatic element that is essential for the development of tourism not only because it affects the occurrence of precipitation, but also because of the visibility and impact of psycho-physical state and mood of the people.

The average relative humidity in Budva is 7.1. Lowest is during the summer (July 66%) and highest during late autumn (November, 76%) (Romelić Curcic, 2001).

Insolation. The duration of insolation has positive effect on air and sea water temperature and, in this connection, on the visit and number of day which tourists will spend on the destination. According to Romelić Curcic, 2001, the total number of sunshine hours per year in Budva is 2,426 hours, which puts it among the leading tourist destinations in the Mediterranean.

Cloudiness. The average annual cloudiness in Budva is 4.8 tenths cloud cover. The highest average cloudiness is the rainiest month, November, when it amounted to 7.0, while the lowest in August and is about 1.8 (Romelić Curcic, 2001).

Precipitation – rainfall. Montenegrin coast has a Mediterranean rainfall regime, the biggest quantity of rain falls in winter and the smallest in summer. Precipitation is almost exclusively in the form of rain. The annual amount of rainfall in Budva is 1,617 mm. November is month when there is the biggest quantity of rainfall, when in Budva rainfall is 264 mm. The minimum rainfall in July is only 36 mm of rainfall. A small amount of rainfall is characteristic also for August, and then for June. Not rare cases of certain summer rains do not occur. For example in 1931 in Budva there was rainfall of 5th June to 1st September (Romelić Curcic, 2001).

Hydrographical features and their significance for development sports and recreation tourism

The Montenegrin part of the Adriatic Sea, a large and complex water ecosystem, is certainly the most important hydrographical value of Montenegro and the great national natural wealth.

Physical and chemical properties of sea water are very important factor for recreational tourist movement in Budva subregion. The most significant hydrographical properties are: temperature, salinity, colour, transparency and movement of sea water.

Water temperature. The coastal waters of Montenegro belong to the warmest parts of the Adriatic Sea. This is because of lower latitudes, the proximity of the Ionian Sea from which comes warmer water, deep water, a small amount of water which derives from land so on.

The average annual temperature of sea water in Budva is 17.9 ° C. The maximum water temperature in August is 24.2 ° C. The water in Budva is the coldest in February, when the water temperature is 12.1 ° C (Romelić Curcic, 2001).

Taking into consideration the minimum temperature of sea water of 18 ° C suitable for swimming, the duration of the swimming season in Budva lasts from 10th of May to 8th of November (182 days). Therefore, this component of hydro-climatic complex contributes that swimming season lasts longer in relation to air temperature.

The temperature of sea water has the biggest importance for recreation and swimming tourism on the coast. The temperature influences not only the length of the swimming season, but is indirectly reflected in the length of the main tourist season on the coast.

For underwater sports is important the water temperature to a depth of several meters. In the summer, warm surface water is adequate to this type of recreation, since only at a depth of 10 to 30 m appears significant lowering of temperature (about 6 ° C), which requires no special adjustment for diver (Romelić Curcic, 2001).

Salinity is the amount of salt dissolved in sea water and is expressed per thousand. The Adriatic Sea in general has high salinity. The salinity of water in Budva is about 38 ‰ (Petrovic, Bogdanovic, Pavic, 2004).

Colour and transparency not only represent a distinct aesthetic attributes of tourist values, but they are also important for water sports, particularly for underwater recreation, fishing and underwater archaeology.

In general, sea water has a blue colour that is more intensive with increasing depth and salinity. That is why on the open sea the colour is dark blue and near the coast green. Transparency of sea water varies according to seasons. In summer the southern part of the Adriatic Sea is 33.1 m, 31.3 m in the spring, during the long winter is 30.5 m, and in autumn is 23.8 m (Romelić Curcic, 2001).

Moving of water include the vertical movement – tidal waves and horizontal movement – currents. About 10% of the whole year is calm, especially in July, August and early September, during the period of the largest tourist demand. That has a positive impact on the development of spa tourism and other aspects related to sea water (www.budva.com).

Flora and fauna connected to sport and recreation

Flora. In the area of Budva sub-region most important value has rich Mediterranean vegetation., Hills are covered with evergreen vegetation, which is unique on the Adriatic. The special value is 60,000 olive trees spread along the entire coast (Romelić Curcic, 2001).

Many olive trees are old over a hundred years. Velja maslina in Ivanovici is the oldest olive tree that is more than 2000 years old. Olive trees are extremely important factor for the development of sport-recreational tourism. Suitable for building different fields of sports and recreation: football, basketball, tennis, table-tennis, football, volleyball, and are ideal for sports and youth camps.

In addition to native species, sailors, from this region, have brought from distant lands, other rare and exotic plant species. Existing ecosystems have small economic, but high ecological importance. Their safety, aesthetic and recreational role is huge.

However, the coastal region of Budva sub-region is very exposed to anthropogenic pressure., There is general degradation of vegetation, so it is necessary in this area to protect all ecosystems and prevent further violations of natural resources.

Fauna in Budva sub-region, according to Romelić Curcic (2001), is the same as in the whole Montenegrin coast. Among the wild animals are present: rabbit, fox, weasel, otter, and wild pig. Avian world is also rich and varied, consisting of: sea gulls, grouse, partridge, wild pigeon, larks and sparrows.

The great wealth of these species provides an opportunity for bird-watching and organizing photo-safari, which could be very interesting for tourists. It could be organized controlled or sport hunting wild animals and birds.

The sea has rich and high quality of fish species, shellfish and corals. It is important for the possibility of organizing fishing, fish devoted events and offer of culinary specialties.

Conclusion

In order to follow current trends of tourism development and meet the expectations of modern tourists, attract them to visit, but also to return, contribute to the continuation of the season, higher consumption and adequate economic effects, it is necessary that Budva subregion intensively include sport and recreation in its tourist offer.

This area has adequate natural and anthropogenic values necessary for the development of sport-recreational tourism. It is necessary further improvement human and organizational resources and the development of promotional activities. The level and rate of progress will also depend on financial investments.

Tourist valorisation of existing resources should be conducted only under the condition of preserving the original value of nature and culture, differences by which this sub-region apart from other regions.

The modern types of jobs, promotion of healthy lifestyles and idea of sustainable tourism development, guarantee a significant role of sport-recreational tourism in the overall tourist offer of Budva subregion.

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

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Abstract

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 Čačak, 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.

Key words: Ovčar-Kablar gorge, Monasteries, Orthodoxy, Religious tourism, Cultural Routes

Introduction

The religious movement of the world's population is almost as old as humanity. Religion as one form of social learning has an impact on the lives of many people. Number of world known religious is steadily increasing, so today we can say with accuracy how many religions exist and witch part of population is involved in them. Religious tourism is a form of tourism with a high increasing tendency in the total number of tourist movements. This is a form of tourism on which the global economic crisis has the least impact, mainly due to the motives that cause religious journey. Religious tourism in terms of mass tourism is mostly considered as a organized trips whose members are the same religion. One more feature of religious tourism is lower average consumption, compared to the „typical“ tourists and other forms of tourism.

Religious tourism in the world and in Serbia

Religious (faith) tourism is by definition given in Ravenna (Italy) in 1990. at the First Congress of religious tourism, "the promotion of human, form of solidarity and friendship, meeting of people, their cultures and religions, the doctrine of peace among people, respect for nature and the valorisation of natural and cultural assets" (Plavša, 2005).

Boris Vukonić lists three most often forms of religious tourism:

1. Pilgrimage - a continuous group and individual visits to religious shrines

2. Mass meetings - on the occasion of important religious dates and anniversaries
3. Tours and visits to holy places and objects - within the tourist itinerary, and regardless of the realization time (Stamenković, 2009).

Number of tourists in religious tourism is extremely difficult to follow, especially in the previously mentioned "pilgrimage". It is possible to some extent monitor the number of tourists in organized tourist trips. For these reasons in this form of tourism is difficult to talk about some of the approximate number of visitors. A major problem for the scientific community in our country is lack of statistical tourist service that would monitor the traffic of tourists primarily by types of transport. On the other hand themselves service providers in the tourism such as agencies and the monastic buildings and churches do not track the movement of tourists who visit the holy places (Stamenković, 2009). Lack of adequate information greatly hinders the work to improve the supply of religious tourism in our country. The importance of religious tourism in the world is confirmed by the fact that the year of 2009 was declared as The World Year of faith tourism. Not so significant but still important steps in Serbia were taken by organizing conferences of religious tourism. The first conference of its kind, titled "To believe - to travel!" was held on November 17th, 2006 in Belgrade. Following the first one and in the spirit of The Year of Faith Tourism on February 24th, 2009 was held a second conference under the title "The Balkans - the place of pilgrimage". Both conferences were organised by the *Centre for faith tourism and pilgrimage studies*, which is a part of Christian Cultural Centre in Belgrade, and gathered members of all religions, scientists, tourism employees, monastery dwellers and government representatives in charge of tourism organisation in Serbia. The conference mapped the main pilgrimage places in the Balkans, defined the future steps towards Serbia becoming the part of the faith tourism network tours of Europe and the world, established the future action plans and concluded that the leading role in faith tourism development should be assigned to Serbian Orthodox Church and municipality tourist organisations (Stamenković, et al., 2009). Partly as a closure of the Serbian Orthodox Church towards tourism, partly as a consequence of the communist regime, religious tourism in Serbia is far less developed than in other Orthodox countries. In the structure of tourists dominate the so-called religious tourists who are convinced of their religious views and regularly fulfil religious obligations. On the destination the most important for them are religious objects (Rabotić, 2010). Motives for their journey could be: taking part in religious festivals, direct contact with religious place, to show respect to certain saint, worship of saints remains and to except healing, learning about foundations of your religion.

Trends in Serbia's faith tourism:

- Constant intensity increase of religious beliefs in our surrounding in last two decades, especially identification enhancement of youth religious beliefs
- Increase of national self-identification in context of SFRJ decomposition and war conflicts
- Wide wave of "re-traditionalization", which includes not only return to religious roots, but also to past values (Markov, 1999).

Historical, cultural and spiritual value of Ovčar-Kablar gorge monasteries

Ovčar-Kablar gorge monasteries as a unique spatial and cultural-historical sites are an important part of our cultural wealth. Due to the high concentration of monasteries on a relatively small area and their decorating style they are also called Small Serbian Holy Mountain.

Upon its creation, life, architectural and artistic achievements, diverse Ovčar-kablar monasteries are interesting cultural and historical sites in which were mixed art styles of many epochs. The appearance of these temples is surrounded with darkness (Rajić, 2004). The lack of historical source leaves a lot of space for numerous assumption and bold hypothesis. One thing is almost sure, Ovčar-kablar gorge

monasteries were built in the end of XIV century in the time of coming of The Sinaite monks to Serbia. These monks brought to Serbia a new way of organizing small monks communities and building of monasteries. After their arrival arise numerous monasteries, churches, hermitages and Metos, of which is today preserved only ten.

The oldest architectural impact is heritage of the Moravska school of Serbian medieval (Nikolje and old Jovanje), but the most beautiful monasteries were built during the Ottoman rule in the model of Raška construction. Stylistic features of the monastery church Nikolje confirm that this monastery was built in the fourteenth century.



Fig. 1. Monastery Nikolje

Source: <http://static.panoramio.com/photos/original/3105307.jpg>

Today, at the beginning of XXI century, there are ten monasteries in Ovčar-kablar gorge and two holy places (Monasteries: Vavedenje, Jovanje, Uspenje, Vaznesenje, Nikolje, Preobrazenje, Blagovestenje, Sretenje, Ilinje and St.Trojica; holy places: Savinje and cave Kadjenica). The literature mentions the monastery of Saint George, whose seal is kept in the National Museum in Belgrade (Karabasil, 2001). Few of the original remained after many centuries of destruction. Out of all monasteries, only monasterie church of Nikolje, St. Trojica and Blagovestenje remained true to their original look. Apart from the monastery church of Nikolje, no one of today's church dates from the Middle Ages. This monastery, although modest architectural, and artistic value, is the best preserved. Value of the Ovčar-kablar gorge monasteries in the architectural and artistic terms can not be compared with other Serbian medieval monasteries. They have no architectural value as the monasteries of Raska school, their icons are not world famous as Milesevska "White Angel".

Their greatest value lies in its historical significance for the Serbian people and the preservation of Orthodox spirituality and original thought. Beauty of Ovčar-Kablar gorge monasteries contribute and its outstanding natural values of Ovčar-Kablar gorge, which was guarded for centuries by its inaccessibility monasteries of the Turkish attacks.

One of the most inaccessible monasteries is certainly **Jovanje monastery** which is under the Ovčar's peaks at about 800 m above sea level. According to the legend, the crown was thrown from the top of Ovčar and on the place of its fall the monastery was built. It is believed that this happened in the time of St. Sava. The first written document mentioning Sretenje monastery dates from the 1571st year (Petković, 2004). In the monastery's treasury is the gospel from Russia, etching with the old look of the monastery and several manuscripts. Since 1948 Sretenje is the nunnery.

Vavedenje Monastery is located 8 km from the town of Čačak, close to the highway. According to the legend, it is considered that this monastery was built by St. Sava and his father, Simeon. In census the monastery first appeared 1452 year (Stojanovic, 1997). Curriculum Vitae of the monastery was destroyed with the passage of time and in the Turkish attacks, so only royal doors and a cross with the Crucifixion from the old iconostasis from the 18th century were preserved. In the monastery's treasury is kept so called Gundulicevo, a Four gospel from 1552 year. In the monastery are the holy relics of martyr's particles Haralampije, Saint Panteleimon, and Duke Lazar. Monastery Vavedenje since 1975 became a nunnery.

Nikolje Monastery is under Kablar, on the coast of West Morava. As well as the other monasteries, even for Nikolje no one knows exact time of construction and builders. In the icon that was kept in the National Museum in Belgrade before the war, were standing that it was painted in Nikolje 1489. year. This icon represents the earliest written data about the existence of the monastery. During its long history the monastery was an important cultural and educational center of this region. At several points in Nikolje had lived more than 300 monks. Nikolje church is a small church in the shape of a trefoil and unusual because here entrance is located on the south side. From this monastery comes the famous Nikolje gospel from 1404. year written written in Cyrillic on small sheets. Scribe did miniature illustrations by gold in color, the book was wrapped by leather covers. During the First World War the manuscript disappeared from the archives of the National Library of Nis, and after several years appeared in Ireland in Dublin where is still located. Despite this great loss in the monastery's treasury there are still many valuable objects, such as a seal of copper from the 1603rd year, "petohlebnica" (a sacred host tray) of silver from the 1649th year, Chandelier from 17th century ... It is interesting that most of the items are exposed in one part of the monastery's treasury that is accessible to visitors, which is rare for the Ovčar-kablar gorge monasteries.

Among other monasteries of Ovčar-Kablar gorge for its beauty stands out the monastery of the **Holy Trinity**. Architectural structure of the monastery is the best achievement among Ovčar-Kablar gorge monasteries. The monastery was built in the style of the Raska School, the oldest written documents about it come from 16th century, although the data collected by Prince Milos in 1836th believes that the monastery dates from the 13th century. The only two preserved frescoes represent great wealth, especially the fresco of the Holy Trinity on which the three angels are represented at the table.

Another sacred place in Ovčar-Kablar gorge where the permeate nature, religion and mythology is the church of **St. Sava**, the so-called Savinje. The church is located in the cave to which leads only a steep footpath. According to the legend, a cave where the church is for a time was the anchoress of Saint Sava. Because there was no water in the cave, and Morava was far, the prayers of St. Sava did that water originate from the rock, and with his blessing did it healing. 1938th year church was built in the cave. Service is performed in the church only on Sundays during the summer. But the church throughout the year gathering a large number of believers and adventurers.

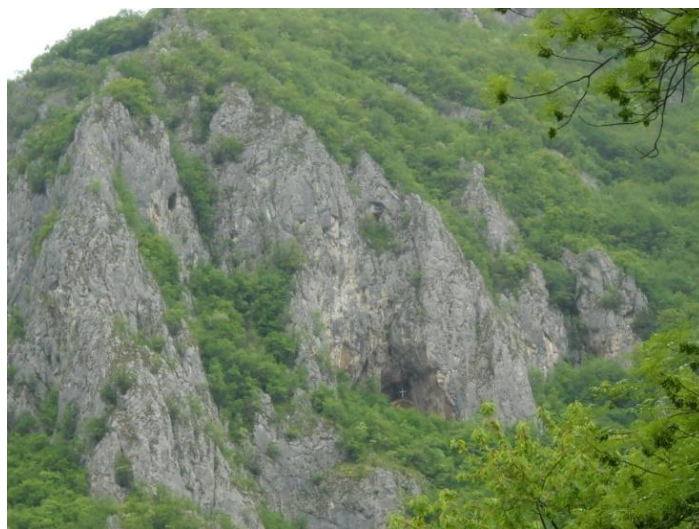


Fig. 2. St.Sava church in the rock
Source: photo by Spasojevic B.

On the road to Uzice, three kilometres from the Ovčar Spa on the left side is a white cross on the rock; the hallmark of the cave-monastery. In a time when the Serbian people fled to refuge from the Turks, the caves were the most natural shelter. In one of the Turkish invasion, in this cave women, children and the elderly had sought rescue. Crying baby that the mother failed to calm attracted the Turks. They found a cave entrance, close it with the straw and set it on fire. All in the refuge were drowned in pain from the smoke and since then because of the smoke (In Serbian „kad“ means smoke) is called Kadjenica cave. In cave the rest of their bones, placed in two stone sarcophagus as a proof of Turkish cruelty. In the year of 1990 Kadjenica was reconstructed and now is managed by the Preobrazenje monastery. It is not open for regular visits.

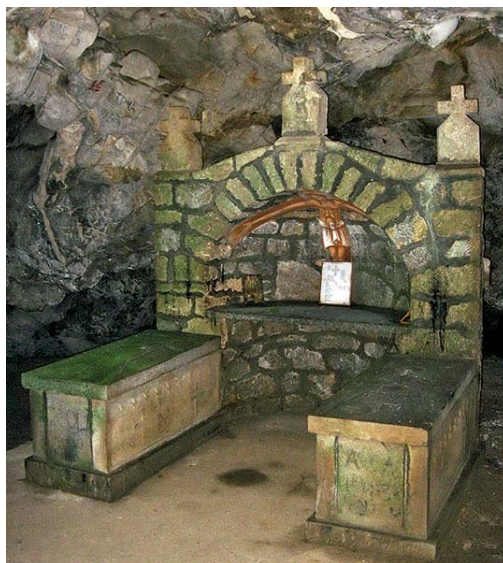


Fig 3. Cave Kadjenica

Source: <http://www.novinar.de/wp-content/uploads/2009/08/03-05-velika.jpg>

Above today's train station in Ovčar Spa is another great refuge cave, so called Turcinovac. For this cave is considered that goes through the whole Kablar and exits on the north side of the mountain (Karabasil, 2001). The entrance was possible only by using the scaffold, nearby there was a tower of defense whose remains can still be seen. In addition to these large, gorges hidden and numerous numerous small caves in which the people were hiding. They have long served as a anchorites monk cells when they fled from the Holy Mountain.

Natural values of Ovčar-kablar gorge

Ovčar-kablar Gorge is located in the central part of the Western Serbia. It is cut between the mountain ranges of Ovčar (985 m) and Kablar (890 m). Gorge connects Cacanska and valley of Pozega. For centuries this area was wild and inaccessible, but after the construction of road and railway gorge becomes an important route linking the Central and Western Serbia with Montenegrin coast. This position can be considered particularly advantageous and it gives the whole area a transit characteristic which was reflected on the monasteries which are located on either side of the highway (Jovanović, Pavić, 1997).

Ovčar-Kablar gorge is characterized by outstanding natural beauty. In its relief, appear numerous of amazing karstic forms such as caves, sinkholes, sandbanks. From fluvial relief forms a special feature attraction squeezed meanders of Western Morava. There are large water resources in gorge, which consists besides the West Morava River and its tributaries, artificial lakes "Ovčarsko-kablarsko" and "Medjuvsje". We must add to the natural wealth of the gorge thermal waters that occur along the gorge, but the most of them in Ovčar spa. These waters belong to the type of volcanic water Sumadija type.

The law of the Republic of Serbia pronounces the Ovčar-Kablar gorge an exceptional region of the first category, as a landscape of exceptional characteristics and a natural resource of great importance. "National Tourism Organization of Čačak" is determined for a guardian. Tourism Organization of Čačak is required to implement a monitoring program of a protected natural resource "Ovčar-Kablar gorge." Scientific research activities are carried out due to the Ecological Society experts "Čačak" from Čačak, the Public Health Institute from Čačak, Faculty of Biology from Kragujevac,, Faculty of Agronomy from Čačak (www.turizamČačak.org.rs).

Assesment of monasteries curent state

Micro location and availability of most Ovčar-Kablar gorge monasteries are favourable. Monasteries that are located next to the main road Čačak-Uzice are very affordable. They can be reached by bus, and there are built parking spaces. On the other hand, there are monasteries which can hardly be reached only by passenger car. For example Savinje monastery can be reached only by a steep footpath. The road to the monastery of Uspenje, Jovanje, Sretenje and St.Trojica is extremely narrow and passable only for one car, which is a major obstacle for mass visits.

Artistic value of Ovčar-Kablar gorge monasteries is huge, especially when we take into account their age (some of them are old almost 8 centuries). But the architecture and frescoes of these monasteries have no artistic value as well as other Serbian medieval monasteries. Their greatest value lies in the cultural and spiritual significance for the Serbian people. Great values have and antiquity kept the monastery treasuries.

Ambience of Ovčar-Kablar gorge monasteries is more than beautiful. With all sides beautiful nature surrounding them, composed off the coast of the Western Morava and the slopes and peaks of Kalblara and Ovčar. The very fact that this area was protected by the state as a Landscape of outstanding features, says enough about the kind of environment of these monasteries. Surrounded by quiet and well isolated, far away from any noise, which is the right environment with regard to spiritual monuments.

Tourist attraction of religious monuments is still insufficient and in respect of unused resources at their disposal. Visitors of the monastery are primarily religious, organized student tours and rare cultural tourists whom this is the primary destination, not a random passing point. There is a number of potential tourists who should visit these monasteries, which for themselves, which as a part of the visit Ovčar-kablar gorge. Some of the monasteries that are located along the highway invest more effort to attract as many tourists (eg, Vavedenje and Blagovestenje Monasteries). This has increased the number of their visitors. None of these monasteries, or even all ten together cannot achieve a significant tourist traffic. We need to create a unique tourist offer of natural and cultural values of the gorge. In this regard needs to be improved cooperation between the the Tourist Organization of Čačak and monks.

Construction of integrated space and equipment has progressed in recent years. Almost all the monasteries have been restored over the past two decades thanks to Bishop Nikolai Zicki. The biggest problem is bad and narrow rural roads to the monastery of some. It's pretty poor tourism signage, table indicating the direction to the monasteries are not placed in good places, not them give notice what is the kind of road to the monastery. It is necessary to open the treasury of the monastery for a visit. Besides, the monastery quarters are not used to accommodate tourists, even accommodations throughout the gorge itself is scarce. It is necessary to additionally regulate mark and arrange access to monasteries.

Relationship of monks to tourism certainly must be mentioned as one of the factors that slows down and hinders tourism development of these monasteries. The monks are too closed to tourist visits and feel that they disturb the peace and way of life in the monastery. The author of this work cannot be considered to violate their spiritual life, but we should find a balance between their lifestyle and tourist visits.

The proposal of religious routes through Ovčar-Kablar gorge with an emphasis on Ovčar-Kablar monasteries

In the previous part of the work are shown the cultural and natural resources of Ovčar-Kablar gorge. From which it can notice invaluable potential of this protected natural and cultural heritage. Valorisation and traffic of this region are extremely disproportionate to its potential. According to the Tourist Organization of Čačak Ovčar-Kablar gorge annually visits about 60,000 tourists. These data must be interpreted with caution as they were obtained on the basis of the record of visits to the monastery Blagovestenje, which is the most visited monastery. The structure of the highest percentage of visitors makes excursions and tourists in transit. About revenue generated from tourism, there are no official figures, but he considered insignificant. Tourist organization of Čačak organizes tours through Ovčar-Kablar gorge mainly at the request of the travel agency. These are short, usually one-day tours as part of some other travel packages.

Proposal for a weekend stay in Ovčar-Kablar gorge:

1st day (Friday): Arrival in Ovčar spa in the afternoon; Accommodation (offering Auto-camp "Ovčar Spa", Wellness center "Kablar", Restaurant with accommodation "Dom" and the private accommodation in rural households); Walking tour to the most beautiful viewpoint at the top of mountain Kablar where in plain view, you can see the West Morava River meanders, medieval monasteries, Dragačevo, Cacanska valley and the city of Čačak, tour guided.

2nd day (Saturday): Attending morning liturgy in monastery Preobrazenje (starts at 6) and introduction to the history of the monastery and the lifestyle of monks who lives at Jerusalem Typikon; Walking tour to the monastery Sretenje, Holy Trinity, Blagovestenje and Ilinje; In the afternoon tourist, catamaran ride across the lake Medjuvršje; Wellness spa treatment in Ovčar Spa (Wellness Center "Kablar").

3rd day (Sunday): Walking tour to the monastery of St. Sava; Attending Sunday Liturgy (starts at 8); On our way back to the Ovčar spa short course about medicinal herbs; Boat ride by boat „St. Nicholas“ to the monastery Nikolje; visit the monastery and the monastery's treasures; Visiting the monastery Jovanje and Uspenje (because of the impossibility of passing buses proposed biking or horse riding), lunch on a raft "Lanterna" (fish specialties); Visiting Vavedenje monastery.

Proposal for one-day stay in Ovčar-Kablar gorge

Arrival in the morning; Visiting monastery Vavedenje; Tourist catamaran ride across the lake Medjuvršje; Visit Nikolje monastery and visit the monastery treasury; Visiting Blagovestenje and Preobrazenje monasteries; Lunch at the restaurant "Dom" in Ovčar Spa; Walking tour to the most beautiful viewpoint at the top of mountain Kablar.

Conclusion

Monasteries of Ovčar-Kablar gorge make the cultural treasure of inestimable value, both for Serbia and for the whole of Orthodoxy. Besides, they today represent an oasis for people who are determined to devote his life to God, they can be a place where other people could learn more about the Orthodoxy and tradition. For these reasons, religious tourism is a way to get people closer to the monasteries, and at the same time preserve their centuries-long peace and a long tradition. It is necessary to improve cooperation with monks who live in the monasteries, so that they could understand the importance of visits and general mass tourism. It is necessary to make tourism development strategy of Ovčar-Kablar gorge which take into account the cultural assets and natural resources, sustainable development of all goods, then they should do a feasibility study and calculate the carrying capacity of Ovčar-Kablar gorge. Because the goal of all stakeholders in tourism development of this invaluable treasure must be only his protection and improvement.

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On The Roads of Natural and Cultural Heritage - The Trail "The Little Two" - Zabrđe, Municipality of Dimitrovgrad, Serbia

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Abstract

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 bridge 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 bridge 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 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 mangulica, 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

Introduction

Available resources, natural resources and productive traditions together look for a new way of evaluation. Market affirming certain products of mountain livestock farming, fruit, vegetable and other production must be increased with variety of techniques, from branding through targeting market branch, to the development of local markets through the development of tourism and etc. The last possibility is particularly emphasized that the estimates for mountainous areas and their resources are particularly suitable for the development of different forms of tourism, or to represent the comparative advantage of Serbia.

The establishment of good cooperation and strengthening of social capital, through raising awareness

of environmental protection and sustainable use of rural resources (natural, cultural and historical heritage), greatly contribute to rural development.

When we talk about the development of rural areas, tourism activities certainly represent one of the most important ways to achieve this goal. However, creating an attractive rural destination requires far more than natural resources of breathless or favourable conditions for recreation in nature. Indeed, in addition to these resources by one tourist destination can be, offering different types of services to guests accompanied the planning approach to environmental protection is at the heart of creating sustainable rural tourism and ecotourism. Ecotourism is a growing market branch within the broader travel industry, with the ability to be an important tool for sustainable development. At the same time, it often operates quite differently from other segments of tourism, because ecotourism is defined by its results in sustainable development: protection of natural areas, education of visitors about sustainability and benefits for the local population.

Planning and organization of eco-tours

To achieve maximum effect in providing a fun and active stay of the tourists need to establish a set of applications with diverse with a variety of amenities.

Natural resources are the basis for recreational and sporting activities that stand out the meaning and tourist attractiveness in the villages. Landscape setting of geomorphological forms is supplemented with hydrographic resources what is presented to the water surface and surface Smilov Lake, rivers that offer opportunities for specific forms of tourism activities: canoeing, sailing, and other forms of water sports.

Old mountain terrain provides excellent opportunities for development of trails for mountain biking, hiking, riding horses and driving jeeps and etc. In general, these are the same trails used for hiking, but the steepest parts and the stones parts. Trails for hiking, horses and jeeps, as a rule are longer and cover more space, therefore it is necessary at the beginning of each track to has information on its length (temporal and geographic), physical fitness is required to overcome and the availability of fresh water food and drink.

Understanding the traditional food-kitchen, preparing traditional dishes, their offer suitably landscaped courtyards or organizes a picnic in the countryside, is special activities that may increase the tourism offer in the villages.

Eco-tourism is a travel experience that helps travelers to come to a better understanding of the unique natural and cultural environments around the world. Small ecotourism tours are informed about how to minimize their impacts on the environment and culture.

Tourists usually seek experiences that provide them with a sense of closeness with nature and activities with local people, which were primarily led to one destination. Each destination that tends to attract these tourists must protect its resources while facilitating the creation of a sense of integration with the local community. If there is no effective regulation or there aren't laws on environment and natural areas if they are hastily developed, the facilities will be in some cases improperly constructed. Even in remote areas where ecotourism is often developed, it is necessary to establish development standards that are approved in coordination with local stakeholders, particularly with local communities.

In order for a successful tour is necessary before traveling to provide information about the culture and environment that will be visited, and offers guidance on the way to the appropriate dress code and behavior and of course guidelines while traveling. Must have is detailed information after the arrival of tourists to the destination itself on its geographical, social and political characteristics. To have content and services of guides while traveling from one destination to another and so on.

When it comes to equestrian routes, has a lot to be careful because they are quite specific. They can pass through the hilly, sandy landscapes with days, even though the landscape covered with a blanket of snow, which can be elevated from 50 to 80 cm. However, these routes have certain limitations: it is extremely undesirable movement of the rider along the road (where they drive cars), especially at intersections. In determining the horse routes is usually exempt very swampy areas (especially in summer), snow depth, snow landscapes with more than 80 cm and rugged forest with thick lines of trees and a lot of bushes. It is necessary to bear in mind that space for breaks and accommodation should be provided with drinking water, and preferably be in the shade.

To organize equestrian routes it is necessary to govern a high degree of tourists riding skills, but also to their own horses is physically ready for all upcoming efforts. Also, the optimum is accompanied by a tourist group, every six (maybe less) of the animals shall be a professional instructor, the tour to be followed by cars with a veterinarian, doctor, luggage and other items.

It is interesting that in recent years, more attention is paid to the so-called "Ipo therapy" - the treatment of diseases through a series of riding. It is believed that during horse riding, the animal's body heat is passed to the riders, while the muscle movement of horses made a kind of massage on the body of riders. This type of therapy has proved very effective in children with cerebral palsy. Otherwise, except for horses, in the organization of ecological tours are used donkeys and mules in order to pass the cargo where would not pass jeep.

Below is given horse eco tour, the Old Mountain, which is in the field of equestrian trails marked with signs (green circle with a white dot in the middle) and green signposts with a rider on horseback. Navigating is easy, using the map alone. Society "Natura Balkanika" 2010. was done and a new, detailed map of the area, tourist guide and a card with GPS coordinates, allowing the movement of tourists on the ground much easier in terms of lack of road tourist signs.

Pilot activities for rural eco-tourism - tourist tours - paths of natural and cultural heritage - profile of the "little deuce"

Profile of the "Little Deuce" is the combined paths suitable for day-to-day equestrian, biking and jeep tours with eco-natural and a cultural event which was in 2006 paved the company Natura Balkanika in the municipality of Dimitrov town. The trail is also called "minus two" tracks, since it represents a shortened route horse trails leading from the No. 2 across the village Petrlash Dimitrov town, Odorovci, Smilovci High to Dimitrov town and forth across the lake and the village Smilovskog Radejna in Dimitrov town.

The most interesting point in its path is the cave Petralashka, then the Lake Smilovo, ethno farms Stojadinov and Vasov and Ethno houses Beckov. Balkanika tried to connect these points through an attractive field and its wooded rim of the old Turkish road, offering visitors interesting day or two day program.

The trail is marked on the ground, recorded GPS and marked on the tourist map-pad in the center of the city, a description of the path given in the common heritage broshura Trail - Blessed Caribrod (old name of Dimitrov town).

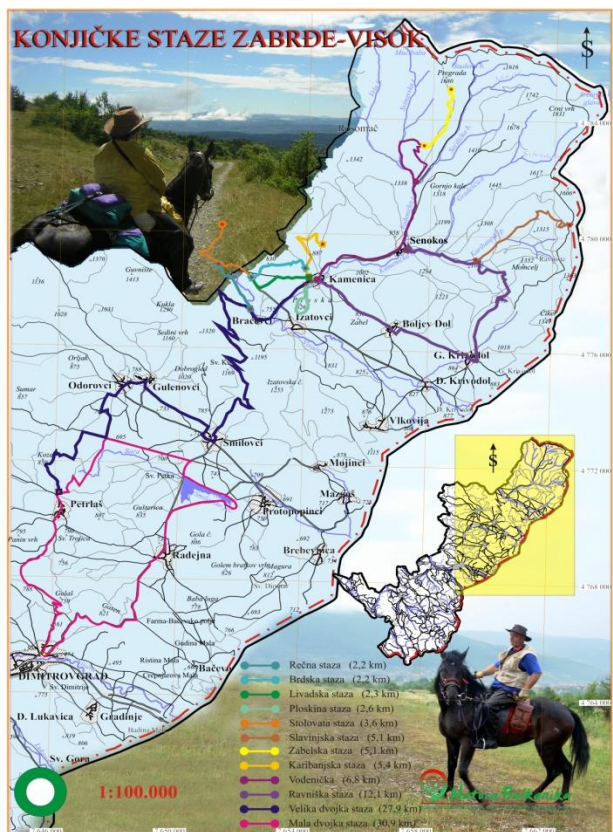
Tour "Minor duo" begins in the center of Dimitrov town, Zoran Djindjic on the square in front of the tourist board. The next door you can see library and museum. The museum's collection has about 1000 objects, photographs and documents dating from prehistoric times until today.

The trail leads over the hill Kozarica to the village Petrlash. The road is unpaved, suitable for riding, cycling and off-road vehicles. In the village you can find examples of houses of traditional architecture.

From Petrlash the trail goes directly into the meadow largest karst field in Serbia, where it is located or Odovarack's or Petrlashk's caves that were discovered and scientifically tested in 1966. Institute for Nature Protection of Serbia in 2006 completed a study on the protection of "Petrlashk's cave" This is a group of caves and is a unique system built Odorovs underground rivers. It is a complex cave with rooms, hallways, siphon channels, underground caves and other karst forms. The upper caves and galleries are rich in cave ornaments. It is believed that in it there is a waterfall and pond, but so far nobody has managed to reach them because the cave has not yet been sufficiently explored. It is not passable for tourists and visitors for their Balkanika organize tours to the cave entrance in, speleoploga supportive and provide the necessary caving equipment and protective suits.

Visit the cave and rest beside her is the first longer stay on this path. Here is organized snack on the grass - a traditional white breakfast consisting of various dairy products, white polenta and local pies Banica. Guests are served with drinks from domestic production, after the excitement of the underworld below, or riding a long drive through endless meadows Odoro's /Smilev's field.

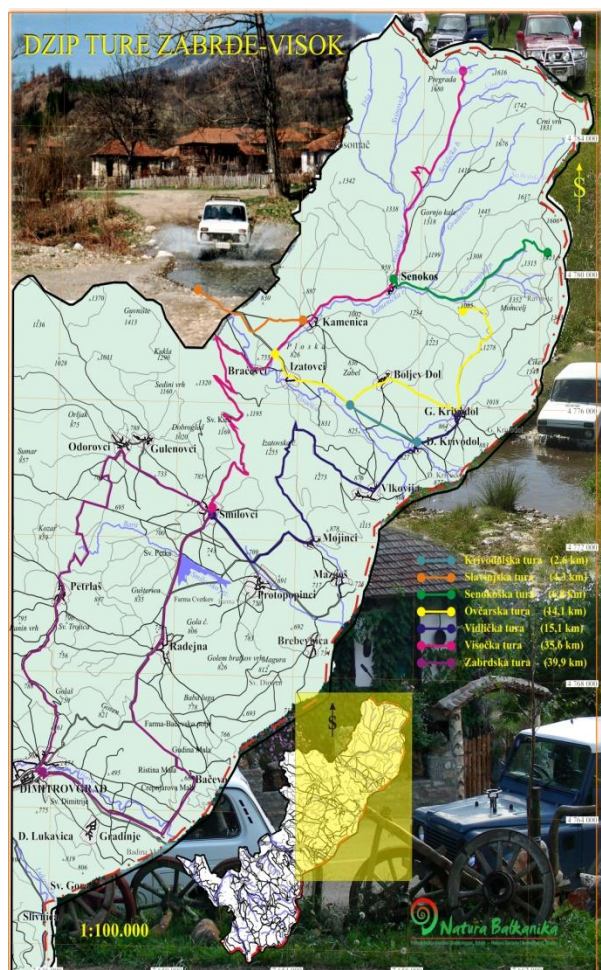
Follows the traditional visit to the farm where are grown indigenous breeds of cattle, sheep, goats, pigs, poultry and domestic breeds of domestic horses Nonius breed. Here, visitors learn about life on the farm - traditionally way of keeping sheep, mowing, planting or harvesting, depending on the season. By arrangement with farmers can be organized presentations of making cheese (in the early morning hours) or try and buy cheese - a typical product of this region. The technology of making semi-hard cheese-cheese from sheep, cow and mixed milk was brought from Italy. It arrived with the nomadic herdsmen Crnovunci's (Karakachan's or Sarakachan's) who spent the summer with their herds to Old Mountain pastures. With the fall of the Ottoman Empire, nomadic grazing slowly disappeared. With him disappeared from this region and Crnovunci in the sixties. After them they left little black breeding resistant sheep adapted to a long walk and poor nutrition. They left, and technology of milk processing for long transports - the technique of making cheese. It is assumed that the name KAS kaval



is a combination of words that describe a way to transport horse's cheese hanging on their necks.

Since the farm road leads back to the lake Smilovsko where the road is separated in the direction Vidlic and back to Dimitrovgrad. Tourist must move towards Vidlic Visochki path to "Big Deuce", which is marked with green markings horse.

Movement of the direction to the village Visochki Odorovci soon running on old Roman / Turkish road that leads right to Lake Smilovo which is a paradise for fishermen, and then to the village which is located Smilovci Ethno house "Beck". It is an interesting combination of South-nostalgic settings, images and symbols, and valuable collections of natural forms and artefacts. The house serves as a resting to fishermen from a nearby the Lake Smilovo, hunters on their way to hunting Vidlic and Old Mountain, riders, cyclists and drivers of jeeps, whose paths pass through the restored traditional houses, which once served as a village smithy. The house also serves a traditional dinner of wounds from cooked mutton steamed dishes and other šopskih, the famed old mountain lamb or kid from vurnje etc. With dinner local folk orchestra is playing or the host on the flute. The area, according to several Roman roads intersected - Via militaris, bladder and Via Via Metalica, no direction, except one of them, on the ground difficult to establish.



Those who opted for a one-day tour they go after dinner, for guests for two-day tour is organized overnight stay in rural accommodation. After getting up they are going to the Lake Smilovo where organized breakfast is. After a rest at the lake is organized full-day visit to the farm "Vasov" where is organized until lunch, out to pasture with the sheep, learn milking and making cheese, playing a wind instrument popular - coffee or bagpipe lessons and learn about natural rarities. On the farm there is a Springer spaniel breeder, so if they want can come out to hunt or to organize fishing on the lake Smilov. Activities end with another traditional meal with cheese, homemade dishes, lamb or young goat meat on a spit and homemade brandy.

The trail returns to the asphalt road, next to a modern dairy farm "Tsvetkov" which is under construction, the first of its kind in this region. Coming out on the asphalt road direction is directed back to Dimitrov town. Depending on the time available and the adventurous, there are three alternatives: 1. extension of

pavement through the village Radejna and the hills Kozarice to Dimitrov town, or 2. turn next to the farm Lipinci, village Bachevo and back along the gravel road through the village Gradinje along the tracks, the rest in "cottage Mirchetovoj" one of the intermediate or 3. going back through the village Petrlash incoming path. In the first two variants Kozarica provides access to the beautiful view of the Ponisavlje, border crossing and Dimitrov town. On the Zabrds slopes Kozarice is sprouting Cerova forest which abounds in the spring and autumn mushrooms, and on the local hunting society "Vidlic" has the boxes, wild boar, and hunting enthusiasts can enjoy here in training their hunting dogs.

Stasis of the "Little Deuce" is marked by horse markings (green circle with a white dot in the middle) and green signposts with the rider number 2. To switch track is provided one to two days, depending on the number provided for casual visits and length of action when stopping.

Conclusion

It is crucial for the development of a country's economic is the connection between the preserved nature and traditional animal husbandry, expressed through a high quality livestock products and high biodiversity of this extensive, tailored to local resources provided production for centuries. This region has chances in the combined of two economic activity - agriculture and tourism, as this allows it to human resources and geographical location. Tradition and culture that arises from these connections and local brands will help to quickly develop new tourist destinations, with strong market recognition. Chances of tourism in this sense are increasing, as should be actively working on the rehabilitation traditional livestock production and processing while preserving the traditional pasture system, as part of a chain of high-quality production of traditional dairy products, and products made of wool and lamb meat. The processing industry is based on traditional knowledge and technologies, if properly adapted to modern standards, will be able to fill the missing places in the mosaic of rehabilitated rural economy, which provides the final value-added tourism.

The combination of rural tourism and the response of agriculture have great potential for quality networking with the interests of nature protection. Summer recreation activities in nature such as excursions, fishing, hiking, biking, horse and jeep tours, etc., are not inconsistent with environmental standards and are held in place with the previous preparations (marking trail), on the condition of civilized behaviour and compliance regime, the use of space.

Preservation of rural households, it is possible only with the evaluation of small production lines within the tourism, the so-called. HNV - High nature value farming (farming of high value for nature), which will still only a short time be able to proceed, without quality programming and support. In such a preserved environment, may be, of course, planning and activities in the wild that are more modern facilities, such as driving Jeeps or biking, horseback riding etc. That is But with great caution not to disrupt the traditional areas which maintained thanks to the delicate tissue of the traditional sustainable combined farming. This rural setting and requires serious action to eliminate bad traditional practices, especially in forest management, to animal, and the home, utilities.

Previous evaluation of tourism resources demonstrates the high quality natural and cultural values, with both high marks in relation to the environmental benefits associated with the component which is highly evaluated. Revitalization of the cultural identity of rural settlements is one of the priorities that should take the local government and relevant government departments, seeking to deepen their knowledge of the activities related to restoring not only the persistent cultural monuments, but also the renewal of traditions that are part of the identity of the people of this region. This will not only produce the development of economic activities, but will also mean the ability to restore the

population originating from the region. The offered facilities for accommodation and content will attract not only tourists but also locals who left hearth and forgotten his roots and his origin.

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Tourism Policy and Regional Development

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

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Abstract

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 century. Having been convinced of its importance, many countries including Turkey have been trying to make the most of tourism. Turkey started guiding efforts regarding tourism by having the State Planning Organization prepare development plans.

Key words: Tourism, Tourism Planning, Planned Periods.

Introduction

Tourism has been one of the most rapidly developing sectors especially in the second half of the 20th century. Tourism, with a promising future, has maintained the process of development with its positive effects on the balance of payments, its accelerating characteristics on the economy, and its contribution to employment, its role in keeping the balance among the regions and with its effects on foreign currency reserves.

Having been convinced of its importance, many countries including Turkey have been trying to make the most of tourism. Although efforts with regard to tourism in Turkey started in 1934, this sector received due importance and support in 1963, in the first planned development period. Turkey started guiding efforts regarding tourism by having the State Planning Organization prepare development plans.

In the planned period efforts were intensified to realize increases in tourism revenues in the number of foreign tourists and investments in tourism facilities. The main targets of the five year development plans concerning tourism sector prepared by the State Planning Organization are explained below.

Main Targets of the First Five Year Development Plan (1963-1967)

a. In order to compensate for the deficit in the balance of payments, Turkey must largely make use of tourism which has developed in right proportion to the rising incomes of foreigners and Turkey is lucky in that respect thanks to its nature and history. As tourism improves in other countries Turkey gets more popular. We think that the most important thing here is to make the necessary investments to utilize this potential. Priorities in the investments will be intensified on the accommodation facilities, souvenir industry as well as promotional activities.

- b. Estimates of the number of prospective tourists were based on the possible increase to be realized in the number of tourists visiting Turkey in previous years.
- c. Tourists on average stay 4 days in Turkey spending 60 dollars. It is believed that by the end of the planned period the average stay will have gone up to 6 days with a spending of 100 dollars.
- d. Owing to limited money resources only some of the touristic regions will be developed. Therefore, efforts will be shifted to the popular touristic regions where investments are sure to pay off soon. Besides, a number of regions where tourism is developing or already developed will be handled.

Main Targets of the Second Five Year Development Plan (1968-1972)

- a. During this period the economic, social and cultural functions of tourism will be utilized to the full.
- b. Increases will be realized especially in the foreign tourism revenues by increasing the number of foreign tourists and their average consumption. Moreover, efforts at domestic tourism will be improved.
- c. Investments will be intensified in areas known for their high touristic potential, good quality accommodation and transportation facilities will be made available and all these investments will be realized by providing credits, legal and financial arrangements.
- d. Pricing policy will be determined taking into consideration the international competition in the sector.
- e. Organizations in the sector will be revised; credit policy and promotional activities will be reorganized.
- f. In accordance with the investment policy infrastructure facilities and model establishments will be handled by the government. Other tourism investments will be taken care of by the private sector.

Main Targets of the Third Five Year Development Plan (1973-1977)

- a. Investments, promotional activities, organizing process and public inspections shall be carried out in such a way as to fit the principles of mass tourism.
- b. In tourism investments and management the private sector will have the priority parallel to the demand for tourism. Efforts made by the state sector with regard to investments and management should be confined to only model accommodation facilities.
- c. In the regions where tourism develops rapidly, relations between infrastructure and the land will be handled carefully also studies will be maintained to avoid the casual development of the hotel and recreational facilities. The Ministry of Tourism and Information and the Ministry of Development and Housing will cooperate to make and carry out plans in this field.
- d. New laws and arrangements will be made to protect and utilize the national parks and coastal areas only to the benefit of the public. Priorities will be given to the regions physical planning of which are already done or to regions where a rapid touristic development is observed.

Main Targets of the Fourth Five Year Development Plan (1979-1984)

a. It is expected that an average yearly increase of 23% in the tourism revenues and 4.1% in the tourism expenditures shall be realized. It is also planned to obtain a net revenue of 468 million dollars by the end of the planned period.

b. By the end of the fourth planned period the number of tourists will have reached 1.394.200 and the tourism revenues 2.418 billion dollars. The number of outgoing Turkish tourists was expected to be 893.500 and the tourism expenditures 1.207 billion dollars.

c. In this period it is planned to reach 95.000 beds capacity in 1983, by realizing an increase of 40.000 beds in the existing capacity of the licensed accommodation facilities. An investment of 18.3 billion Turkish liras is needed to make this bed capacity available. 9.5 billion liras of this amount will be provided by the private sector and 8.8 billion liras by the public sector.

Main Targets of the Fifth Five Year Development Plan (1985-1989)

a. It is envisaged that tourism revenues will rise to 540 million dollars by the end of the planned period. Increases of 14.5% in tourism revenues and 18.8% in tourism spending are expected according to the planned targets.

b. The number of foreign tourist is expected to rise by 10.8% and reach 3 million and Turkish tourists 2.5 million.

c. It was envisaged that the bed capacity by the end of the planned period would rise to 100.000 with the addition of 38.000 beds.

Main Targets of the Sixth Five Year Development Plan (1990-1994)

a. Tourism revenues expected to be 2.910 billion dollars in 1989 will rise to 5.514 billion dollars in 1994, yearly increase by 13.6%. 1989 tourism expenditures envisaged to be 440 million dollars are expected to rise to 1.028 billion dollars in 1994 with an average yearly increase of 18.4% by the end of the sixth planned period net tourism revenues will amount to 4.488 billion dollars.

b. It is envisaged that the number of prospective foreign tourists will rise by 8.2% per year on average and reach 7.4 million up from 5.0 million. As for the outgoing Turkish tourists their number will rise to 2.8 million with an average yearly increase of 4.8% up from 2.2 million people.

c. Licensed bed capacity is expected to rise to 145.000 by the end of the planned era. Upon completion of accommodation facilities under construction and of those still in the project stage, the number above is expected to exceed 350.000 by the end of the planned era.

Main Targets of the Seventh Five Year Development Plan (1995-2000)

a. General Condition

The end of the sixth plan period licensed bed capacity is raised to 314.000. The net tourism revenues reached to 4.3 billion dollars and 6.7 million foreign tourists visited in 1994. At the end of the sixth plan period despite the expected positive increases compared with the Mediterranean countries, some problems still remain for the seventh five year development plan. For example; the bed capacity, infrastructure (roads, water supply, electricity, sewerage system) marketing and promotion, tourism education, transportation (airline, road and seaway), tour operator and travel agencies all are not sufficient.

Akdeniz-Ege tourism infrastructure and management of the seashore (ATAK) project are not in success because of the investment problem. On the other hand, enough yacht harbours (marinas) are not built because of the budget. In addition, Turkey has not been able to solve the problem of the diversification of the tourism.

b. Purpose, Principles and Politics

The powerful competitions and productive tourism economics would increase in Turkey. The main purpose of the tourism sector should provide cultural and natural prosperities and sustainable development and expectations of the domestic and foreign tourists.

Protection of nature and efficient using of substructure of the country as far as consumers expectations are concerned the new touristic potentials will be created such as golf, winter, mountain, thermal, health, yachting, caravanning, kruvaziyer, congress and entertainment tourism activities.

The municipality and citizens should integrate the decision which is related for the touristic activities. The medium and small size of touristic establishment will give priorities to depend upon the demand structure.

The promotion and marketing activities would be improve and spread by the help of the private and government sector.

It's depending on the principle like "pay the user and pay the dirty maker" investment of the technical infrastructure by the government and the private sector. The service quality in the tourism sector requires the certification system. Some priorities of the touristic areas are promoted by the use of second house system.

c. The arrangements by the government and jurisdiction

The Ministry of Tourism should derive new administration structure for the quick adaptation of the economic, social and technological wings. The law of Turkish Travel Agencies and their association structure would be updated. The law of Turkish Touristic Hoteliers and Association structure would immediately derived by the parliament.

The law of the Sea Tourism would immediately be derived because of the organization and coordination of the establishments. The law of pension coordination and management would be derived for the coordination and auto control between the pensioners.

To find some solutions and consensus among the professional tourist guides are needed to derive the law.

Main Targets of the Eight Five Year Development Plan (2001-2005)

a. General Condition

Since the second half of the 1980s, Turkey has become a famous and well-known holiday and travel resort following a rapid leap forward. In the 1995-98 period, the share of Turkish Tourism within the international tourism revenues has risen from 1.4 percent to 1.6 percent, and the number of foreign tourists from 7.7 million to 9.7 million. It was observed that the number of tourists has increased by 26.2 percent and the tourism revenues by 45 percent in the same period. With these improvements, Turkey has become the 12th among the tourist attracting countries in the world and 8th among the tourism revenues. In 1998, the number of tourists visiting Turkey was 9.7 million and tourism revenues 7.2 billion dollars. It is estimated that number of tourists will reach 9 million and tourism revenues 7.2 billion dollars in 2000.

It is estimated that the number of beds certified by the Ministry of Tourism will reach 350 thousand and number of beds certified by the municipalities 360 thousand in 2000. There are 4.030 active travel agencies in the sector.

Despite the rapid increase in bed capacity and the important developments recorded in the recent years, a reform is required in promotion and marketing.

Recently, some foreign tour operators have grown significantly with horizontal and vertical integrations and determine the prices and conditions unilaterally, affecting tourism in our country adversely.

It is still of great importance to develop transportation infrastructure, especially the airports, in some major centres of tourism.

The lack of vocational certification system in tourism training affects the quality of the service negatively.

Owing to the inability to create a new financing model, no significant progress could be recorded in the implementation of the Mediterranean-Aegean Tourism Infrastructure and Coastal Management Project (ATAK), started for eliminating the environmental pollution and infrastructure deficiencies emerged as an important problem in tourism regions.

The Law on Gelibolu Peninsula Historical National Park has been put into effect.

b. Objectives, Principles and Policies

Tourism is one of the most competitive sectors of Turkey in foreign markets. It will be ensured that tourism sector shall have a sound structure that could survive in the periods of crisis, have the capacity to create its own resources and have auto control, especially through measures for increasing the strength of then sector.

Measures shall be taken for expanding tourism season throughout the year by creating new areas of tourism considering the changing consumer preferences, and to the regions with potential but not taken into consideration sufficiently up to date.

Maximum attention will be paid to ensure that all the investments related to this sector shall have an approach for protecting and developing natural, historical and social environment.

In tourism incentives, priority shall be given to marketing, air transport and total quality improvement until available capacities shall be used.

The local administrations and people will be encouraged to take part in making decisions on tourism related issues in the regions where tourism activities are concentrated.

According to 'users and polluters shall pay' principle, in the financing of physical infrastructure to be realized by the public participation of users shall be ensured.

In the implementation of the projects eligible to be covered within the ATAK project, solution of administrative and financial problems and acceleration of the project implementation within the framework of a model in which Treasury warranty shall not be needed shall be ensured.

Depending upon the new trends in demand structure, development of the small size enterprises shall be given priority in the sector and they shall be evaluated within SME status.

A certification system shall be introduced which will ensure standardization in Tourism training and quality, efficiency and development in labor quality, and determination of the levels of necessary skills for employment.

A legal arrangement shall be made to redefine the process of making, approving land utilization plans for tourism and to specify the authority and to bring about an effective control system.

A dynamic and strategic Tourism Sector Master Plan (TUSAP) will be put into practice to provide sound and long run development of the tourism sector.

In order to strengthen the power of the sector against potential reduction in demand to be brought about by the single market practice of the EU and other fluctuations out of conjuncture, optimum demand allocation shall be created in foreign markets.

With a view to improving seasonal and geographical dispersion of tourism and according to the changing consumer preferences in foreign markets, creating new potential areas and guiding activities related with golf, winter, mountain, thermal, health, yachting, congress tourism and eco-tourism shall be continued.

Necessary arrangements shall be made for sustainable tourism development in ecologically sensitive National Parks.

c. Legal and Institutional Arrangements

Studies on the Draft Law on Organization and Duties of the Ministry of Tourism so as to conform the Ministry of Tourism to the social, cultural and technological changes shall be completed.

In order to put tourism agencies in one occupational discipline and establish an auto control mechanism, the Law on Turkish Travel Agencies and Travel Agencies Union shall be updated.

Studies on the Law on Hotels and Tourism Entrepreneurs Union for establishing a structure competitive in the international market shall be completed.

Studies on the Draft Law on Sea Tourism Union shall be completed for coordinated and sound structure of the activities related with sea tourism.

Studies on the Draft Law on Turkish Tourist Guides Union and Tourist Guides Chamber shall be completed with a view to increase tourist guides' vocational efficiency and ensure their organization within a vocational discipline.

Studies on the Draft Law on Pension Manager ship and Turkish Pension Managers Union shall be completed for efficient use of local resources, provision of occupational cooperation and auto control among the members of the profession.

Yachting Tourism Regulation shall be rearranged.

Main Targets of the Ninth Five Year Development Plan (2007-2013)

a. The Tourism sector will be directed towards reducing the imbalances of welfare and development within the country. Moreover, economic and social development will be realized by developing tourism in regions, which have Tourism potential but have not been sufficiently addressed before.

b. Greatest care will be taken in ensuring that all investments in the sector are realized with an approach of protecting, preserving and developing the natural, historical and social environment.

c. Along with creating new capacity in the sector, development of the quality of the existing services will be emphasized and the duties of new actors regarding the areas of advertising, marketing, infrastructure, tourism education and environment and the role of the state within the tourism sector will be redefined.

d. With the aim of improving the seasonal and geographical distribution of tourism and creating new potential areas by taking into account the changing consumer preferences in foreign markets, destination point management will be emphasized and directive activities towards golf, winter, mountain, thermal, yacht, and congress tourism and ecotourism will be continued.

e. Health services tourism will be supported considering Turkey's competitive advantage in terms of prices, service quality and geothermal resources.

f. Marketing, air transport and total quality improvement will be priorities in tourism incentives until the demand is met at profitable prices and occupancy rates with the existing capacities.

g. In regions where tourism activities are more concentrated, participation of local administrations and users in decisions related to tourism and in the financing of the physical infrastructure, which is to be realized by the state, will be ensured.

h. The Tourism Sector Master Plan will be prepared in order to achieve a longterm and sound development of the tourism sector. A certification system, which will enable standardization in tourism

education and quality, improvement in productivity and job quality and identification of skill levels required for employment, will be introduced.

Tourism Revenues and Expenditures During Planned Development Period, Increases in the Number of Tourists and the Licensed Tourism Accommodation Facilities

Turkey witnessed a fluctuating increase in the number of foreign tourists during the planned periods until 1984. A average positive increase in the number of tourists has been observed since 1963 and the same increase has been noted in the tourism revenues (Table.1).

As it will be observed from the figures on Table 2, at the outset of the planned period, the number of licensed tourism accommodation were 109 which rose to 2.514 in the eight planned period, and the bed capacity in the same period went up to 532.260 from 10.266.

Table: 1 balance of tourism receipts and expenditure and the average expenditure per person

Years	Receipts(1.000 \$)	Number of Foreigners Arriving	Average Expenditure Per Foreigner (\$)	Expenditure (1.000\$)	Number of Citizens Travelling Abroad	Average Expenditure Per Citizens (\$)	Balance(1.000 \$)
1963	7.695	198.841	38.5	20.511.	41.833	490.3	-12.852
1964	8.318	229.347	36.3	21.807	113.083	192.8	-13.489
1965	13.758	361.758	38.0	24.310	186.520	130.3	-10.552
1966	12.134	440.534	27.5	26.329	155.293	169.5	-14.195
1967	13.219	574.055	23.0	26.813	130.140	206.0	-13.594
1968	24.082	602.996	39.9	33.409	186.449	179.2	-9.327
1969	36.573	694.229	52.7	42.231	270.417	156.2	-5.658
1970	51.597	724.784	71.2	47.738	515.992	92.5	3.859
1971	62.857	926.019	67.9	42.192	719.668	58.6	20.665
1972	103.731	1.034.955	100.2	59.320	904.605	65.6	44.411
1973	171.477	1.341.527	127.8	93.013	1.004.871	92.6	78.464
1974	193.684	1.110.298	174.4	151.797	1.186.228	128.0	41.887
1975	200.861	1.540.904	130.4	154.954	1.397.425	110.9	45.907
1976	180.456	1.675.846	107.7	207.893	1.412.391	147.2	-27.437
1977	204.877	1.661.416	123.3	268.528	1.545.801	173.7	-63.651
1978	230.398	1.644.177	140.1	102.476	1.498.345	68.4	127.922
1979	280.727	1.523.658	184.2	95.070	1.534.872	61.9	185.657

1980	326.654	1.288.060	253.6	114.738	1.794.808	63.9	211.916
1981	381.268	1.405.311	271.3	103.313	1.783.891	57.9	277.955
1982	370.320	1.391.717	266.1	108.919	1.899.377	57.3	261.401
1983	411.088	1.625.099	253.0	127.337	1.998.162	63.7	183.751
1984	840.000	2.177.094	396.8	276.806	2.071.189	133.6	563.194
1985	1.482.000	2.614.924	566.7	323.600	1.006.163	179.2	1.158.400
1986	1.215.000	2.391.085	508.1	313.570	1.622.237	193.3	901.430
1987	1.721.117	7.855.546	562.7	447.739	1.921.681	233.0	1.273.378
1988	2.355.295	4.172.727	567.5	357.966	2.114.780	169.3	1.997.329
1989	2.556.529	4.439.151	570.3	565.000	2.464.318	229.3	1.991.529
1990	3.308.400	5.389.308	621.3	520.000	2.917.118	178.3	2.788.400
1991	2.654.000	5.517.897	519.7	592.000	2.770.758	213.7	2.062.000
1992	3.639.000	7.076.096	533.0	776.000	2.997.318	258.9	2.863.000
1993	3.959.000	5.925.760	668.1	934.000	1.733.472	538.8	3.025.000
1994	4.321.000	6.410.979	674.0	866.000	1.804.305	480.0	3.455.000
1995	4.957.000	7.247.076	684.0	912.000	2.084.258	437.6	4.045.000
1996	5.962.100	7.970.722	748.0	1.265.000	2.230.477	567.1	4.697.100
1997	8.088.549	9.233.503	876.0	1.716.000	2.425.311	707.5	6.372.549
1998	7.808.940	8.878.840	879.5	1.753.900	2.408.806	728.1	6.055.040
1999	5.203.000	7.069.293	736.0	1.471.000	2.490.923	590.5	3.732.000
2000	7.636.000	9.990.841	764.3	1.711.000	2.766.350	618.5	5.925.000
2001	10.066.500	13.450.121	748.0	1.738.000	2.542.191	683.7	8.328.500
2002	11.900.900	15.214.516	782.0	1.880.000	2.686.116	699.9	10.020.900
2003	13.203.100	16.302.050	810.0	2.113.300	3.414.844	618.9	11.089.800
2004	15.887.700	20.262.642	784.0	2.524.000	3.844.495	656.5	13.363.700
2005	18.153.500	24.124.500	752.0	2.870.400	4.124.830	695.9	15.283.100
2006	16.850.800	23.148.669	728.0	2.742.300	4.063.179	674.9	14.108.500
2007	18.487.008	27.214.988	679.0	3.259.625	4.956.069	657.7	15.227.383

2008	21.950.807	30.979.979	709.0	3.506.400	4.548.855	636.0	18.444.407
2009	21.249.334	32.006.149	664.0	4.145.700	4.658.172	580.0	17.094.634
2010	20.806.708	33.027.943	630.0	4.825.200	4.517.091	586.0	15.981.508

Table: 2 touristic establishments and beds in Turkey

Years	Number of Establishment	Number of bed
1963	109	10.226
1965	148	14.297
1966	165	16.151
1967	196	18.158
1968	225	21.643
1969	249	24.907
1970	292	28.354
1971	337	32.114
1972	363	34.628
1973	388	38.528
1974	400	40.895
1975	421	44.957
1976	439	47.307
1977	446	50.379
1978	473	52.385
1979	494	53.956
1980	511	56.044
1981	529	58.242
1982	569	62.372
1983	611	65.934
1984	642	68.266
1985	689	85.995
1986	731	92.129
1987	834	106.214
1988	957	122.306
1989	1.102	146.086
1990	1.206	173.227
1991	1.404	200.678
1992	1.498	219.940
1993	1.581	235.238
1994	1.729	265.136
1995	1.793	280.463
1996	1.866	301.524
1997	1.933	313.298

1998	1.954	314.215
1999	1.907	319.313
2000	1.924	325.168
2001	1.998	368.819
2002	2.124	396.148
2003	2.240	420.697
2004	2.357	454.290
2005	2.412	483.330
2006	2.475	508.632
2007	2.514	532.262

At the end of the first five year planned period the number of foreign tourists reached 574.055 up from 198.841 and the Turkish citizens going abroad were noted as 130.140. The tourism revenues and expenditures were 13.219.000 dollars and 26.813.000 respectively.

Licensed tourism accommodation facilities in the same period were 196 with a bed capacity of 18.158.

The number of foreign tourists had been expected to reach 1.435.000 by the end of the second planned period but it turned out to be 1.034.955. In the same period the number of Turkish citizens going abroad jumped to 904.605 contrary to the envisaged 363.000. Tourism revenues amounted to 103.731.000 dollars and the expenditures 59.320.000 dollars.

The bed capacity had been planned to reach 126.000 but only 34.628 beds were available at the end of that period.

At the end of the third planned period although Turkey noted an increase of 13.6% in the number of foreign tourists which was above the world average, it fell short of the third five year development targets by reaching only 1.661.416 instead of 2.3 million. The Turkish tourists going abroad jumped to 1.545.801 by the end of 1977, contrary to envisaged 1.200.000.

Economic stagnation and the oil crisis affected the Turkish tourism negatively in 1977, as a result tourism revenues didn't go up to the expected level. In this period revenues amounted to 204.877.000 dollars, expenditures 268.528.000 dollars. As for the number of the licensed tourism accommodation facilities in 1977, they rose to 446 with a bed capacity of 50.379.

At the end of the fourth planned period both the number of foreign tourists and Turkish tourists jumped to 2.117.094 and 2.017.189 respectively, far exceeding the envisaged figures which were 1.394.200 and 833.000 respectively.

Tourism revenues amounted to 840.0 million dollars and the expenditures to 276.8 million dollars. The 563.2 million dollars of net tourism revenues were below the expected level. With the addition of 40.000 beds the total bed capacity was expected to reach 95.000, however, it rose to 68.266, far below the desired figure.

The number of foreign tourists was expected to rise to 3.000.000 and the Turkish tourists to 2.5 million at the end of the fifth planned period. In 1989, 4.459.151 tourists visited. Turkey was above the expected number. Expectations concerning the number of Turkish tourists came true. Tourism revenues were 2.556.5 billion dollars and expenditures 565 million dollars.

In this period with an increase of 38.000 beds, the total bed capacity was thought to reach 100.000 beds however this figure sharply rose to 146.086 well above the target. The main reasons for this development were briefly explained below.

In the sixth five year planned period the number of foreign tourists is expected to reach 7.4 million with an average yearly increase by 8.2% and the Turkish tourist going abroad 2.8 million with an increase by 41.8%. Thanks to the positive developments tourism revenues were expected to rise to 5.514 billion dollars in 1974 and expenditures to 1.026 billion dollars.

In the seventh five year planned period tourism revenues were expected 8.5 - 11.9 billion dollars. It is perceived that the number of expected foreign tourists will reach to 13-17 million people. As for the outgoing Turkish tourists number will reach to 4.5-4.8 million people.

In this period after the completion of accommodation facilities under construction and of those still in the process of development the above number is expected to exceed 800.000. The licensed accommodations along with the municipality will be totally 1.3 million bed capacities.

In the eight five year planned period the share taken from the world tourism revenues shall be increased. It is expected that tourism revenues shall reach 11.6 billion dollars in 2005. It is estimated that the number of tourists visiting Turkey shall reach 13.6 million and the citizens going abroad 8.5 million in the 8th Plan period. In 1999 due to the earthquake and reasons resulted from conjuncture, the number of tourists dropped to 7.5 million and the tourism revenues dropped by 27.8 percent to 5.2 billion.

In this period the accommodations for travellers and tourists certified by the Ministry of Tourism and the bed capacity certified by municipalities are expected to reach 751 thousand. So, the total bed capacity, together with the beds provided by the public recreation facilities and second homes and with the completion of the facilities under construction and at the stage of project, is expected to reach 1.2 million at the end of the 8th Plan period. As of the end of 1999, the number of beds certified by the Ministry of Tourism was 312 thousand. It is estimated that the total bed capacity in Turkey is over one million with the second homes and 254 thousand beds at the stage of investment, as well as 354 thousand beds of the Hotels certified by the municipalities.

The amount of money spent by tourists is more important than the number of tourists. In the planned periods the targets were realized, in 1984 the average spending of a single tourist was over 500 dollars and 2010 it was 630 dollars.

The main reasons for the positive developments in tourism after 1984 can be summarized as follows:

- a. Following the January 24th economic policy changes an increase was observed in the tourism investments (Taking the overall investments into consideration, the shares of tourism investments were 0.8% as of 1963, 1% as of 1984 and 4.2% as of 1989).
- b. Discounts made in the international transport prices.
- c. Improvements in the promotional activities abroad.
- d. Pricing policy adopted by the tourism sector in Turkey.
- e. Adoption of a state policy based on liberal economy.
- f. The encouraging supplements provided for the tourism sector.

The incentive brought to the tourism sector in Turkey can be explained by the advantages that come with different laws adopted. Because these laws are passed by the Turkish Parliament with the aim of developing the tourism sector they attract the attention of both Turkish and foreign investors.

An attempt to explain these laws here and the related regulations would be too difficult. Therefore, I am going to list their names only.

In Turkey, going through the bureaucratic procedures is a very difficult experience. However, these procedures are handled by expert governmental units and that definitely saves time. Incentives brought to the tourism sector can be examined in two groups.

1. Incentives by the State Planning Organizations

The incentive document is a document that shows which incentive measures the investor can utilize and under what conditions. This document shows that these incentive measures are rights gained by the investor.

Foreign and Turkish investors who hold such a document enjoy the incentive measures listed below:

The first among these is **investment allowance**.

Another incentive measure is **customs exemption**.

The third incentive measure is **exemption of building construction duties**.

The last incentive measure is **taxes and fees exemptions**.

2. Incentives brought by law 2634 (the law for tourism incentives)

The aim of this law is to bring about the measures necessary to develop the tourism sector. The main condition to benefit from the incentives that come with this law is to have a tourism investment

certificate and tourism management certificate. These documents show that a touristic establishment satisfies the physical and managerial conditions required by the law.

The law for tourism incentives brings about the following incentives to the sector:

- a. Touristic firms are considered to be exporters.
- b. Low cost credit and foreign exchange credit allocation
- c. Contribution to the fund for forestry is made by instalment.
- d. Low cost electricity, natural gas and water supply
- e. Permission to have foreign experts and artisans staff in the firm.
- f. Communication facilities
- g. To benefit from tourism development fund credits

Those who invest in tourism areas and centres can utilize credits up to 15 percent of the total investment. The term of credit is maximum 20 years.

h. Allocation of public lands to tourism investments. Ministry of Tourism and Information has the authority to rent or to allocate real-estate to Turkish and foreign investors. It also has the authority to grant the right to use real estate to interested parties. Public lands can be rented for 49 years and the first years rent is determined as one half percent of the project value.

i. Public investment in infrastructure. According to this act, infrastructure like roads, water sewage, electricity and telecommunication facilities are to be undertaken by the related public bodies.

These incentives brought to the tourism sector made it possible for the resources in Turkey to be directed to this sector. Foreign capital too has been positively affected.

With the coming into the country of foreign capital investments in the sector have increased and besides technology have been transferred, research and development activities accelerated and employment opportunities improved.

Also in this way bottlenecks in foreign exchange are overcome, new export products are produced and certain products that had been imported in the past are now produced in the country. All these have positive effects on balance of payment.

Whether or not foreign investment will flow into a country depends on sector profitability, suitable regulations, simple bureaucratic procedures and political and economic stability.

In Turkey foreign capital investment can be made according to law 6224. This which is called the incentive act for foreign capital law has been passed by the Parliament in order to encourage foreign investment in the country.

According to this act:

- a. Investments should contribute to the economic development of the country.
- b. Investments should be made in area open also to Turkish entrepreneurs.
- c. Finally such investments should not have monopolistic traits or privileges.

In 2002, there are 6.280 firms with foreign capital operating in Turkey.

Not all of these firms that have been granted permission have materialized their investments in Turkey. Those that have materialized their investments are shown in Table. 3 below.

Table: 3 by years of foreign capital investments

Years	Authorized FDI (Million\$)	Total Amount of Inv.(Bil. TL.)	No. of Foreign Capital Companies (Cumulative)	Total Capital of Foreign Capital Companies(Cumulative)(Bil. TL.)	Realizations (Million\$)
1980	97.00	76.87	78	28.390	35
1981	337.51	72.16	109	47.400	141
1982	167.00	218.14	147	100.196	103
1983	102.74	199.22	166	147.109	87
1984	271.35	312.28	235	254.775	162
1985	234.49	1.168.16	408	464.981	158
1986	364.00	3.099.74	619	707.164	170
1987	655.24	3.179.53	836	960.035	239
1988	820.52	5.468.27	1.172	1.597.103	488
1989	1.511.94	9.507.35	1.525	4.847.832	855
1990	1.861.16	18.249.28	1.856	7.943.775	1.005
1991	1.967.26	15.893.98	2.123	13.101.036	1.041
1992	1.819.96	17.976.36	2.330	23.441.214	1.242
1993	2.063.39	70.136.27	2.554	36.737.050	1.016
1994	1.477.61	37.202.36	2.830	62.449.964	830
1995	2.938.32	328.447.82	3.161	113.013.790	1.127
1996	3.835.97	1.250.652.13	3.582	235.971.182	964
1997	1.678.21	624.461.10	4.068	458.968.459	1.032
1998	1.646.44	1.016.653.54	4.533	823.560.554	976

1999	1.699.57	1.599.520.36	4.950	1.446.503	817
2000	3.477.42	7.883.004.35	5.328	3.063.464	1.719
2001	2.725.28	2.568.750.00	5.841	6.184.411	3.288
2002	2.242.92	1.535.599.00	6.280	10.092.737	590
Total	33.995.31	19.151.249	6.511	-	18.085

When total foreign investment inflow according to sectors is broken down (in Table. 4) it can be seen that the manufacturing sector take the lead and services sector second.

Table 4: sectoral breakdown of authorized foreign direct investments (fdi)

years	manufa cturing	%	agri culture	%	mining	%	services	%	total
1980	88.76	92	-	0	-	0	8.24	8	97.00
1981	246.54	73	0.86	0	0.98	0	89.13	26	337.51
1982	98.54	59	1.06	1	1.97	1	65.43	39	167.00
1983	88.93	87	0.03	0	0.02	0	13.76	13	102.74
1984	185.92	69	5.93	2	0.25	0	79.26	29	271.36
1985	142.89	61	6.37	3	4.26	2	80.97	35	234.49
1986	193.47	53	16.86	5	0.86	0	152.81	42	364.00
1987	293.91	45	13.00	2	1.25	0	347.08	53	655.24
1988	490.68	60	27.35	3	5.62	1	296.87	36	820.52
1989	950.13	63	9.36	1	11.69	1	540.59	36	1.511.77
1990	1.214.06	65	65.56	4	47.19	3	534.49	29	1.861.30
1991	1.095.48	56	22.41	1	39.82	2	809.55	41	1.967.26
1992	1.274.28	70	33.59	2	18.96	1	493.13	27	1.819.96
1993	1.568.59	76	21.05	1	11.37	1	462.38	22	2.063.39
1994	1.107.29	75	28.27	2	6.20	0	335.85	23	1.477.61
1995	1.996.48	68	31.74	1	60.62	2	849.48	29	

									2.938.32
1996	640.59	17	64.10	2	8.54	0	3,122.74	81	3.835.97
1997	871.81	52	12.22	1	26.70	2	767.48	46	1.678.21
1998	1.017.29	62	5.75	0	13.73	1	609.67	37	1.646.44
1999	1.123.22	66	16.19	1	6.76	0	553.40	33	1.699.57
2000	1.105.49	32	59.74	2	5.01	0	2,307.18	66	3.477.42
2001	1.244.59	46	134.38	5	29.11	1	1.317.20	48	2.725.28
2002	892.01	40	32.82	1	17.29	1	1.300.81	58	2.242.93
TOTAL	18.641.60	53	616.37	1.8	442.38	1.3	15.502.93	44	35.203.27

A close look at the sectors show in terms of foreign investment inflow, the services sector ranks second. Since 1985 foreign investment inflow to Turkey has increased. Most of foreign investments come to Turkey from OECD countries. Especially Switzerland, Germany, The USA, France, Holland and England. Foreign investment inflow from Islamic countries is not at the desired level.

Conclusion

In conclusion, the tourism sector in Turkey still carries its economic characteristics. That is because in the years 1983-2010 yearly incomes from tourism grew from 411 million dollars to 20 billion dollars. That means a 57 percent yearly increase. In 2010 income secured from the tourism sector constitutes 4% of Gross National Product of Turkey.

By the end of 2010, 33 million tourists visited Turkey and between 1983-2010 yearly average increases is about 21 %. Right now Turkey is the seventh amongst world's top tourism destinations and in 2023 the aim is to be one of the 5 top country with receipts and arrivals.

In the past years the country achieved growth rates greater than foreseen in the development plans.

Turkey's aim is to catch up with her Mediterranean neighbours in terms of tourism incomes and to outshine them in service quality. In order to reach these objectives it puts into effect incentives for investment and finance for foreign and Turkish would be investors.

Planning and Forecasting Tourism Demand in Macedonia

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Abstract

Having in mind that the concept of tourism planning could not be applied if forecasting tourism demand is neglected; the paper underlines the importance of application forecasting methods in projection of future tourism trends. In that respect, two quantitative methods were used: (1) the method of exponential smoothing, through two of its variants: Double Exponential Smoothing and the Holt-Winters Smoothing; (2) the Box-Jenkins methodology, through several alternative specifications.

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 tourism demand in Macedonia, the forecasts are evaluated by several standard indicators. Despite the fact that the applied methods are not capable of explaining the driving factors behind the results, the estimated values can serve as a base for identifying measures and activities necessary for creating comprehensive tourism policy.

Key words: tourism planning, forecasting, quantitative methods, tourism demand, Macedonia

Introduction

There is an obvious relationship between tourism forecasting and the concept of tourism planning. Forecasting furnish information, which permits planners and policy-makers to reach decisions before the occurrence of the events which affect, or are affected by, their actions. Without reliable estimates of future demand, it is difficult, if not impossible, to formulate adequate tourism development plan and policy (Vanhove, 1978). The main principles must be overcome, so the tourism policy may ensure that visitors are hosted in a way that maximizes the benefits to stakeholders, while minimizing the negative effects, costs, and impacts associated with ensuring the success of the destination (Goeldner, Ritchie, 2006).

However, all efforts for considering and understanding the interrelated nature of tourism industry require monitoring and evaluation when tourism policy issues are involved (Edgell *et al.*, 2008). Hence, tourism policy may be viewed as simple by those whose job it is to create and implement it (Wilkinson, 1997), but at the same time many case studies on planning provide indications that the policy-making issue is not a trouble-free process (Mason, 2003).

There is a wide range of factors which can influence tourism demand. These factors are normally to be found within the tourist-generating countries (Lickorish, Jenkins, 1997). Additionally, the relative and absolute importance of tourism in people's expenditure budgets has risen dramatically, with consequences not only for the welfare of tourists themselves but also for the residents of the areas they visit. Thus, tourism demand affects all sectors of an economy - individuals and households, private businesses and the public sector (Sinclair, Stabler, 1997).

In principle, tourism demand forecasting can be done in two ways: the first is to process quantitative data by strict mathematical rules, while the second is based on the pooled opinions of experts regarding

the past and future of the events. This paper fully addresses only the quantitative methods which organize past information about a phenomenon by mathematical rules and assume that at least some elements of past patterns will continue into the future (Makridakis *et al.*, 1998). These rules take advantage of underlying patterns and relationships in the data of interest to the forecaster.

Necessity of Tourism Demand Forecasting

Tourism researchers and practitioners are interested in tourism demand forecasting for many reasons since its key a determinant of business profitability as a very important element in all planning activities (Song, Turner, 2006). Namely, “to make a comeback to the tourism market where you have once been is by all means extremely hard work, much harder than the first market entrance to which you were anonymous” (Borkovic-Vrtiprah, Racic, 1998: 426).

Simultaneously, estimation of tourism demand can be helpful to economic planners in reducing the risk of decisions regarding the future (Frechtling, 2001). In that respect, sound tourism demand forecasting can reduce the risks in the decision-making process, as well as the costs of attracting and serving the travelling public.

In the same line, predicting the tourism demand is important to the tourism manager and to those that depend on that manager, since more accurate estimations reduce the risks of decisions more than do less accurate ones. Hence, the accuracy is the one of the most important forecast evaluation criterion (Witt, Witt, 1992). It is obviously that effective integration of tourism demand forecasting with management decision making implies the establishment of a meaningful dialogue between technicians and users. As a result of these developments, there is a wide range of techniques and procedures available for tourism policy analysis. (Chowdhury, Kirkpatrick, 1994).

Forecasting can serve as a mean to deal with the alternative future that the future is not a single inevitable state, but change can evolve in strikingly different ways (Coates, Jarratt, 1989). Anticipating tourism flows takes the historical facts as well as the scientific knowledge in order to create images of what may happen in future (Cornish, 1977). Only then, the forecasting process may allow the prediction of a single future or a set of futures, each associated with a different set of postulated changes.

Methods for Tourism Demand Forecasting

In forecasting tourism demand, it is expected that the final model chosen for forecasting would produce projections that are as precise as possible. However, it is not always the case, for many problems like: the lack of sufficient time series data, in terms of number of observations on tourism demand variables, measurement errors, unclear picture for the system of tourism demand etc (Song, Witt, 2000).

Tourism demand can be measured in a variety of units, including a national currency, arrivals, nights, days, distance travelled, passenger-seats occupied and similar. Even more, tourism demand is a measure of visitors' use of a good or service (Frechtling, 2001). Consequently, visitor arrivals in a country or local area constitute tourism demand since visitors avail themselves of the services of a destination in arriving there. Some focus of research are put on tourist typologies, motivation, determinants of choice of activities and demand, as well as forecasting models, including some quantitative perspectives (Johnson, Thomas, 1992). At the same time, others find that forecasting domestic tourist flows is considerably easier than forecasting international tourist flows' over a one-year horizon (Witt *et al.*, 1992). Similarly, the visitor expenditure is often identified as the only one applicable variable that can be directly

translated into economic impact (Sheldon, 1993). Hence, while reviewing eighty-five international tourism demand forecasting models, Crouch (1994) found that nearly two-thirds of them defined demand in terms of arrivals or departures.

Obviously the further in time the forecasts are made, the more likely it is that the prediction will be wrong. Nevertheless, evidence suggests that forecasts based on expert judgment are seldom accurate. Indeed, there is a very large body of research that suggests that experts in various areas seldom generate better predictions than non-experts who have received some training, and that the predictions of experts are completely outperformed by those made by simple statistical models (Hall, 2005).

Application of Exponential Smoothing Method

We forecast the tourism demand in Macedonia, represented by the number of foreign tourists, for the period 2009-2014 employing the method of exponential smoothing. The exponential smoothing method can be applied in many variants, but for the purposes of this research, the following two are used: the Double Exponential Smoothing (DES) and the Holt-Winters Smoothing (HW). Both models can be used when dealing with short time series with linear trend and no seasonality. In that respect, we do the modeling with short time series with an upward trend in the period 2001-2008.

Table 1: Number of Foreign Tourists in Macedonia

Year	Arrivals
2000	224 016
2001	98 946
2002	122 861
2003	157 692
2004	165 306
2005	197 216
2006	202 357
2007	230 080
2008	254 957

Source: State Statistical Office, Statistical Yearbook of Republic of Macedonia, 2008 and State Statistical Office, Statistical Overview: Transport, Tourism and Other Services in Republic of Macedonia 2004-2008, 2009.

The DES model is actually an exponential smoothing of second order. This model is optimal for smoothing processes with linear trend. Similarly, it uses the same constant for smoothing the level and trend of the series, which is actually its basic characteristics, but also its weakest point. At the same time, it has to be pointed out that the model smoothes the oscillations in the series, enabling it to react on structural changes in the shortest possible time.

The equations for the DES model are:

$$\text{Level: } L_t = \alpha A_t + (1 - \alpha)(L_{t-1} + b_{t-1}) \quad (1)$$

$$\text{Trend: } b_t = \alpha (L_t - L_{t-1}) + (1 - \alpha)b_{t-1} \quad (2)$$

$$\text{Forecast: } F_{t+h} = L_t + hb_t \quad (3)$$

It is commonly used that the constant has value of 0.2 or less. Despite the fact that the choice of the value of the constant is pretty much limited, it can be used in obtaining more accurate forecasting results. The calculations are:

Constanta value = 0.182

Trend = 22 636

The Holt-Winters model is very similar to DES model, since it can be applied in series with linear trend in the movement with no seasonality. The difference is that the HWS model is base on two smoothing constants, while the DES model uses only one because of its simplicity. But, on the other hand, due to the greater flexibility, the HWS model is considered as more accurate for forecasting.

The HWS model uses the following equations:

$$\text{Level: } L_t = \alpha A_t + (1 - \alpha)(L_{t-1} + b_{t-1}) \quad (4)$$

$$\text{Trend: } b_t = \beta (L_t - L_{t-1}) + (1 - \beta)b_{t-1} \quad (5)$$

$$\text{Forecast: } F_{t+h} = L_t + hb_t \quad (6)$$

The calculations are:

First smoothing constant (α) = 0.48

Second smoothing constant (β) = 0.23

Trend = 21 887

Table 2: Forecasting Tourism Demand in Macedonia

Model	2009	2010	2011	2012	2013	2014
DES	278 927	301 565	324 203	346 840	369 478	392 116
HWS	276 374	298 261	320 148	342 035	363 922	385 809

From Table 2 it can be concluded that both models have similar forecasting results. According to DES model, the number of foreign tourists in Macedonia for the period 2009–2014 is projected to be within the interval of 279 000–390 000 tourists. Based on this model, the number of foreign tourists in the following six years will increase for 120 000.

The HW model forecasts that the number of foreign tourists in the 6-year period will be within the interval of 276 000–386 000 tourists. So, based on this projection the number of foreign tourists in Macedonia will increase for 100 000.

Both models are very often used for tourism demand forecasting, mainly because of their accuracy and simplicity in the implementation procedure. Simultaneously, their advantage lies in the ability to follow the linear trend of the original time series as well as to be used in medium-run estimations. However, the biggest disadvantage is their inappropriateness in forecasting time series with seasonality components or without linear trend. In such cases, other models of exponential smoothing are used:

simple exponential smoothing, Holt-Winters multiple smoothing (with three parameters) etc.

Application of Box-Jenkins Methodology

In order to forecast the tourism demand in Macedonia, we model the original time series– the number of foreign tourists in Macedonia in the period 1956-2008, by means of the Box-Jenkins methodology. Given that the basic assumption for applying the Box-Jenkins methodology is obtaining stationarity of the time series, the first step in the analysis is to perform the stationarity test. In that respect, the correlogram of the series is used this clearly emphasizes that the series is non-stationary. However, in order to draw a solid conclusion for the reliability of the calculated autocorrelation coefficients, it is necessary to check their statistical significance. As stated in the statistical theory, if dealing with a random process, than the autocorrelation coefficients are approximately characterized by the normal distribution, with a zero mean and variance of $1/n$, where n is the sample size (Gujarati, 1995). In that respect, the standard error of the autocorrelation coefficient is calculated is: $\sqrt{1/53} = 0.137$.

According to the table for normal distribution, we can calculate the 95% confidence interval for the autocorrelation coefficients:

$$\text{Confidence interval} = \pm 1.96 \times 0.137 = \pm 0.269.$$

However, given the problems with individual testing of the significance of autocorrelation coefficients, the joint hypothesis that all autocorrelation coefficients are equal to zero, is tested. This test is usually made with Ljung-Box statistic (LB).The LB-statistics tests the null hypothesis that there is no autocorrelation for all coefficients at certain number of time lags. Further on, if the null hypothesis is true, the LB-statistics asymptotically follows the χ^2 distribution with degrees of freedom equal to the number of autocorrelation coefficients. In that respect, this test shows that the null hypothesis can be rejected, which by all means is a proof that the analysed time series is non-stationary.

Yet, when interpreting the LB-statistics it should be cautious for the following reason: it was mentioned that some of the autocorrelation coefficients, when tested individually, are statistically significant, while the others are insignificant. In this case, it is known that the LB-statistics has low power, because the significant coefficients can be neutralised by the insignificant ones. Hence, the evidence gained by the LB-statistics is additionally tested by employing two unit root tests: the Augmented Dickey-Fuller (ADF) and the Phillips-Perron test (PP).

Table 3: Stationarity Tests for the Number of Foreign Tourists in Macedonia

Test	constant	constant + trend	none
ADF	-1.547875	-1.498094	-0.511774
	(0.5016)	(0.8174)	(0.4899)
PP	-1.599661	-1.496664	-0.557843
	(0.4756)	(0.8182)	(0.4708)

In the first row of Table 3, the values of the ADF-test are shown in its three variants, and in all cases, the null hypothesis for the presence of unit root, cannot be rejected. Consequently, this test suggests that the series is non-stationary. However, as stated previously, in the beginning of the 1990s, there is a

presence of a structural break in the series. In that case, it is known that the ADF-test has low power and, hence, the results are checked with the PP-test. As shown in the second row of Table 4, all the variants of the PP-test show that the null hypothesis of a unit root cannot be rejected. Hence, this test, too, suggests that the series is non-stationary. As mentioned previously, if the time series is non-stationary, than the Box-Jenkins methodology cannot be applied. It means that it is necessary to transform the series in order to make it stationary, which is done by differencing the original series.

When the series is differenced, one cannot observe some regular movement of the autocorrelation coefficients. In order to check the stationarity of the differenced series, the autocorrelation coefficients are individually tested with the confidence interval, which in this case is ± 0.272 . Further on, it was shown that the null hypothesis that the true autocorrelation coefficients of the population are equal to zero cannot be rejected. By all means, the above results show that by differencing of the original time series, stationarity is obtained. Yet, once again, in order to verify the results, the ADF-test and the PP-test are used. From Table 4, it can be concluded that the values of the statistics are highly significant, so once again, we can conclude that the differenced series is stationary.

Table 4: Stationarity Tests of Number of Foreign Tourists in Macedonia (First Differences: 1956-2008)

Test	constant	constant + trend	none
ADF	-5.376144 (0.0000)	-5.445010 (0.0002)	-5.415973 (0.0000)
PP	-5.466517 (0.0000)	-5.529348 (0.0002)	-5.503297 (0.0000)

After performing the additional tests, it can be concluded the Box-Jenkins methodology can be applied. The first step is to identify the appropriate model that will explain the time series movement. Here, crucial instruments are the sample autocorrelation (ACF) and partial autocorrelation (PACF) functions. The detailed analysis of both functions (presented in Table 5) did not show any regularity in the movement of the autocorrelation coefficients (slow decay, sharp picks at certain lags etc.), from which, the model could be identified. What the correlogram suggests is that we have a mixed process, i.e. combination of autoregressive (AR) and moving average (MA) processes.

Given the unclear character of the time series, several alternative specifications were used to model the original series: ARIMA(1.1.1) with dummy, ARIMA(2.1.2), restricted ARIMA(1.1.10) with dummy, and restricted ARIMA(10.1.10). All models represent the original time series in an adequate manner. The ARIMA(2.1.2) model has a slightly higher coefficient of determination comparing to the previous model, but the second MA is marginally insignificant at 5%. Also, the inverted MA root is 1, which makes the process inappropriate for forecasting. The restricted ARIMA(10.1.10) model tracks the original time series quite well, both terms are highly significant and the coefficient of determination is twice higher comparing to the previous two models. However, the reciprocal root of the MA term is very near to 1. Yet, the main problem with this model refers to the economic interpretation of the two terms. Namely, the statistical significance of the AR and MA terms at 10 lags is a consequence solely of the effects of the structural breaks in 1991 and in 2001. Since there is no reason for these events to take place in future on regular basis (in the time interval of 10 years), the inclusion of these AR and MA terms will not ensure adequate forecasting in the future.

According to the statistical features of the models, two specifications out of five, show best results: the ARIMA (1.1.1) with dummy and the restricted ARIMA (1.1.10) with dummy. These models have the highest coefficients of determination and, also, they are favored on the basis of both the Akaike and the Schwarz information criteria. Further on, here, there are no problems with the inverted AR and MA roots. Yet, despite the positive statistical characteristics, the restricted ARIMA (1.1.10) with dummy is discarded due to the problems with the interpretation of the MA term. Once again, we emphasize that the inclusion of the MA term with a time lag of 10 periods ensures a good approximation of the time series in the past, but not in the future.

Hence, only the results of the ARIMA (1.1.1) with a dummy are presented here, as the most appropriate model for forecasting the original time series.

Table 5: ARIMA (1.1.1) Model of the Number of Foreign Tourists in Macedonia

Dependent Variable: Foreign tourists (First differences)				
Method: Least Squares				
Sample: 1958 - 2008 (51 observations)				
Variable	Coefficient	Std. Error	t-Statistic	Probability
DUMMY	-191192.4	21341.93	-8.958533	0.0000
AR(1)	0.787363	0.165950	4.744591	0.0000
MA(1)	-0.423157	0.241562	-1.751749	0.0862
R ²	0.650544	Akaike info criterion		23.66973
Adjusted R ²	0.635984	Schwarz criterion		23.78337
S.E. of regression	32448.72	Durbin-Watson stat		2.089552
Inverted AR roots	0.79			
Inverted MA roots	0.42			

From Table 5, it can be concluded that the AR term is highly significant with value 0.8, which suggests a high level of persistence in the series. The second term is not significant at the level of 5%, but having in mind the relatively small sample, we decided to work with the model, because of its significance at 10%. In the same line, the coefficient before the dummy is highly significant. The adjusted R² is satisfactory high (0.64) having in mind that we have modeled the first difference of the series. The values of the inverted roots of the AR and MA terms lie within the unit root, which, once again, confirms that the chosen model is appropriate.

The good performances of the chosen model allows for its application in forecasting tourism demand in the future. The forecasted values of the tourism demand are presented in Table 6.

Table 6: Forecasting the Number of Foreign Tourists in Macedonia by ARIMA(1.1.1)

2009	2010	2011	2012	2013	2014
269897	281660	290922	298214	303956	308477

The results of the dynamic forecasts of the number of foreign tourists using ARIMA(1.1.1) with a dummy, point out that in the period 2009-2014, the number of foreign tourists will increase for about 10 000 tourists in the beginning years, and then a moderate growth can be expected, leading to the

forecast of 308 477 foreign tourists in 2014. Although the projections obtained by the Box-Jenkins methodology cannot explain the factors behind these trends, they can serve as a solid base for the preparation of tourism development plan in Macedonia.

Evaluation of Models

Having in mind that the primary purpose of building a forecasting model is to clearly discern the future of a phenomenon, the most important criterion is how accurately a model does this, i.e. how closely the estimations provided by the model conform to the actual events being forecasted. In that respect, in order to define which of implemented models is the most accurate in forecasting the tourism demand in Macedonia, the forecasts are evaluated by means of standard indicators: Root Mean Squared Error (RMSE), Mean Absolute Error (MAE), Mean Absolute Percentage Error (MAPE) and Theil Inequality Coefficient (TIC).

Table7: Evaluation of Tourism Demand Forecasting in Macedonia

	RMSE	MAE	MAPE	TIC
DES	6 090.83	9 986.78	4.79	0.0134
HWS	9 920.87	13 150.95	5.94	0.0217
ARIMA (1.1.1)	16 305.65	15 675.99	7.23	0.0375

Table 7 presents very defeating results of the ARIMA (1.1.1) model in consideration of its forecasting procedure complexity as well as the usage of considerably longest time series (starting from 1956). Despite the fact that the Box-Jenkins methodology is commonly applied on regular basis when dealing with tourism demand estimation, the evaluated results perform its poorest accuracy among the implemented models.

Comparing the values of calculated errors of DES and HW model, it can easily be concluded that the DES model is more accurate model of exponential smoothing. Having in mind that the DES model is very simple for implementation, leads us to additional advantage for its choice as a leading model for forecasting tourism demand in Macedonia. According to DES model, the number of foreign tourists in Macedonia for the period 2009–2014 will be in the interval from 280 000–390 000 tourists. Put side by side to 2008 when 255 000 foreign tourists visited Macedonia, it means 10-50% expected increase. Furthermore, it should be pointed out that the anticipated values must be taken in consideration with a large doze of precaution, since the model does not indicate the reasons which affect the forecasted results. This is very important, as these indicators have great influence on identifying and implementing measures and activities in order to create appropriate tourism policy of the country.

Concluding Remarks

Forecasting tourism demand is important since it is a base for: creating achievable tourism policy; creating adequate regional development policy; formulating and implementing tourism strategy etc. Forecasting accuracy depends on characteristics of applied methods and models. The projected results from different models may be compared to the realistic data, thus ensuring retrospective measurement of accuracy of applied model.

This paper provided a medium-run estimation of foreign tourism demand for Macedonian destinations. From the variety of quantitative methods, the paper addresses the possibility, but at the same time, the

precondition of practical appliance of two methods: the exponential smoothing method (through DES and HW model) and the Box–Jenkins method (through ARIMA (1.1.1) as the most appropriate alternative specification). The number of foreign tourists is the basic variable for forecasting tourism demand in Macedonia for the period 2009-2014.

On the basis of the evaluated results from the dynamic forecasts, the study found that the DES model is the most accurate and because of the simplicity in its implementation is recommended for forecasting the tourism demand in Macedonia. Additionally, the paper explains that the recommended model does not indicate the reasons which may affect the projected results, which on the other hand, have high influence on identifying measures and activities necessary for creating tourism policy.

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Large Football Events as an Activity Area of National Tourist Organizations

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Introduction

It is difficult to undermine the mutual relations between sports and tourism. It is even said that sports with tourism stimulate a number of investments in the infrastructure, including air, road and stadium infrastructures, sporting complexes, hotels and restaurants. Sporting tourism itself is the present-day culture phenomenon [Ribeiro, Viseu, Delalande, Rodrigues, 2004, p. 2].

Organization of large sporting events offers an excellent opportunity of a social and economic development. It is accepted that these events may stimulate the development of individual economic sectors including tourism itself. Large sporting events constitute a possibility to promote trade, as well [Rose, Spiegel, 2011, p. 82]. Sporting tourism plays a significant role in the promotion of the tourist function of a destination [Ribeiro, Viseu, Delalande, Rodrigues, 2004, p. 5] although opinions are divided concerning the influence of sporting events on the image of a destination. While S. S. Kim and A. M. Morrison indicate a change of the image of South Korea after the World Cup 2002 [Kim, Morrison, 2005, pp. 233-247], the example of the Olympic Games in Sydney demonstrates the fact that the image of Australia did not change [Rivenburgh, Louw, Loo, Mersham, 2002].

The present article covers two important football events, i.e. the World Cup and the European Cup. It is assessed that they are among the largest sporting events in the world together with the Olympic Games [Active and Adventure..., 2008, p. 40]. The activities were characterized of national tourist organizations (NTO), i.e. the most important entities that deal with a widely understood tourist promotion of a state. It was demonstrated how the sporting events under examination are approached to in the activities pursued by these organizations. Due to the extensiveness of the activities, only selected undertakings were referred to. Five states were analyzed that have been (or will be: as of the year 2011) organizers of large sporting events, i.e. Germany (FIFA World Cup 2006), Austria and Switzerland (UEFA EURO 2008), RPA (FIFA World Cup 2010) and Poland (UEFA EURO 2012). This collation does not take into consideration Ukraine, which is jointly organizing UEFA EURO 2012.

Competences of national tourist organizations (NTO)

A number of entities need to be involved in the organization and carrying out of an event, including organizers of an event, sponsors, companies, mass-media, sporting organizations as well as destination management organizations [Getz, 2010] including national tourist organizations. National tourist organizations (NTO) play a vital role in the creation of the tourist policy of individual states. S. Medlik [1995, p. 175] considers an NTO to be (...) an official body which is to various extents responsible for the development, promotion and coordination of tourism in a given state, one which is recognized and is financed by the government to a certain degree. J. Borzyszkowski [2005, pp. 92-93] claims that this is an organization of public-private cooperation, which is to a great extent financed from the state budget, one which is responsible chiefly for the tourist marketing of the target country and other operating

functions (including development of tourist products and tourist information). As stated by D. Pearce [1992], the NTO's functions include marketing and tourist development, provision of services to visitors, market research, coordination and lobbying. A.K. Bhatia [2006, p. 95] states that these organizations are focused on four areas of operation, i.e. administration, production, marketing and financing. N. Jayapalan [2001, p. 59] claims that it is research that constitutes the primary sphere of the activities pursued by a NTO. V.T.C. Middleton [1996, p. 241] says that every national tourist organization has two strategies to choose from: promotion or support. The former one means the implementation of promotional programs with the aim of presenting the image of a given state and the main promotional slogans to the target segments of potential visitors. Decisions concerning assigning a greater part of the budget to the promotion of a positive image and awareness of a given state constitute the most obvious and convincing direction of the operations of an NTO. In this case, we deal with an application of the basic tools of promotion. The latter strategy concerns activities aimed at supporting widely understood tourist industry. It is generally accepted that an NTO is responsible chiefly for the tourist promotion of the target state.

National tourist organizations are diversified in many respects, including their organizational and legal forms, the systems of financing, the scope of activities, the size of budgets etc. This situation is also true of the national tourist organizations that are analyzed in the present article (cf. Table 1).

Table 1: National tourist organizations in those states that organize the sporting events under examination

No.	State	National tourist organization	Year established	Budget size in million euro (year)	Number of foreign centers
1.	Austria	Österreich Werbung	1955	49.1 (2007)	33
2.	Germany	Deutsche Zentrale für Tourismus	1948	35.0 (2008)	29*
3.	Poland	Polska Organizacja Turystyczna	2000	23.9 (2010)	14
4.	RSA	South African Tourism	1993	no data available	10
5.	Switzerland	Switzerland Tourism (English) Svizerra Turismo (Italian) Schweiz Tourismus (German)	no data available	55.0 (2008)	35

Explanatory notes: * – 11 their own centers and 18 marketing agencies in cooperation with partners.

Source: author's own studies and J. Borzyszkowski [2005, pp. 27-28]; OECD Tourism Trends... [2010, p. 164, 259]; Marketingowa Strategia... [2008, p. 13]; Tourism in OECD [2008, p. 101]; South African Tourism [2011]; Department of Tourism... [2011, p. 56]; German National... [2011], Die Zahlen... [2010, pp. 44-46].

Regardless of the differences occurring, the abovementioned organizations possess many common features regarding the primary objectives (Table 2).

Table 2: Primary objectives of NTOs analyzed

No.	State	Objectives of NTOs
1.	Austria	<ul style="list-style-type: none"> • Positioning and development as well as taking care of a strong brand name known as "Holiday in Austria" • Strengthening of the value of the Austrian tourist and recreational industry • Collection, analyzing and transfer of knowledge concerning the market • Creation of the state's image • Reaching the adequate customer with the Austrian tourist offer • Offering to Austrian tourist facilities and organizations services that are adapted to a given market while guaranteeing the support of distribution
2.	Germany	<ul style="list-style-type: none"> • Strengthening of the tourist image of German cities and regions • Promotion of arrival and national tourist • Increasing of incomes from tourism • Strengthening of the economic position of Germany
3.	Poland	<ul style="list-style-type: none"> • Promotion of Poland as a state that is attractive to tourists • Ensuring of the functioning and development of the Polish tourist information system at home and abroad • Initiation, expressing opinions and offering support of the plans of development and modernization of tourist infrastructure • Inspiring of the creation of regional and local tourist organizations and cooperation with them
4.	RSA	<ul style="list-style-type: none"> • Creation of the state's image as an attractive tourist destination • Promotion of the state • Ensuring of a high standard of services • Leading the activities of the so-called Convention Bureau
5.	Switzerland	<ul style="list-style-type: none"> • Development and dissemination of promotional activities • Informational activities concerning the tourist offer • Support of distribution in the tourist sector • Support of the development of the market • Cooperation with entities concerning development of tourism and coordination of these activities

Source: Act dated 25 June ... [1999]; Bundesgesetz über... [2008]; Department of Tourism... [2011, p. 56]; National Tourism Sector... [2011, p. 76]; 2009 Annual Report... [2010, p. 7]; German National... [2011]; Österreich Werbung... [2011].

The most important objectives of the organizations under examination include above all activities in the area of promotion and public relations (PR). They are the most important entities in the state that are responsible for the creation of the tourist image. It is worth to note that the primary scope of the activities covers other areas, as well, including development of the tourist information system, distribution of tourist services, market research or support and cooperation with other entities including

the tourist industry. Therefore, the scope of the NTO's activities is relatively broad and it covers a number of the spheres of the present-day tourist policy.

The football world cup and the European football cup in the activities of national tourist organizations

National tourist organizations act on the basis of prepared and approved activity plans in a given period. At that time, a number of issues and tasks are outlined that need to be realized. Planning enables an effective use of the funds that are at the disposal of a national tourist organization. In the case of those activities that cover large sporting events, adequate objectives are delineated, as well. The National Tourist Organization in the Republic of South Africa was assigned a number of tasks in connection with the preparations for the FIFA World Cup 2010, i.e.:

- market research,
- general marketing activities and branding activities, in particular in those states that were covered with the activities in the year 2010,
- functioning as an informational platform,
- close cooperation with industry partners,
- interventions in matters related to the competitiveness of tourism,
- Direct responsibility for selected issues under the 2010 Tourism Organizing Plan [2010 Soccer..., 2005, p. 48].

The tasks related to marketing and branding under the FIFA World Cup 2010 were divided into four primary objectives, i.e.:

- development of the brand: a close cooperation with those national entities that are responsible for the creation of the brand, including International Marketing Council (IMC), Government Communication and Information Service (GCIS) and the Local Organizing Committee (LOC),
- use of mass-media: FIFA conferences, the sale process of tickets, participation in the closing ceremony of the FIFA World Cup 2006 in Germany,
- development of tourist packages: cooperation with regional tourist organizations, tour operators, host cities and provinces,
- adequate use of tourist arrivals during the FIFA World Cup 2010: creation and consolidation of the image of the state as an attractive leisure destination [2010 Soccer..., 2005, p. 39].

Switzerland Tourism had the following goals under its activities in connection with UEFA EURO 2008:

- to present Switzerland as a safe and modern state, one that is "open to the world".
- to strengthen the Swiss brand name, to develop the awareness of and "(...) liking for Switzerland, its citizens and products".
- to guarantee the position of the state as one that is attractive for the organization of various events [Final Report..., 2009, p. 6].

As a rule, the activities of national tourist organizations in connection with sporting events are organized and carried out several years before the championships finals. For example, the German National Tourist Board commenced these activities in the year 2003 [2004 Annual..., 2005, p. 19].

Marketing campaigns. A review of the activities undertaken by national tourist organizations under large sporting events demonstrates that they are carried out on a wide scale. One of the chief areas is the preparation and execution of campaigns that focus on a given event and the accompanying marketing actions. The Polish Tourist Organization (PTO) in compliance with the marketing guidelines for the years 2008-2015 is intending to realize four large campaigns, i.e. product and informational campaigns, an image campaign on foreign markets, a product campaign on foreign markets and a campaign of the UEFA EURO 2012 host cities. The main guidelines of the last one is to be "(...) promotion of the possibilities of the infrastructure and the potential of the state to host guests for the European football cup, chiefly by the EURO 2012 host cities". This campaign is to be realized in the years 2011-2013, that is also after the event [Marketingowa Strategia..., 2008, p. 76]. What is interesting, the PTO assumes that it is "health resorts, wellness and spas" and not UEFA EURO 2012 that will constitute the so-called priority product [Marketingowa Strategia..., 2008, p. 77]. Österreich Werbung, too, before and during UEFA EURO 2008 did not promote chiefly the sporting event but the state as an attractive leisure destination [Jahresbericht 2008..., 2009, p. 11]. The German NTO promoted two main products in the year 2006, i.e. FIFA World Cup 2006 and "Shopping in Germany" [2004 Annual..., 2005, p. 20]. The National Tourist Organization in the Republic of South Africa in the period of 2008-2010 focused its marketing activities on three basic segments, i.e. leisure trips (at home and foreign arrival trips), business tourism (including conferences and motivating tourism) and the so-called opportunist marketing related to special events including FIFA World Cup 2010 [The Marketing Tourism..., 2008, p. 45].

The "Multimedia image and product campaign on the British, French and German markets" will constitute a significant sub-product where EURO 2012 will be used as an important element of communication about Poland. The campaign will be realized in the period of the first quarter 2011 to the second quarter of 2012 and, over its duration, it will make references to this important event. The intensity of the activities will depend from the medium and the nature of the individual parts of the campaign. The UEFA EURO 2012 context will be made particularly visible in the last part of the campaign: the first and second quarters of the year 2012, and it will be used in advertisements in the press, Internet, presentations at fairs, PR activities and publications [Plan działania na lata..., 2010, p. 35].

Wide-scale actions were undertaken by the Austrian national tourist organization (Österreich Werbung). Six months before the commencement of the European Football Cup EURO 2008, this organization carried out 650 various marketing actions. One of these was a marketing campaign whose objective was to promote Austria as an attractive leisure destination. Its effects include publication of 400,000 special brochures in seven language versions, conducting of study tours, organization of occasional events and workshops. These activities were made possible owing to the financial support from the Ministry of Economy and Labor (BMWA) [Active and Adventure..., 2008, p. 31]. It is important that the promotional activities related to UEFA EURO 2008 were realized on nine markets, i.e. in Germany, Great Britain, the Netherlands, Spain, France, Belgium, Italy, the Czech Republic and Sweden [Jahresbericht 2008..., 2009, p. 10].

Switzerland Tourism prepared a marketing campaign known as the "Switzerland Story" with the aim to emphasize the significance of the state as an area for the realization of four guidelines, i.e. location for business, location for innovation and research, tourist destination and location to live [Final Report..., 2009, p. 10].

In connection with the FIFA World Cup 2006, Germany prepared a special marketing campaign entitled "A time to make friends", which was financed by the Ministry of Home Affairs and the Ministry of

Economy and Technology, and which was coordinated by the NTO. Its chief objective was to “(...) strengthen the image of Germany as a travel destination owing to an improvement of the level of services before, during and after FIFA World Cup 2006” [2005 Annual..., 2006, p. 15]. In the year 2005 alone, the German National Tourist Board was involved in the execution of 48 marketing projects in 30 states [Jahresbericht 2005..., 2006, p. 18].

Publications. Each marketing campaign which is realized by a national tourist organization is supported with a number of promotional publications. It is similar as in the case of those actions that are realized in connection with large sporting events. On the occasion of the World Cup 2006, the German National Tourist Board prepared in the year 2004 a publication entitled “An All-Round Experience: Cities and Regions of the 2006 FIFA World Cup”, which was translated into 10 languages. It presented information concerning the tourist potential of Germany [A Time to Make Friends..., 2005, pp. 35-36]. Also, a special publication was prepared concerning accommodation in Germany during the event. It contained a database of over 500 hotels [2004 Annual..., 2005, p. 19]. The Polish Tourist Organization is intending to issue in the year 2011 the following publications in connection with UEFA EURO 2012: a manual for the restaurant and hotel industry, a brochure on the UEFA EURO 2012 Host Cities and a leaflet containing basic information for those who visit fair and informational stands [Plan działania na lata..., 2010, p. 35].

Events. It is hard to imagine a promotion of an event such as the European Football Cup or the World Cup without any accompanying events. This concerns not only the period of the games but also (and frequently: above all) activities prior to the event. Before UEFA EURO 2008, the Austrian NTO organized a series of the so-called road shows for media and the tourist branch in 9 European states (Moscow, London, Amsterdam, Paris, Munich, Milan, Madrid, Prague and Stockholm) [Jahresbericht 2008..., 2009, p. 11]. The Swiss NTO undertook similar activities. It organized before the event road shows in 10 cities with ca. 950,000 participants [UEFA EURO 2008..., p. 10]. Furthermore, in cooperation with 11 partners, a number of workshops were organized with over 400 specialists from the tourist industry [Final Report..., 2009, p. 32]. Germany were a partner state during the ITB tourist fairs in Berlin in the year 2005. The German National Tourist Board used this opportunity to promote the World Cup 2006. This event was marked with the presence of a number of famous people including the Chancellor of Germany, the Minister of Internal Affairs, the Minister of Economy and Labour [A Time to Make Friends..., 2005, p. 36]. Similarly, in March 2011, when Poland was a partner state during the ITB in Berlin, UEFA EURO 2012 was basically centered around UEFA EURO 2012, and the former Polish president, Lech Wałęsa, was the guest of honour at the fairs. The German National Tourist Board promoted in the year 2005 an offer connected with the FIFA World Cup 2006 at other fairs, including Amsterdam, Goteborg, Paris and London [Jahresbericht 2005..., 2006, p. 18].

Cooperation. National tourist organization is active in other spheres apart from typically promotional activities. One of these includes cooperation with various entities, which has an indirect or a direct impact on the tourist market. The example of Poland concerns among others cooperation with the competent entities on the Ukrainian market (this state is the co-organizer of UEFA EURO 2012). This cooperation is the result of the requirement of joint promotional activities and the significance of the Polish contacts with this state. The foreseen forms of cooperation include among others making available a manual to the hotel and restaurant industry, issuing of a joint brochure of cities and stay centres, organization of study tours for Polish journalists to Ukraine, cooperation concerning tourist information and making our know-how available. Österreich Werbung with four UEFA EURO 2008 host cities (and adequate tourist organizations) created the project known as “Plattform Tourismus Euro2008” with the aim of coordination of all the activities including promotional activities, and creation of a synergy effect [Jahresbericht 2006..., 2007, p. 11]. As early as several years before the FIFA World Cup 2010, a detailed scope of actions was prepared including a distribution of competences between

the Department of Environment and Tourism (the national tourist administration: NTA) and the South African Tourism (the national tourist organization: NTO) [2010 Soccer..., 2005, p. 15 ff.]. A contract with UEFA enabled the Switzerland Tourism to popularize the event on a wider scale, and thus to promote better the state itself [Final Report..., 2009, p. 38].

Tourist information. One of the chief objectives of the NTO is the creation and development of a tourist information system. The issue of information is also emphasized in connection with activities related to large sporting events. In Austria, Österreich Werbung prepared special websites, whose role was to present information concerning UEFA EURO 2008. One of these (i.e. www.austria.info/euro2008) provided elementary information on the event. Another website (www.austria2008-media.at) constituted an interesting solution: it was addressed mainly to journalists, who could learn practically anything about the event and about the tourist offer of Austria [Jahresbericht 2007..., 2008, p. 9]. Switzerland Tourism prepared on a special website (switzerland.com) a full range of information concerning the UEFA EURO 2008 event and the country. This information was designed for all potential visitors to Switzerland during the event (including football fans, journalists, etc.) [Final Report..., 2009, p. 24]. Germany also created a website (www.germany-tourism.de, www.deutschland-tourismus.de), which was to perform similar functions [2004 Annual..., 2005, p. 19]. Likewise, a number of projects are foreseen in Poland for the years 2011-2012 aimed at an implementation of new functionalities and creation of information distribution channels, including the use of mobile technologies [Plan działania na lata..., 2010, p. 35]. An important project connected with UEFA EURO 2012 was prepared for the year 2011. Its objective was "(...) an increase of knowledge about Poland as a travel destination in the context of those changes that are occurring in the preparation period for EURO 2012". For this purpose, a number of marketing instruments available were used, including the following among others:

- promotion in mass-media,
- study tours for the representatives of trade media and the tourist industry,
- promotional events including those campaigns that accompany football games,
- international fairs,
- seminars, workshops, presentations, conferences,
- Internet,
- Informational and promotional materials [Plan działania Polskiej..., 2010, pp. 149-150].

To conclude, it is worth to note that the activities pursued by national tourist organizations in connection with a large sporting event to be organized in a given state are realized on a great scale. It was demonstrated that they encompass a number of undertakings of various types: chiefly marketing ones. It is to be remembered that these activities are commenced at least several years prior to the event. On the other hand, their nature is diversified and they are distributed in time. The example of the Polish Tourist Organization indicates that the largest undertakings commence one or two years before the event (cf. Table 3).

Table 3: Activities of the Polish Tourist Organization in connection with UEFA EURO 2012 in the years 2010-2011

No.	Stage / duration	Target group	Aim of activity
1.	Stage I / August 2010- November 2011	<ul style="list-style-type: none"> • Media, opinion-forming circles • Representatives of tourist industry • Organizers of congresses 	<ul style="list-style-type: none"> • Building of knowledge and awareness concerning the tourist attractiveness of Poland • Building of knowledge about Poland as a place to organize congresses, conferences

		and conferences <ul style="list-style-type: none"> • Widely understood group: football fans 	and motivating trips
2.	Stage II / November 2011 to the start of the final tournament	<ul style="list-style-type: none"> • Media, opinion-forming circles • Representatives of tourist industry • Organizers of congresses and conferences 	<ul style="list-style-type: none"> • Building of knowledge about Poland as an attractive travel destination and a place to organize congresses and conferences
		<ul style="list-style-type: none"> • Consumers: tourists and potential tourists 	<ul style="list-style-type: none"> • Encouraging tourists and potential tourists to visit Poland during (football fans) and after UEFA EURO 2012 • Building and strengthening of a positive image of Poland as a travel destination

Source: Plan działania Polskiej... [2010, p. 151].

The example of the Polish Tourist Organization presents not only the intensity of the promotional activities in the years 2000-2011. It also presents a division of the individual activities into stages. In general, the first stage comprises those activities that are directed chiefly to the tourist industry and opinion-forming circles. Activities are focused on target consumers only in the final phase before the realization of the event. It is worth to note that a similar diversification concerning promotional activities before UEFA EURO 2008 was evident in the case of the Austrian national tourist organization. The years 2006-2007 covered chiefly those undertakings that were focused on the B2B segment, and the year 2008 covered the B2C segment that is potential guests and football fans [Jahresbericht 2008..., 2009, p. 10].

Conclusions

The characteristics presented above of the activities of national tourist organizations demonstrated that these entities use in their undertakings large sporting events, which include among others European and world football cups. The scope of the undertakings is to be seen as wide and fairly spectacular. It does not comprise merely basic promotional activities (including publications, participation in fairs and exhibitions, marketing campaigns, promotion in media etc.). The cooperation of NTOs with all of those entities that are responsible for undertakings of this type is of a vital importance. A lot of attention is paid to the problem of adequate information: not only of tourist but also organizational information. The national tourist organization is responsible for the collection and provision of complete information concerning the event itself and all infrastructural solutions (accommodation, transportation, catering facilities etc.) to all those persons and entities interested (football fans, journalists, activists, VIPs, etc.).

It is interesting to note that a large sporting event does not necessarily have to be always the primary promotional product of an NTO in the year it is being held. Frequently, a given event is treated as a 'supplementation' of the activities pursued by NTO. Furthermore, national tourist organizations usually do not focus their activities on the promotion of an event alone. It is 'used' to show the tourist attractiveness of a state and to promote this state. Hence, large sporting events are seen as an opportunity to create an appropriate image of a state. These activities are expected to create the so-called "Barcelona effect", which leads to an increased tourist traffic and larger incomes from tourism in the years following a sporting event. The results of an appropriate organization of a large sporting event

(including a football event) can be seen shortly after the event. The research conducted by the South African Tourism demonstrated that directly after the FIFA World Cup 2010, the number of those intending to revisit the RSA increased by as much as 35 per cent, while the awareness of the state as an attractive leisure destination increased by 9 per cent [Impact of 2010..., 2011, p. 2].

The importance of sporting events in the activities of NTOs can be evidenced by the fact of substantial financial expenditures that are borne by specific organizations. For example, in connection with UEFA EURO 2008, the Austrian national tourist organization assigned nearly 11 million euro for the promotion of the state [Jahresbericht 2008..., 2009, p. 10]. Within the confines of marketing activities before UEFA EURO 2008, Switzerland Tourism prepared five most important projects to the joint value of 12.5 million Swiss francs, including the following:

- host campaign: 1.72m. CHF,
- road shows in ten European cities: 3.0m. CHF,
- events related to UEFA EURO 2008, including fairs and workshops: 1.85m. CHF,
- media services and services in connection to public relations (PR): 2.49m. CHF,
- promotional materials: 3.44m. CHF [UEFA EURO 2008..., p. 9].

It is also worth to note that an organization of a large sporting event does not involve promotional activities only on those markets where the teams (contestants) who are participating in a given event come from. Very frequently, the event itself is promoted in different states or even in different continents. This is confirmed for example by Österreich Werbung, which in the year 2008 ran a promotional campaign on the Japanese market, where the chief objective was presentations of the four host cities of UEFA EURO 2008 [Jahresbericht 2008..., 2009, p. 12].

Considering the scope of the competences and the activities pursued, it is to be explicitly stated that national tourist organizations are undoubtedly one the most important entities that are involved in the preparation and realization of large sporting events.

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Impact of Terrorism on the Development of International Tourism on the Example of Selected Tourist Destinations

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Abstract

The chief purpose of the present article is an attempt to determine the influence of terrorism on the development of international tourism in the area of selected tourist destinations. The study covers among others the problem of safety in tourism; the notion of terrorism was defined including its main variations. Furthermore, the reasons of the occurrence of terrorism were analyzed and the chief features of terrorism were presented. The article also includes an analysis of the measures undertaken by various international institutions with the aim of combating and counteracting terrorist phenomena. The following research thesis was accepted in the article: terrorism constitutes one of significant barriers in the development of international tourism. This is true especially of those regions where terrorist attacks occur most frequently. Their influence on the development of tourism is fairly significant in these cases. In those locations where terrorist attacks are incidental, this influence is of a transitory nature and it usually concerns short periods of time.

Introduction

In the second half of the twentieth century, with progressing technological development, an improvement of the means of transport such as the rail, airplanes and cars and an improvement of living standards, tourism became an increasingly popular and lucrative branch of the world economy. Nevertheless, it is also terrorism that is developing alongside with the progressing development of tourism. It has become one of the major threats in the present day world.

The chief purpose of the present article is an attempt to determine the influence of terrorism on the development of international tourism in the area of selected tourist destinations. The study covers among others the problem of safety in tourism; the notion of terrorism was defined including its main variations. Furthermore, the reasons of the occurrence of terrorism were analyzed and the chief features of terrorism were presented. The article also includes an analysis of the measures undertaken by various international institutions with the aim of combating and counteracting terrorist phenomena. The following research thesis was accepted in the article: terrorism constitutes one of significant barriers in the development of international tourism. This is true especially of those regions where terrorist attacks occur most frequently. Their influence on the development of tourism is fairly significant in these cases. In those locations where terrorist attacks are incidental, this influence is of a transitory nature and it usually concerns short periods of time.

The issue of safety in the present-day tourism

The events that occurred at the turn of 20th and 21st centuries that were the results of armed conflicts, politics and also threats related to terrorism are very worrying and exert a significant influence on tourist traffic in many parts of the world. There are confirmed and very explicit connections between

armed conflicts and attacks of a terrorist background and tourism as such and in particular intensification and a spatial distribution of tourist traffic. More and more frequently, this issue is analyzed by those specialists who deal with tourist traffic. In view of the events from the past decade and the political situation in the world, one needs to consider the future and the development of tourism. The series of those events that began with the terrorist attacks on 11 September 2001 set a stamp on the world economy by upsetting the sector of tourist industry.

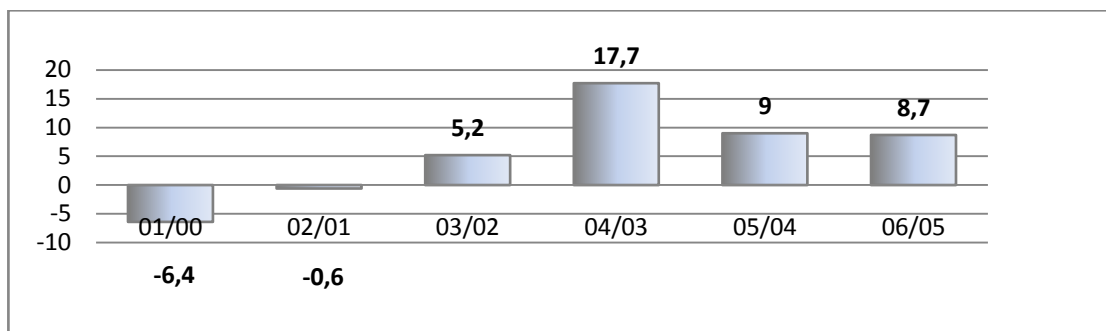
Until now, it was frequently tourists who fell victims to terrorist attacks, yet they were never mass targets of attacks. It was often explained that the victims of attacks were in an inappropriate place and at the wrong time. Those tourists who were killed or were injured in Ireland in attacks organized by IRA may serve as an example. Within the last decade, however, terrorist groups focused on attacking groups of tourists as an easy target to quickly gain publicity and measurable benefits. This can be explained in several ways. Attacks on those coming from developed countries guarantee publicity to terrorists and interest in the case they are fighting for. This is owing to the globalization, the Internet and mass-media that reach the centre of events much faster these days; thus, the public are informed immediately. In view of the fact that the economies of many states are to a great extent dependent from incomes from tourism, such attacks may be detrimental to the entire tourist branch and hence the economy. This in turn results in social tensions and unrests and enfeebles the authorities of a given state. Another benefit of attacks on foreign tourists may be the fact that when attacking them, terrorist groups do not risk losing the support of the local communities. This is an important motive which substantiates terrorist activities.

In third-world states, aversion to tourists is particularly evident due to clear social differences. Another reason of a negative approach to visitors is the fact that they do not observe the social and religious norms and customs of a given country. This results in objections and hostile attitudes among the residents of tourist regions. From the perspective of a terrorist, a tourist with his clothes, behaviour and language stands out from the local inhabitants and thus becomes an easy target. Furthermore, the fact that tourists are usually concentrated in one location, in well-known health resorts, hotels, clubs or beaches contributes to large numbers of victims as a result of a terrorist attack (Henderson, 2006). Hence, there have been many such attacks in the recent years.

The most frequent types of terrorist attacks with tourists being victims to these include bomb attacks, suicidal attacks, homicides and kidnappings for ransom or a fulfilment of demands. Acts of kidnapping may refer both to people and means of transport, chiefly airplanes. Recently, however, hijacking of passenger vessels or those carrying precious goods, e.g. tankers, has become profitable. Civil aviation is this branch of transportation which is the most exposed to hijacks and attacks. The disaster of Pan Am no. 103 flight was the first spectacular bomb attack. In December 1988, a Boeing 747 from American airlines exploded directly over the Scottish city of Lockerbie. As a result of this attack, 259 passengers lost their lives, including a dozen or so of the local residents who were killed with the remains of the machine (Matar et al, 2003).

The occurrences as those described above have a huge impact on the economic indices of airlines. An analysis of the results presented in Fig. 1 demonstrates that the market of airlines, in spite of a momentary slump after the attacks on 11 September 2001, is gradually regaining its profitability to achieve the level from before the attacks. Rigorous safety measures, chiefly those functioning on airports, ports and train stations all over the world that were introduced after the attacks, prove to be very helpful.

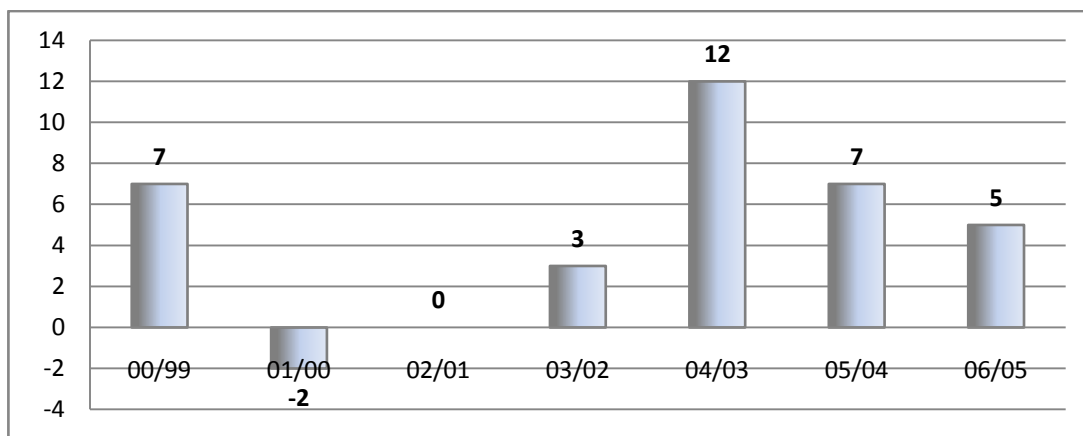
Figure 1: Changes in the profits of airlines in the world in the years 2000-2006 (in per cent)



Source: Author's own study on the basis: IATA. Profitability Revised up on Stable Growth, (02.06.2010)

The analysis conducted demonstrated that the year 2004 saw exceptional profits. The growing demand for tourist services, changes in the organization of flights, particularly in the area of safety and competent management of the finances or airline companies undoubtedly contributed to this state of affairs. The figure below presents an abrupt fall and then a development of air passenger transport on the world markets (Fig. 2). This diagram also presents an evident drop of the number of flights in the period following the events of 11 September 2001 in New York.

Graph 2: Changes in air passenger transport in the world in the years 2000-2006 (in per cent)



Source: Author's own study on the basis: ICAO Profit and Traffic up for World's Airlines in 2006 development of World Scheduled Revenue Traffic 1997-2006, ICAO News Release (02.06.2010).

Civil aviation is not the only transport economy branch that is exposed to attacks. An analysis of all attacks demonstrates that deep-sea transport and land transport also face the risk.

When analyzing findings in professional literature, several chief methods were indicated as to how terrorist groups may exert an influence on tourist industry: starting from attacks on foreign guests staying in tourist destinations, i.e. in hotels, holiday centers etc., attacks during travels to those places, attacks in interchange points such as airports, seaports and train stations, to attacks where tourists themselves are not the target of an attack but are simply accidental casualties.

The methods presented above of exerting an influence on tourist market are reflected in the present article: starting from 11 September 2001, when Islamic assassins using civil airplanes as flying missiles made a series of attacks on ground objects. In this case, tourists did not constitute a direct target of the

attacks, yet by media publicizing the enormity of the tragedy, the aviation industry fell a victim to the world fear of attacks and suffered from plunges in profits.

The bomb attack in the spa on the Bali Island in October 2002 is an example of an attack directly on tourists that are concentrated in one location. As a result of an explosion of several bombs, ca. 200 tourists lost their lives, chiefly tourists from Australia. This may serve as a perfect example of the situation that was described above, when a local community exhibits a critical approach to tourist. The attack occurred in a discotheque, which is famous all over the world for event tourism, which faced criticism on the part of the local community.

Summing up the deliberations presented so far, it is to be emphasized that in the past dozen or so of years, the tourist sector all over the world has become increasingly frequently an aim in itself for many terrorist groups. This can be elucidated in a very simple way. Those who organize and plan their trips taking into account the threat of terrorist attacks in their destination, are ready to replace this destination with other ones that do not involve any risk of terrorist attacks, even at a price of resigning from local tourist attractions. For this reasons, those states of tourist reception where receipts from tourist constitute a substantial portion of the gross domestic product are exposed to huge financial losses in connection with tourists changing their holiday destinations. This effect is known as the destination substitution effect. The behavior expected by terrorists from tourists and other people who use tourist services as a result of terrorist attacks make these activities an effective strategy of fight. Owing to these, they obtain their political goals while causing huge losses to tourist reception countries as a result of an outflow of masses of tourists.

Definition, features and types of terrorism

An explicit definition of the notion of terrorism is problematic in the present days. The present-day literature includes numerous definitions of this phenomenon. The word *terrorism* comes from Latin word *terror*. This word possesses several meanings, with the strongest ones being fear and dread. On the basis of these words, one may coin expressions such as “stirring up of fear” and “stirring up of dread”. The notion of terrorism is defined as a groundless and unlawful use of force or violence against people or institutions with the aim of intimidation, as a result of which a specific behavior is forced. Terrorist attacks hit a small portion of a population in order to force others through fear to certain expected behavior. Hijacks of civil airplanes, kidnapping of hostages, detonation of bombs in public areas, hijacks of ships and airplanes, threats and blackmail, and attacks on tourists: these are typical acts undertaken by terrorists (Kosta, 2007).

The European Union has accepted a definition of terrorism that is universal for most countries. The framework decision of the European Commission dated 13 June 2002 concerning combating of terrorism includes a number of definition of crimes of a terrorist nature, which consist of two elements, i.e. an objective element, which draws attention to the list of grave crimes, such as an attack on the life of a human or their physical integrity, kidnapping and taking hostages, hijacking of planes etc., and a subjective element which emphasizes that these acts will be treated as terrorism only when committed on an international arena, with a terrorist aim as specified in the definition above (www.europa.eu.int).

T. Białek (2005) provides an interesting definition of terrorism. According to this author, terrorism is to be understood as exerting a political influence by an unlawful application of

force: constraint or violence connected with breaking elementary social norms and rules of political fight based on deliberate intimidation and manipulation; achieving of political goals through creating by means of acts of violence of an atmosphere of threat and hindering the functioning of a hostile social system, an extortion of decisions and actions on the part of the opponent by a drastic tactics of fait accompli or blackmail with the use of force. The author referred to above furthermore emphasizes that violence is not the only form of actions that are undertaken by terrorists. He does not define those who these activities are aimed against, as it is any person and any object that can be the aim of attack (Białek, 2005).

However, the definitions mentioned above are not formulated appropriately for legal and political purposes as they are too general. This means that too many ordinary armed acts could be considered to be terrorist attacks, or these definitions refer only to some issues related to this phenomenon, or they limit it to a very specific type of actions and, what follows from it, they cannot be used by those organizations or states that combat terrorism. For this reason, among others, the US Armed Forces defined for their own use the phenomenon of terrorism as a premeditated use of violence or a threat to use violence, the aim of which is forcing or intimidating governments or societies to realize political, religious or ecological aims (Military Guide to Terrorism in the XXI Century, 2005). This is of the best definitions of terrorism which have been developed in the world. Considering its formula and content, it was adopted by the US Defense Department.

The most important features of the present-day terrorism that occur in numerous definitions include the following among others:

- glorification of force as the only one and most effective method of fight,
- bestiality and no inhibition or human kindness in terrorist attacks, which intensifies fear and demonstrates the force and determination of terrorists,
- building and then intensification of fear by means of skillfully conducted terrorist actions that are addressed to political elites and the general world community,
- aiming at gaining publicity through the use of mass media,
- a political nature (coercion of specific political changes and political blackmail),
- using acts of violence, whose aim, however, is not always to take control (their purpose is to provoke chaos in a given state and to create an atmosphere of a revolution, intimidation and demoralization of the state apparatus, a demonstration of force, repressions and limitation of civil liberties);

- psychological results and foreseen reactions,
- a deliberate, planned and systematically organized action,
- determination of the methods of fight, its strategy and tactics,
- coercion, enslavement, causing submissiveness,
- randomness and impersonality.

As a wide notion, terrorism can be divided concerning doctrines and ideologies, and what follows from this, according to its origin. Considering the abovementioned criterion, the following are distinguished among others:

- a separatist movement: its aim is to bring about a secession, i.e. a disconnection of a part of a state from the motherland; it is used against those states where terrorists are fighting in order to create their own independent and sovereign state (Kosta, 2007),
- a revolutionary movement: its purpose is an internal disintegration by causing anarchy or chaos, the result of which is to be a formation of an independent and free society composed of communes; alternatively, a new post-revolutionary state would be created with a communist system, where power is taken over by a revolutionary vanguard,
- a nationalist movement: it realizes right-wing, extremely nationalist and fascist aims by using criminal methods; parties of this type have supporters and come from military and police circles as well as from reactionary politicians. One of the many methods of their activities is political hit-squads, and the principal program is frequently to introduce a strong-arm rule,
- an Islamic movement: this is a movement that is based on Koran laws; the main goal is jihad, which is erroneously interpreted, yet readily used as fight against unfaithful ones; this movement developed in 1970 during the revolution in Iran, in later period also during three conflicts in the Middle East,
- millenaristic movement: it is the armed forces of environmentalists, utopians and religious sects that are convinced that the modern world is extremely bad and is facing a total extermination; the members of groups and sects are chosen ones, and they will create a new and ideal world after an undetermined disaster. The activities of these groups are directed against other believers. Eco-terrorism assumes that the modern civilization is the source of every evil in the world. Any action directed against the modern civilization may be lawful with the aim to clean the natural environment. Examples of such actions include destructions of nuclear power plants, tankers and plans to limit the number of population in the world (Kosta, 2007).

At present, the issues of combat against terrorism hit newspaper headlines all over the world. This is a very topical issue which has been recently discussed by both society members and politicians. However, it is demonstrated that we are witnessing qualitative changes that are occurring in this phenomenon: *new terrorism* is being talked about (Szafranski and Kosiński, 2007). This assertion is becoming an argument for introducing changes also to the present instruments of fight against this phenomenon. New ideas are arising which might be doubtful for legal or ethical reasons.

In December 2005, at the conference of the European Board in Brussels, the leaders of 25 states accepted a document concerning comprehensive activities concerning an elimination of the terrorist threat. The official title of the document is *The EU Strategy for Combating Terrorism* and it expresses an ambition to oppose terrorism on the worldwide scale while respecting human rights. According to the regulations contained in this document, a situation is to be gained where Europe will be safer, and its citizens will enjoy the sense of freedom, safety and justice: this is the invocation formulated by the authors of the document. In general, the main EU guidelines concerning combat of terrorism include the following:

- strengthening of cooperation in the area of police institutions and legal regulations of the European states,

- development of international legal documents concerning combat of terrorism,
- putting a barrier to financing of terrorist activities,
- increasing the safety of air communication,
- Elimination of terrorist threats.

Terrorist attacks related to tourism

For many years now, terrorists have been attacking tourists all over the world (cf. Table 1). Nevertheless, a positive aspect of this phenomenon is that the numbers of terror acts that are directed directly against the tourist sector are decreasing. At present, a growing tendency is being observed of the number of attacks against those soldiers who are on peace missions, politicians and policemen.

Table 1: Selected terrorist attacks related to the tourist sector

Lp.	Date of attack	Place of attack	Description of events
0	1	2	3
1.	05.06.2002	Megiddo Junction (Israel)	A suicide bomber carried out an attack on a bus, as a result of which 17 Israeli lost their lives and 50 were injured
2.	14.10.2002	Bali (Indonesia)	Ca. 190 people lost their lives and 300 people were injured in bomb attacks. Most of the casualties were foreigners, chiefly Australians. The assassins hit night clubs near the Philippine and US consulates.
3.	28.11.2002	Mombasa (Kenya)	A car bomb exploded in front of "Paradise" hotel and 16 people lost their lives while several dozen others suffered injuries. Several minutes before the explosion, terrorists shot two rockets that were supposed to hit an airplane that was flying from Mombasa to Tel Aviv. However, none of the missiles reached the plane with 275 people on board.
4.	17.05.2003	Casablanca (Morocco)	14 terrorists carried out 6 bomb attacks at night in several crucial elements of the city: in a night club, in a hotel, in front of a restaurant and in the Jewish Union Center. 41 people lost their lives and ca. 100 people were injured.
5.	11.03.2004	Madrid (Spain)	As a result of ten explosions in four trains at the train stations of Atocha, Santa Eugenia and El Pozo in morning rush hours, 200 people died and ca. 1,500 sustained injuries.
6.	30.05.2004	Al-Chubar (Saudi Arabia)	Al-Kaida members attacked a settlement with the offices and flats of the employees of petroleum companies. Ca. 50 people were taken hostages. During their rescue, 22 foreigners lost their lives.
7.	07.04.2005	Cairo (Egypt)	During a suicide terrorist act, and Islamic assassin blew himself up in the area of the <u>Khan al-Khalili</u> bazaar that is popular with tourists from all over the world. As a result of this attack, two French citizens and one US citizen died.
8.	07.07.2005	London (England)	A series of three attacks in the London tube and on a city bus in morning rush hours. As a result of the explosions, 52 people were killed and at least 700 others were injured (including 22 persons in a critical condition). Exactly two weeks later: on 21 July 2005, the attacks were repeated, fortunately as a result of extraordinary measures having been undertaken, nobody was killed.
9.	23.07.2005	Sharm El-Sheikh	A series of bomb attacks shook the Egyptian health resort of Sharm

		(Egypt)	El-Sheikh on the Red Sea Riviera. At least 70 people were killed and over 150 were injured as a result of the explosions of bombs that were probably put in cars. This was the most bloody terrorist attack in the history of Egypt.
10.	20.09.2008	Islamabad (Pakistan)	A bomb attack in Islamabad, Pakistan, in front of a Marriott hotel. A suicide bomber drove a lorry into the hotel gate and blew himself up killing 54 people and injuring another 266 people. The victims included tourists.
11.	26-29.11.2008	Bombay (India)	A series of terrorist attacks in Bombay. The attacks were carried out in nine points of the city: at a train station, in a restaurant, in large hotels of Taj Mahal and Oberoi, in port docks, at the main police station of South Bombay, on a beach, in a hospital and in the local Jewish culture center, i.e. the Nariman House. In the series of these ten attacks, at least 195 people lost their lives, about 300 were injured, and part of the guests of the two large hotels and a separate Jewish culture center were taken hostages by the terrorists. The Hindu police managed to free a part of the hostages.
0	1	2	3
12.	22.02.2009	Cairo (Egypt)	A bomb attack in <u>Khan al-Khalili</u> , Cairo. A bomb was detonated in front of a crowded coffee house in the evening. As a result of the explosion, a French citizen was killed, and 24 people, including European tourists, were injured.

Source: Country Reports on Terrorism www.state.gov (06.06.2011)

The analysis above presents examples only of those terrorist attacks where tourists were killed. Every year, there are less or more spectacular acts of terror with tourists being an indirect or direct target. They occur on various continents, in states with different political system and regardless of the religion. This means that terrorism is a global phenomenon, without any barriers, and which poses a risk to the whole contemporary world.

Conclusions

Fear of terrorism limits the numbers of those willing to go on holidays. This also discourages investors from investing in locations with a risk of attacks. This in turn results in a reduction of the incomes of residents and a reduced employment rate in those states that are afflicted with terrorism. Apart from short-term costs such as a limitation of the number of tourist, and also long-term costs such as a reduction of the level of foreign investments, terrorism causes numerous indirect costs. These include among others increased expenditures on advertising to encourage tourists to arrive, and also the repair costs of those facilities that are destroyed in terrorist attacks. Additional costs are borne in order to increase protection against attacks, i.e. tourist police, convoys of tourist groups etc. Most of insurance companies do not offer compensation for the results of attacks; hence, an indirect costs is incurred in the form of additional individual insurances against death or injury as a result of an attack. These costs are born indirectly by the owners of tourist facilities and directly by tourists themselves.

The research conducted in Spain clearly demonstrates the strong relation between international terrorism and tourism. The research was conducted in 1988 after 18 terrorist attacks. In this manner, it was proved that the attacks drove away ca. 140 thousand potential tourists. In 1988, Spain was visited

by almost 5.4 million foreign tourists. Had these events not occurred, one and a half more visitors in this country would have been expected (Enders and Sandler, 1991).

Other tourist destinations contend with very similar problems in relation to terrorist attacks. It was calculated on an empirical basis that in the years 1974-1988, those states which have the largest incomes from tourism, except from France: Austria, Greece and Italy, lost in this way \$4.5 bn US, \$1.2 bn US and \$0.8 bn US respectively. Only in the year 1988, the receipts from tourism were in these states as follows: \$11.2 bn US, \$19.3 bn US and \$3.3 bn US respectively. In the analogical period under examination, the whole European Region lost \$16.2 bn US. This is ca. 25 per cent of the incomes obtained by Europe from tourism, which amount of \$74.4 bn US.

Israel and its hotel industry constitute yet another example. The research that was conducted there in the years 1992-1998 demonstrated that in the period of an intensified terrorist activity, the incomes of hotel owners dropped drastically by \$ 50m US annually, which corresponds to 1.3 per cent of the total income of hotels. In connection with the political situation in the Middle East in the year 1996, this index rose to 2.5 per cent. The tourist industry was unable to compensate the losses even by means of price reductions (www.unwto.org).

The occurrence of certain dependence between the size of the tourist traffic in individual tourist destinations and terrorist activities constitutes an important phenomenon. The possibility of attacks in areas of risk may result in the selection of other tourist reception locations as the destination. On the other hand, visitors do not want to risk travelling to those states that are located next to the states of risk. For this reason, the effect of replacing one state with another one and the effect of fear of travelling to neighbouring states balance out. Both these effects were examined on the example of such states as Greece, Israel and Turkey. The research demonstrated that a substitution of the destination in this group of states is very large. It also confirmed that in the case of terrorist attacks in one of these states, only as few as 11 per cent of travellers chose the other two states, and 89 per cent selected a state from outside of the group examined (Frey et al, 2011).

Tourism constitutes a very important economy sector in many states. Hence, it is specified as a sensitive industry branch as such incidents as wars, economic fluctuations, foreign exchange crises or terrorism have a huge influence on those decisions that are undertaken by tourists. During a trip, a traveller does not want to be exposed to any risky situations. Safety is the priority. Thus, it should not be surprising that terrorism discourages people from travelling. Under the influence of dangers, a large part of tourists resign from travels and they decide to spend their leisure time in the locations where they live, while other tourists change destinations for those where no risk is involved. Within the past dozen or so of years, there have been many spectacular attacks that exerted a negative influence on international tourism. These include attacks on the World Trade Centre twin towers and on the Pentagon in September 2001, the bomb attacks in the spas on the Bali Island in 2002, in Egypt in the years 1997 and 2005, in Madrid in 2004 as well as the bomb explosions in London in July 2005. These incidents had a very negative impact also in the neighbouring states.

The discussion above seems to confirm the first part of the research thesis accepted in the article, namely that terrorism constitutes one of substantial barriers in the development of international tourism. This is true in particular of those regions where terrorist attacks occur most frequently (including the Middle East states). Their influence on the development of tourism is fairly significant. Nevertheless, the tourist industry possesses an impressive ability to regenerate after a breakdown. One may also find it surprising that tourists after an initial period of shock and fears related to travels to locations with a risk of attacks, change their opinions in the next period, and they even regard those

regions as touristically attractive, while the very fact of risk acts as a magnet for them. The examples of the occurrence of such a mechanism of the behaviour on the part of tourists can be observed in most of those tourist destinations where terrorist attacks were noted (including New York, Madrid and London). Within several months after the attacks, a systematic growth of the demand for tourist services was observed in those locations. In the author's opinion, this is due to the fact that these attacks are usually of an incidental nature and also owing to the fact that extraordinary safety measures were undertaken by the authorities. An increased sense of safety and also the belief on the part of tourists that attacks of this type will not be repeated soon in the same place, result in the fact that the impact of terrorist attacks on the tourist sector is of a transient nature then, and it is usually related to short periods of time. Therefore, this confirms the second part of the research thesis that was accepted in this article.

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

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Abstract

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 inclination among foreign tourists of practicing 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 conceptualized 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

Introduction

The Spanish tourism industry has essentially contributed to the socioeconomic development of the country during the last forty years, outshining all other sectors of the economy (Jimeno Viñes, 2005). Moreover, Spanish tourism has generated substantial economic benefits; above all it has brought into equilibrium the balance of payments and has meant the international launch of the country's brand (Prats, 2007). It was once the Second World War was over when Spain appeared in the European scenario as a proximate, economic and safe destination which still had many natural resources to exploit. Just after the Spanish Civil War, the government and the hotel business sector decided to invest

in infrastructures that attracted tourists to the coasts. Although Spain was been internationally promoted as a tourist destination since 1928, it was not until 1950 when the United Nations lifted its sanctions and as a result of the birth in 1948 of the remarkable slogan “Spain is different”, that the country started to receive a considerable number of tourists (Bernabéu et al., 2010).

As European countries began to recuperate from the effects of the Second World War, an economic expansion took place that signified the appearance of new means of transport, and a considerable reduction of travel costs which facilitated the mobility of tourism. In the 60s Spain not only was different, but had “Everything under the sun” consolidating the country as a low cost sun and sea destination (Bernabéu et al., 2010). Since there was no solid and non-sustainable tourism strategy, an unlimited and out of order growth took place, which has supposed the land speculation of the past ten years. From this basis, the objective was to safeguard short term benefits that have designed a disorganized and disproportionate urban development which has exceeded the carrying capacity limits of Spanish coasts. Under these circumstances, Spain turned out to be a destination for mass tourism.

Evolution of Spanish tourism model

Even though Spain as a sea and sun destination was conceptualized more than thirty years ago, the country international image has not changed (Jimeno Viñes, 2005). In other words, Spain continues being encapsulated in the Fordist tourism context that characterizes of mass standardized tourism packages which do not extend further from the 3s model (sun, sea and sand holiday products) (Apostolakis, 2003, p.795; Laguna, 2005). As Table 1 and Table 2 indicate preferred destinations are still in the coast. Furthermore, tourism demand is up until now concentrated in August (see Figure 1 and Figure 2). This panorama has concluded in the maturation of Spanish coastal destinations that has implied countless negative consequences, among which it is worthwhile to point out the signaled in Table 3.

On the other hand, the international economic crisis has seriously affected the industry during the last three years. Particularly, as Figure 3 remarks, 2010 has been especially critical for domestic tourism while 2009 and 2010 has been for foreign tourism (Exceltur, 2010). Nevertheless it is important to underline that due to the political problems of Egypt and Tunisia; the first months of 2011 have being positive for foreign tourism. On the contrary, domestic tourism is decreasing as a result of the drop of resident’s disposable incomes and the increase in the unemployment rate (Exceltur, 2011). Hence, it seems that 2011 is going to have better results than in the last years as the foreign tourist demand will rise because of the instability of North Africa that used to be a very strong competitor and due to World Youth Day celebrations that took place in Madrid.

On the whole, it has become crucial to present integral proposals that outline positioning strategies based on long-term sustainable objectives (Exceltur, 2010), being the most relevant the indicated in Table 4. The diversification of the supply of tourist products results to be a key factor for Spanish tourism sector competitiveness where cultural heritage plays an essential role.

Table 1: Number of foreign tourist entrances by region (in millions)*.

	<i>Region</i>	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Catalonia	9.683.337	11.211.726	11.373.923	12.498.225	14.028.633	15.117.086	15.233.723	14.344.334	12.704.584	13.176.628
2	Balearic Islands	9.961.947	9.273.817	9.329.218	9.546.218	9.657.516	9.922.447	9.956.426	10.020.782	9.024.439	9.177.781
3	Canary Islands	10.208.945	10.047.189	9.972.237	9.593.785	9.441.572	9.606.424	9.454.984	9.356.641	8.207.486	8.610.573
4	Andalusia	7.591.511	7.686.167	7.918.734	7.967.170	8.351.628	7.975.629	8.429.556	7.975.202	7.465.415	7.437.435
5	Valencia (Autonomous region)	4.388.403	4.702.418	4.823.298	4.880.765	5.401.709	5.577.615	5.713.180	5.713.312	5.096.340	5.023.947
6	Madrid (Autonomous region)	2.967.935	2.910.015	2.944.199	3.243.928	3.419.443	4.023.739	4.426.842	4.615.616	4.819.356	4.634.289
7	Castile and León	864.796	1.231.621	1.197.640	1.215.846	1.210.601	1.282.991	1.160.070	999.334	978.814	992.439
8	Basque Country	735.370	930.684	952.250	919.368	966.919	1.045.868	957.207	838.752	804.584	905.692
9	Galicia	703.367	789.572	745.845	748.121	1.186.869	1.151.329	1.030.722	932.870	763.751	688.601
10	Murcia	398.012	408.144	404.932	470.102	495.535	621.500	716.840	790.211	842.142	676.709
11	Aragon	237.917	249.345	227.890	272.144	424.424	442.372	387.439	434.825	348.888	332.766
12	Cantabria	234.268	243.798	238.126	293.009	397.866	352.671	319.737	320.277	320.795	274.531
13	Extremadura	132.006	115.691	161.542	217.941	224.933	223.264	236.364	229.569	189.330	187.750
14	Asturias (Principality)	126.661	157.753	139.940	167.936	228.331	211.649	167.175	181.493	168.718	178.866
15	Navarre	162.802	175.320	212.440	155.423	178.547	154.989	191.991	188.124	198.690	175.177
16	Castile La Mancha	134.926	149.776	144.730	177.991	233.290	240.932	230.142	187.039	188.974	151.694
17	La Rioja	33.141	47.588	66.873	61.860	65.963	53.956	53.106	63.634	55.335	52.308

Source:(Instituto de Estudios Turísticos).*Not including trippers (only tourists that at least made one night stay).

Table 2: Number of domestic tourist trips (in millions)*.

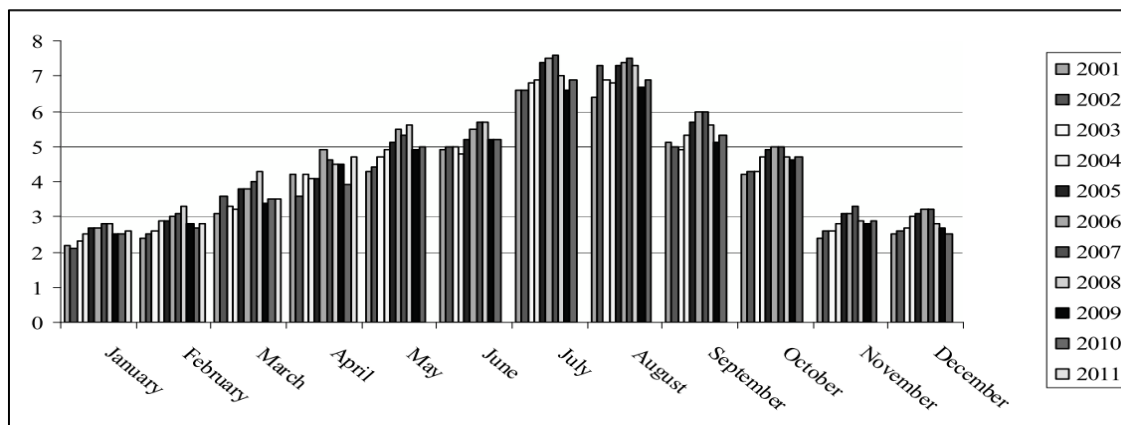
	<i>Region</i>	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Andalusia	23.718.046	23.173.328	24.387.438	25.067.983	27.573.453	27.593.515	27.855.906	28.456.420	29.254.836	26.526.980
2	Catalonia	24.875.164	23.696.089	24.125.660	21.877.212	21.883.641	21.826.517	21.178.216	22.843.296	23.022.469	21.145.840
3	Castilla y León	15.688.096	15.857.809	17.436.784	15.806.234	15.651.215	16.288.031	16.100.058	16.374.469	16.865.153	17.433.260
4	Valencia (Autonomous region)	17.845.237	17.489.110	17.768.547	16.815.369	17.670.891	17.204.867	15.717.548	17.323.886	18.138.568	15.748.179
5	Castile La Mancha	12.412.457	11.288.713	12.712.713	13.909.430	13.542.786	13.380.333	11.367.767	13.312.812	11.893.953	11.416.874
6	Madrid	9.122.823	9.441.404	11.687.463	10.723.072	10.810.351	11.068.973	10.948.614	11.075.067	11.011.405	9.979.326
7	Galicia	8.257.553	9.065.662	9.399.948	10.748.596	10.115.768	10.476.156	8.686.404	8.652.457	8.677.470	8.100.068
8	Aragon	5.693.655	6.018.437	5.873.007	6.896.855	6.666.314	6.136.701	6.113.924	8.274.067	7.193.204	6.008.037
9	Canary Islands	6.412.674	5.601.791	5.322.177	5.543.974	4.888.174	4.424.647	4.024.507	4.308.093	5.146.257	5.002.772
10	Extremadura	4.233.758	4.071.199	4.253.596	4.299.903	4.424.264	4.953.482	4.575.213	4.989.959	5.003.017	4.763.148
11	Asturias (Principality)	3.484.815	3.339.034	3.811.434	3.914.818	3.995.029	4.122.386	4.031.116	4.165.626	4.462.798	4.502.399
12	Cantabria	3.802.257	3.497.168	3.516.000	3.279.689	4.094.679	3.850.755	3.558.485	3.067.865	3.347.881	3.768.206
13	Murcia	4.200.837	4.282.715	3.770.404	3.403.585	3.738.361	3.681.665	3.354.257	3.677.497	3.660.298	3.639.989
14	Basque Country	3.380.838	3.386.990	3.578.561	4.008.334	4.480.429	3.636.022	3.336.563	3.512.200	3.666.874	3.556.556
15	Balearic Islands	2.842.267	2.660.568	2.558.447	2.670.171	3.347.863	2.844.052	2.670.718	2.970.993	2.743.399	2.762.250
16	Navarre	2.864.363	3.033.853	2.701.486	1.967.146	1.987.542	1.909.351	1.957.060	2.903.251	3.065.224	2.475.809
17	La Rioja	1.439.515	1.765.918	1.253.003	1.386.407	1.982.239	1.492.616	1.210.985	1.500.273	1.526.149	1.575.233
18	Ceuta and Melilla (autonomous cities)	-	-	-	-	-	-	-	206.314	170.850	186.263

Source: (Instituto de Estudios Turísticos). *Short stays in holiday homes and tourist trips. The character "-" indicates that the data is not supported with the enough sample (100 registers).

Table 3: Main effects of Spanish tourism model.

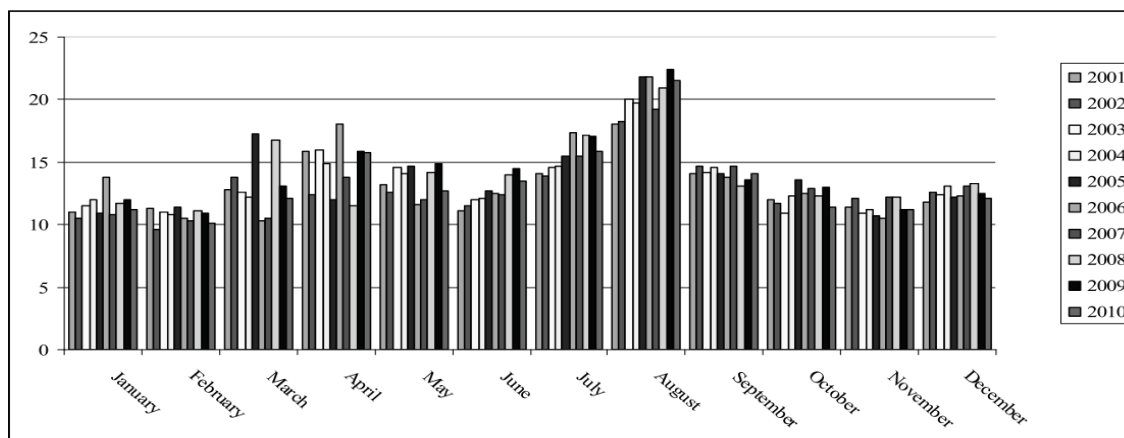
<i>(1) Labour consequences:</i>
<ul style="list-style-type: none"> • High percentage of knowledge workers with broad experience in the tourism sector. • Movement of the economically active population. In particular the professionals of the tourism industry to the coastal Mediterranean areas. • Occasional employment due to the seasonality of the tourists' arrivals.
<i>(2) Tourism consequences:</i>
<ul style="list-style-type: none"> • High number of foreign tour operators -rather than national- controlling the tourism supply. • Limited adaptation of tourism companies and institutions to the actual society's demand. • Poor conscientiousness of the relevance of the tourism sector. • Late adaptation to the actual technological progresses and infrequent use.
<i>(3) Land speculation consequences:</i>
<ul style="list-style-type: none"> • Real state pressure that considers the mass market to be a business of very attractive short term economic benefits. • Appearance of many accommodation and leisure infrastructures – of great capacity and variety. • Strong growth of second national residences in coastal areas.
<i>(4) Environmental consequences:</i>
<ul style="list-style-type: none"> • Indiscriminate overuse of resources because of massive consumption. • Quality deterioration of the destination and consequently, a decrease in the competitive advantage. • Environmental impact and its possible irreversibility.
<i>(5) Local economic consequences:</i>
<ul style="list-style-type: none"> • Loss of other essential sectors for the socioeconomic development of the destination. • Devaluation on the level of tourists' experience satisfaction.

Source: (Instituto de Estudios Turísticos, 2007b; Jiménez, 2007; Sanz, 2006; Valls, 2007).



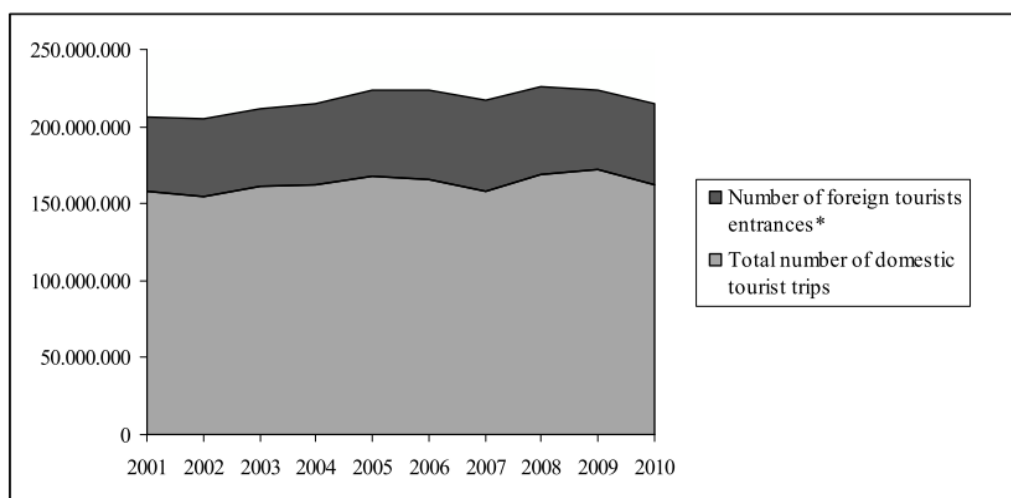
	January	February	March	April	May	June	July	August	September	October	November	December
2001	2,2	2,4	3,1	4,2	4,3	4,9	6,6	6,4	5,1	4,2	2,4	2,5
2002	2,1	2,5	3,6	3,6	4,4	5	6,6	7,3	5	4,3	2,6	2,6
2003	2,3	2,6	3,3	4,2	4,7	5	6,8	6,9	4,9	4,3	2,6	2,7
2004	2,5	2,9	3,2	4,1	4,9	4,8	6,9	6,8	5,3	4,7	2,8	3
2005	2,7	2,9	3,8	4,1	5,1	5,2	7,4	7,3	5,7	4,9	3,1	3,1
2006	2,7	3	3,8	4,9	5,5	5,5	7,5	7,4	6	5	3,1	3,2
2007	2,8	3,1	4	4,6	5,3	5,7	7,6	7,5	6	5	3,3	3,2
2008	2,8	3,3	4,3	4,5	5,6	5,7	7	7,3	5,6	4,7	2,9	2,8
2009	2,5	2,8	3,4	4,5	4,9	5,2	6,6	6,7	5,1	4,6	2,8	2,7
2010	2,5	2,7	3,5	3,9	5	5,2	6,9	6,9	5,3	4,7	2,9	2,5
2011	2,6	2,8	3,5	4,7	-	-	-	-	-	-	-	-

Figure 1: Number of foreign tourist entrances. Not including trippers (only tourists that at least made one night stay). Source: (Instituto de Estudios Turísticos).



	January	February	March	April	May	June	July	August	September	October	November	December
2001	11	11,3	12,8	15,9	13,2	11,1	14,1	18,1	14,1	12	11,4	11,8
2002	10,5	9,6	13,8	12,4	12,6	11,5	13,9	18,3	14,7	11,7	12,1	12,6
2003	11,5	11	12,6	16	14,6	12	14,6	20	14,2	10,9	10,9	12,4
2004	12	10,8	12,2	14,9	14,1	12,1	14,7	19,7	14,6	12,3	11,2	13,1
2005	10,9	11,4	17,3	12	14,7	12,7	15,5	21,8	14,1	13,6	10,7	12,2
2006	13,8	10,5	10,3	18,1	11,6	12,5	17,4	21,8	13,8	12,5	10,5	12,3
2007	10,8	10,3	10,5	13,8	12	12,4	15,5	19,2	14,7	12,9	12,2	13,1
2008	11,7	11,1	16,8	11,5	14,2	14	17,2	20,9	13,1	12,3	12,2	13,3
2009	12	10,9	13,1	15,9	14,9	14,5	17,1	22,4	13,6	13	11,2	12,5
2010	11,2	10,1	12,1	15,8	12,7	13,5	15,9	21,5	14,1	11,4	11,2	12,1

Figure 2: Number of domestic tourist trips. Short stays in holiday homes and tourist trips. Source: (Instituto de Estudios Turísticos).



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total number of domestic tourist trips	157.537.520	154.192.912	161.167.510	162.198.058	167.468.894	165.646.233	158.057.293	168.843.820	171.689.994	162.213.918
Number of foreign tourists entrances*	48.565.344	50.330.623	50.853.815	52.429.832	55.913.778	58.004.462	58.665.504	57.192.014	52.177.640	52.677.187

Figure 3: Total number of tourists 2001 - 2010. Not including trippers (only tourists that at least made one night stay). Source: (Instituto de Estudios Turísticos).

Table 4: How cultural tourism fulfils the objectives of the Spanish tourism sector.

Objectives of the Spanish tourism sector	How cultural tourism accomplishes the objectives of the Spanish tourism sector
Diversification	<ul style="list-style-type: none"> Increases the supply of tourist destinations and the number of tourist products. Satisfies the needs of a new market segment: 'cultural heritage tourists'. Fulfils the consumers' requirements of low cost and short-term holidays.
Reduce seasonality	<ul style="list-style-type: none"> Reduces tourism flows that are concentrated in the summer months. The development of cultural tourism products expands tourism seasons. Gives the opportunity to tourists of enjoying non massive holidays in the desired destinations. Increases the quality of destinations as infrastructures can be repaired or improved. Decreases high prices during the peak season. Reduces the negative impact on consumer perception of value. Reduces unstable employment.
Consider local communities	<ul style="list-style-type: none"> Cultural tourists respect the destination (environment, local traditions, etc.). Locals constitute the identity of a region. The management of cultural tourism is the best way of integrating locals and tourists. The tourist revaluation of built heritage can help to unite local communities and reinforces its identity signs. Creates direct and qualified employment that does not depend in seasonality. Reduces the emigration of rural areas. Contributes in the transmission of historic traditions and their preservation. Plays a role creating the authentic tourist experience.
Reduce real state pressure	<ul style="list-style-type: none"> Cultural tourism management avoids the deterioration of fragile areas as these resources are unrecoverable. Cultural tourists and locals contribute in making aware all stakeholders of the importance of guaranteeing sustainability. Contributes in the preservation and recuperation of cultural heritage. Improves the quality of life in destinations apart from the quality of accommodation, services, etc.

Offer high quality tourism	<ul style="list-style-type: none"> ● Offers high quality tourism services and products in order to make use of all business opportunities. ● Cultural tourism quality is measured depending on the tourist demand and preferences. ● Cultural heritage tourists encourage innovation and creativity. ● Cultural heritage tourists demand high quality hotels, effective reservations systems and helpful and accessible payment methods which suits perfectly to the socioeconomic profile of desired tourists. ● Promotes the recuperation of the historic legacy and the value creation of heritage resources.
Optimize socioeconomic benefits	<ul style="list-style-type: none"> ● Increases the demand of foods and goods. ● Augments local communities' income and consequently, economy revitalizes. ● Raises public awareness and subsequently, avoids looting.
Improve environmental management	<ul style="list-style-type: none"> ● Tends to recuperate the self-esteem of local identities which constitute on of the previous conditions to guarantee the success of local initiatives. ● Supports al the economic activities related to the tourism sector (libraries, shop openings, cafeterias, etc.).
Build a value creation strategy	<ul style="list-style-type: none"> ● Raises continuous and diversified training for employees. ● Creates new models of tourism management that guarantee sustainability. ● Introduces innovation in the tourism sector. ● Designs a value creation strategy that should be based on a differential, effective and profitable marketing plan.
Reinforce public administration	<ul style="list-style-type: none"> ● Intensifies the investigation applied to the actions that mean that heritage revaluation is more integrated to local development policies. ● Generates understandable and reliable knowledge that assists all stakeholders during the decision making process. ● It must reach the highest level of good relationships (public/private) as a sources of competitiveness improvement and tourism management must be decided by consensus.
Offer stable employment	<ul style="list-style-type: none"> ● Creates a permanent cultural infrastructure that at the same time implies the promotion of popular celebrations, fairs, etc. ● Offers stable employment that guarantees the maximum qualification of the employees and a compromise of permanent improvement in the tourism sector.

Source: (Arabella González Huezo, 2008; Castro León, 2005; Chronist et al., 2008; De la Calle et al., 1998; De Miguel et al., 2000; Gable et al., 1996; Goulding, 1999; Goulding, 2001; Grande, 2001; Martínez, 2004; Prentice et al., 1998; Pérez-Juez, 2006; Ruiz, 1997; Sanz, 2006; Troitiño, 2007).

Cultural tourism as a global trend

Cultural tourism has risen in a very noticeable way as a consequence of the division of holidays, the new ways of enjoying leisure, flexibility on labor holidays and the progressive consumption accordingly to the augment on the standard of living (Camarero et al., 2004; Castro León, 2005; Laguna, 2005; Richards, 1996b). Besides, the consumer society is increasingly demanding products that suit all their needs and expectations (Castro León, 2005, p.143). On this account, the new context that has permitted the reduction of stay in destinations and the tourism movement to a higher number of destinations has increased the tourism demand and, consequently the tourism supply as well as the diversification of product-destinations.

In these set of circumstances cultural heritage suits perfectly as it is composed by a great variety of tangible non renewable and intangible assets. As Figure 4 signalizes there are a wide range of cultural goods and because of that diversity each cultural good needs a different tourism and preservation management strategy. The classification of cultural heritage goods and the preference of tourists of consuming certain cultural assets have concluded in the conceptual division of cultural tourism. Therefore, many cultural products have emerged related to religion, literature, etc.; meaning the specialization of cultural tourism. Table 5 defines the different kind of cultural tourism typologies. Cultural tourism planned according to sustainable principles means a great opportunity for the Spanish tourism sector because of the reasons mentioned in Table 4.

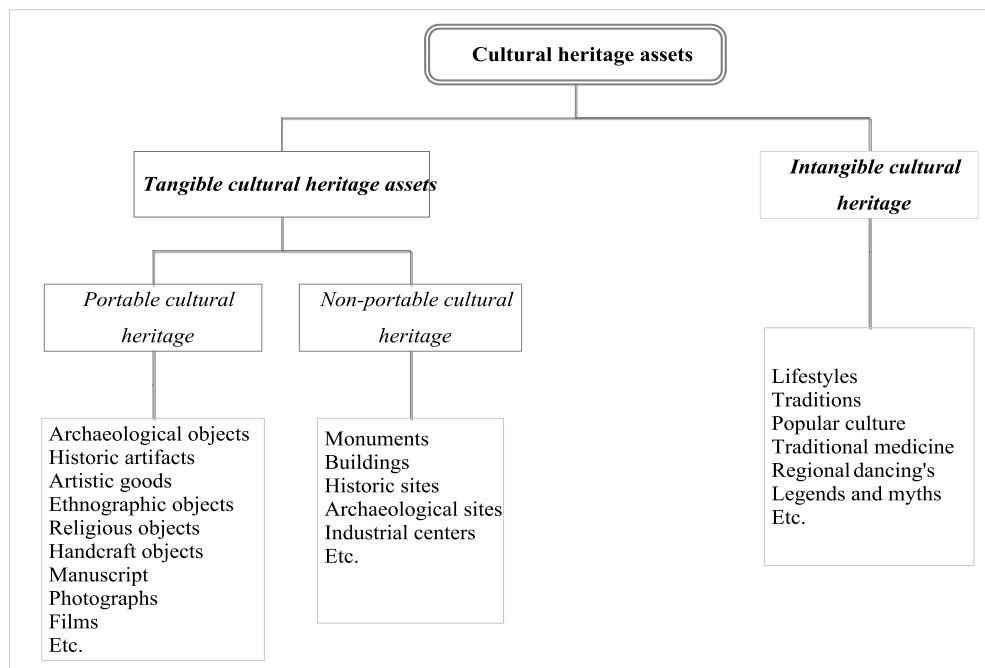


Figure 4: Typology of cultural heritage assets. Source: (Prats, 2007; Velasco González, 2009).

Cultural tourism as the key factor for the diversification

Spain is a captivating country with a rich cultural legacy, housing numerous fascinating places such as the ancient town of Toledo, the Alhambra's Moorish palaces, the magnificent Prado museum and numerous other symbols of cultural heritage. Most importantly, Spain is more than a sun and sea travel destination it's a land of great traditions, with a large variety of cultural attractions to offer. Spain has countless historic, cultural and natural assets that convert the country in an attractive destination from a tourist point of view and with many opportunities of growth.

Since 2008 domestic tourism is characterized by its less seasonality (Instituto de Estudios Turísticos, 2008b; 2009a) which assists in the restructuring of Spanish tourism demand. The main reason of domestic trips during 2008 and 2009 was leisure (Instituto de Estudios Turísticos, 2008b; 2009a). Specifically, it can be pointed out that the reasons "leisure, entertainment and holidays" in interior trips has been reduced since 2005 displaced by the 'family and friends', 'work/ business' and in a minor measure by 'study' reasons. Cultural tourism is still an activity not very usual and of decreasing tendency. On the other hand, cultural activities are nowadays more successful for domestic tourists than cultural spectacles (Instituto de Estudios Turísticos, 2008a; 2009b; 2010). This situation is relevant because there is a growing quote of cultural visits during domestic trips. As opposed to domestic tourist practices, foreign tourists prefer to practice cultural activities before other kind of activities (Instituto de Estudios Turísticos, 2008a; 2009b; 2010). As Table 6 points out, foreign cultural tourists normally stay longer than the average of foreign tourists, and normally the percentage of foreign tourists evaluating from 8 to 10 points their stay that practised cultural activities is higher than the percentage of total number of foreign tourists than evaluated their stay from 8 to 10 points.

Table 5: Cultural tourism typologies.

Cultural tourism typologies
Urban tourism: is located in cities with a broad supply of non portable cultural products; such as churches, museums, cathedrals, buildings of a notable architecture, port areas, etc.
Archaeological tourism: is situated in areas where there are remains of an ancient culture or where archaeological events take place. Some examples of archaeological tourism products are: archaeological sites and archaeological museums, fairs and festivals.
Shopping tourism: is related to the sale of exclusive products at a good price or that can only be bought in certain places. Normally tourists do not visit a destination only because of shopping, but they make tourist visits to certain establishments or places because of the commercial impact they have at a national or international level. Examples of shopping tourism places are: Las Rozas Village (Madrid), Harrods (London), The fifth Avenue (New York), Lafayette (Paris).
Ethnographic/ethnic tourism: is linked to the traditions, customs, and lifestyle of the visited destination. Ethnic tourism's main objective is to be the meeting point with other cultures. Some examples of ethnographic products are: local celebrations, regional music, Spanish processions, bullfighting.
Literature tourism: is linked to events, thematic routes or places of bibliographic character. Some examples of this kind of products are: Isla Negra (Pablo Neruda's home, Valparaiso, Chile) and Quijote's route (Castilla la Mancha, Spain).
Education tourism: main objective is that holidaymakers experiment a learning process during their stay. It can be courses of: language, university, diving, sailing, etc. Some examples are in Malta (Sliema, for English language courses), Madrid (Universidad Complutense de Madrid).
Scientific tourism: is related to places that are connected to science or to important scientific figures. As a rule, these tourists visit museums, scientific institutions and research centres. Some examples are: Futuscope (Pointier, France), La Ciudad de las Artes y de las Ciencias (Valencia, Spain).
Gastronomic/culinary tourism: is linked to food and culinary specialities. Usually, these tourists travel in periods when fairs, gastronomic conferences, contests and festivals take place. Some examples of gastronomic tourism are: Madridfusion (Madrid, Spain) and Pan of Mayorga Museum (Valladolid, Spain).
Wine tourism: main goal is wine tasting and visiting wineries (Medina et al., 2008). Nowadays there are thematic hotels, events and tourist routes. An example where wine tourism takes place is La Rioja (Spain) or Santorini (Greece).
Industrial tourism: is mainly motivated for visiting industries and industrial installations (that are not working anymore or that are active). Moreover, some tourist routes have emerged. Some examples of industrial tourism products are: Horchata Chufi Industry (Xirivella, Valencia, Spain) and Cercs' Thermal Power Station (Cataluña, Spain).
Itinerant tourism: consists of trips where an itinerary of several isolated tourist products is followed. Tourist routes are one of the most common ways to practice itinerant tourism. Generally the means of transport are: car, train or cruise. Some examples: Plata's Route (Spain), Greek Islands and Califato's route (Spain).
Religious tourism: is motivated by religious reasons. It can be practised in destinations (certain places), thematic routes and during religious events. Some examples: Vatican (Rome, Italy), Mecca (Saudi Arabia), Camino de Santiago (Spain).
Astronomic tourism: promotes the knowledge of natural, astronomic and physical sciences through the contemplation of the sky. Astronomic tourism destinations have prepared accommodations and infrastructures for the stars observation. In other words, the destination has observatories and hotel and rural accommodations have telescopes or even observatories. Some examples of this kind of destinations are: Valle del Elqui and San Pedro Atacama (Chile) and La Palma (Canary Islands, Spain).
Event tourism: is a part of the appeal of a destination and one sort of these tourist attractions can be festivals. One example of event tourism is FIB (Spain).
Dark tourism: is a new tendency of the tourism market where the tourist products offered are related to death. They are usually linked to places where some historical events related to holocaust, suffering, disasters, tortures, pain and massacres have taken place. It can be located in concentration camps, or prisons, places where tortures were practised, among others. Some examples are: Auschwitz- Birkeneau (Poland), Toul Sleng (Cambodia) and Ground Zero (New York).

Source: (Bachiller, 1994; Capel, 1996; Cortés, 2002; De Esteban, 2007; Feo, 2005; Jansen-Verbeke, 1991; Kotarba, 2002; López-Bonilla et al., 2010; Manzato, 2006; Medina et al., 2008; Morère et al., 2006; Porcal, 2006; Rubio et al., 2008; Strange et al., 2003).

Conclusions remarks

The Spanish tourism attractiveness due to the Mediterranean coasts climatology and natural beauty, generated a non-sustainable model based on sun and sea tourism that favored some sort of

accommodations and recreational activities aimed at the masses (Instituto de Estudios Turísticos, 2007b; OECD, 2004). Specifically, as Table 1 illustrates, it is important to note that the five most visited regions among foreign tourists during the last ten years are in the seaside which could be due to Spain's international image. Thence it is necessary to bear in mind that there are international booming sun and sea destinations that have lower prices or are more exotic. As a matter of fact, there is a need to withstand this panorama, diversifying the tourist offer and redistributing pressure from the mature coastline destinations. Taking into consideration that sun and sea is the most attractive determining factor for Spanish tourism, it is indispensable to increase the market share through cultural or nature tourism initiatives.

The present study suggests that the dimension of cultural tourism is an important contributor factor for national development (Camarero et al., 2004; Castro León, 2005; De la Calle et al., 1998; Grande, 2001; Pérez-Juez, 2006) as it provides a reliable tool to articulate the national economy in a sustainable basis. Cultural tourism fuels the progression towards the generation of income and employment opportunities, apart from contributing to the deseasonalisation and the diversification of the tourism supply. Considering tourism's multiplier effects, Spain should more than ever focus on its cultural tourism industry. This kind of tourism improves the vision of consumer tourism and gives an end to the present attitude of trivializing tourist trips (Ruiz, 1997).

However, cultural tourism is running the risk of suffering certain problems such as: the invasion of massive tourism that deteriorates cultural and natural assets, the consumption of heritage without control measures that can mean the extinction of these non-renewable resources, among others. As observed, the possibilities of tourism growth are not infinite. For that reason it is essential to implement carrying capacity limits which will imply having vigilance systems that monitor tourist flows so that it can be analyzed the tourism impact. This situation will permit qualifying the visit and improving economic results (Troitiño, 2007).

As means of developing cultural tourist attractions is necessary to, first of all, recognize the characteristics of target tourists (see Table 6) and, secondly, obtain information about the cultural tourists' motivations. In fact, understanding the behavior of these tourists and the environmental effects that the cultural product can suffer is the required starting point for the management planning which aim is improving quality of the tourists' experience (De Esteban, 2007; De Esteban et al., 2009).

Table 6: Comparative description between foreign cultural tourists and foreign tourists

	2005	2006	2007	2008	2009	2010
Average of the length of stay of foreign tourists that practice cultural activities	10,4 days	10,3 days	9,9 days	10,4 days	-	-
Average of the length of stay of the total of foreign tourists	10 days	9,5 days	9,2 days	9,5 days	9,7 days	9,5days
Average of ages of the foreign tourists that practice cultural activities	25 to 44 (43,6%)	25 to 44 (43,5%)	25 to 44 (45,2%)	25 to 44 (most of them)	25 a 44 (nearly the 50%)	25 to 64 (78%)
Average of ages of the total of foreign tourists	25 to 44 (36,4%)	25 to 44 (41,6%)	25 to 44 (43%)	The 75,4% where from 25 to 64, from these the 42,1% where from 25 to 44 years old.	The 73% where from 25 to 64, from these the 39,4% where from 25 to 44 years old.	The 75,7% where from 25 to 64, from these the 42,4% where from 25 to 44 years old.

Average of level of studies of the foreign tourists that practice cultural activities	University studies (48%)	University studies (49%)	University studies (52,5%)	University studies (more than 56% of the cases)	-	.
Average of level of studies of the total of foreign tourists	89,1% had at least Secondary studies and a 44% of the mentioned had University studies.	91,4% had at least Secondary studies and a 45,6% of the mentioned had University studies.	University studies (48,1%)	Half of the tourists that visited us said that they had University studies	More than half of the tourists (52%) that visited us said that they had University studies, and the 41,2 % said that they had finished secondary studies.	The 57,1% of the tourists that visited us said that they had University studies.
Average of loyalty of foreign tourists that practice cultural activities	75, 7% had already visited Spain.	79, 6% had already visited Spain and 30, 5% more than 10 times.	80,1% had already visited Spain and 27,3% more than 10 times.	There was a bigger percentage of the tourists that were visiting Spain for first time than the total of tourists.	-	-
Average of loyalty of total of foreign tourists	82,7 %were repeating visit to Spain. The ones that are doing it by third time represent an 87,8% of the ones that repeat, and the tourists that do it for tenth time represent a 46,4% of the same group.	The 84,6% were repeating visit to Spain. 38,7 % had visited at least ten times Spain.	85,1% were repeating visit to Spain. 71, 9% had at least visited Spain three times.	Eight of each ten tourists had visited Spain before and half of these had at least visited the country ten times	More than the 85% had visited Spain before and half of these had at least visited the country ten times	More than the 84% had visited Spain before and the 41,7% had visited Spain at least visited the country ten times
Average evaluation of the stay of foreign tourists that practiced cultural activities	80,9 % evaluated their trip with more than 8 out of ten.	81,5% evaluated their trip with a punctuation between 8 and 10.	83% evaluated their trip with a punctuation between 8 and 10	More than 84% evaluated their trip with a punctuation between 8 and 10	-	-
Average evaluation of the stay of total foreign tourists	From the 53,8 millions of tourists that visited Spain in 2005, more than 42 millions	79,4% of the tourists evaluated with a punctuation between 8 and 10.	More than the 80% of the tourists evaluated with a punctuation between 8 and 10.	More than the 80% of the tourists evaluated with a punctuation between 8 and 10.	More than the 82% of the tourists evaluated with a punctuation between 8 and 10.	More than the 82% of the tourists evaluated with a punctuation between 8 and 10.
Markets with the highest percentage of tourists that practised cultural activities	USA (84,2%) UK (7,7 millions of tourists).	Canada (87,3%) USA (82%) UK (25,9%)	Japan USA UK	Italy and Netherlands (in more than the 60%) USA and Japan (more than the 85% declared that they practised cultural activities)	Latino America, Canada USA Japan	Italy (68%) UK
Other characteristics of the foreign tourists that practised cultural activities	- They stayed mainly at hotels (63%) - 71,2% travelled without contracting a holiday package - Catalonia was the most visited by foreign tourists that practised cultural activities	- They stayed mainly at hotels (62,3%) - 73,4% travelled without contracting a holiday package - Catalonia was the most visited by foreign tourists that practised cultural activities (27%)	- They stayed mainly at hotels (65,6%) - More than the 74% travelled without contracting a holiday package - Catalonia was the most visited by foreign tourists that practised cultural activities (27,3%)	- Catalonia (28%) was the most visited by foreign tourists that practised cultural activities and after it Andalusia (16%)	- 87% travelled without contracting a holiday package - North of Spain preferred by foreign tourists that practise cultural activities - Specially in Madrid (70% declared that they decide mainly the city because of cultural activities)	- 87% travelled without contracting a holiday package - In Madrid 70,1% of the tourists declared that they realised some cultural activity.

Source: (Instituto de Estudios Turísticos). *The character "-" indicates that there is no data.

For reasons given, it is crucial to develop methods of control that evaluate the environmental effects of tourists' activities for the purpose of studying the different sceneries that the commercial lifecycle of the cultural product can have. In this sense, there is not a universal sustainable tourism model that can be applied to all cultural tourist product-destinations as each one depends on its particular features (territorial relationships, society, government, etc.). Specifically, the responsible use of heritage requires the integration of a cultural tourist management project to urban, territorial, tourist and cultural policies. But, in order to guarantee the success in the design of each product-destination management plan it is indispensable that it is based on sustainable principles (Briassoulis, 2002; Eber, 1992).

Although cultural tourism is a growing niche market in all Europe (Castro León, 2005; Gigirey, 2003; Richards, 1996a; Richards, 1996b), in Spain still has an insignificant market quote (Jimeno Viñes, 2005). This situation could be due to the lack of an adequate transformation of our cultural products for the tourist consumption. In other words, the value creation of cultural heritage as tourist resource requires that the product is purposefully created to satisfy contemporary consumption. Furthermore, Spanish international image based on 'sun, sand and sea low cost holidays' is affecting negatively the perception of cultural tourists as they tend to run from mass tourism (Jimeno Viñes, 2005). Moreover, as referred in Table 6, foreign cultural tourists stay longer than the average of foreign tourists and the percentage of foreign tourists evaluating from 8 to 10 points their stay that practiced cultural activities is higher which emphasizes how relevant is for the tourism sector to adapt to tourists' demands. Additionally, among domestic tourists cultural tourism is of decreasing tendency which reinforces the need of a proper tourism strategy.

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Position of Tourism in Spatial Plans of National Parks in Serbia

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Abstract

Tourism system, as part of a complex physical system has a certain territorial capital. Tourist territorial capital should be carefully planned for the current and future tourist offer. Contents this article will be dealing with are the analyses of spatial plans of national parks in Serbia, with a view of tourism. National parks in Serbia are: Fruska Gora National park, Kopaonik National Park, Tara National Park, Đerdap National Park and Šara Mountain National Park.

Spatial plans of national parks, will be analyzed from the aspect of the theory of the location of tourist resources, and will include: description research, causal research, research of potential tourist sites, normative research (Hall, 2002: 87).

The aim is to determine:

(1) what the position of tourism in these plans is and

(2) Suggestions for future planning.

In addition to the analytical method, the following will be applied: the benchmark methods and synthetic methods, which will perform assessments, provide suggestions and conclusions.

Keywords: spatial planning, tourism, national park

Introduction

International Union for Conservation of Nature and Natural resources - IUCN, defined the protected areas as follows: "An area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, managed through legal or effective means" (Eagles, et al.,2002: 10).

Spatial plans of national parks are instruments for protection, development and use of space and are of great value for each country, the people, and especially the local population. The Act on National Parks of Canada (2011, references) states that national parks are dedicated to: "... the people, to their benefit, education and enjoyment...".

The Law on National Parks, in Serbia (1993 ... / 2005), states: "The area of special natural values and features of ecological, scientific, cultural, educational, health and recreational importance, as well of general interest, is placed under the protection of the state as a national park" (Article 1).

Act on national parks, in all countries, is passed by the highest authorities.

All national parks also serve as tourist destinations; hence it is important what the position of tourism in these documents is. This topic is the subject of this work. More specifically, we analyze the position of tourism in the spatial plans of national parks in Serbia.

Aims

The aim this article is to determine: (1) the position of tourism in spatial plans of national parks in Serbia and (2) Suggestions for future planning of these landscapes.

Methods

In preparation of this paper, we used the following research methods:

- Analytical method, we have applied in studying the position of tourism in national parks and in spatial plans from the aspect of theory of location of tourist resources. We analyzed how the position of tourism is defined in these documents, and in its objectives, the evaluation of tourist resources, tourism development perspective and the proposed implementation plan. We also analyzed the position of tourism in these documents, in relation to other activities, schedule, seeking causal links and relations.
- Benchmark method has been used to explore the worldwide practices in spatial planning in national parks. We present examples of tourism planning in: Canada, New Zealand, United Kingdom.
- Synthetic method, we tried to formulate our own observations, which we obtained through the analysis conducted, and to make certain proposals for improving the position of tourism in spatial plans (section: discussion and conclusions).

Descriptive research of the position of tourism in spatial plans of the national parks

According to Law on National Parks ("Official Gazette of the Republic of Serbia", No. 39/93), in Serbia there are:

- 1) Fruška Gora National Park
- 2) Tara National Park
- 3) Djerdap National Park
- 4) Kopaonik National Park
- 5) Planina Šara National Park (Article 22, Table 1).

All national parks are areas of extremely complex natural resources: geomorphologic, hydrological, biocenological and climate, hence the preservation and protection of all these values are of outstanding responsibility for the state, because they are of national values. This responsibility is shown in the documents, which the state passes and which regard the national parks, legislation, regulations and zoning plans.

Spatial plans of national parks, although they are not normative acts, have a strong, binding ethical dimension.

Structure of the Law on National Parks in Serbia (1993.../2005) has the following units:

- Protection and development of the national park,
- Managing a national park,
- National Parks in the Republic of Serbia
- Supervision,
- Penalties
- Description of the national parks.

We will study how the position of tourism is determined in all elements of spatial planning of national parks: the goals set, the attitude towards tourism resource basis, to what extent and how the tourism perspective was elaborated. We will quote some parts of the spatial plans for authenticity.

Spatial plan for special purpose of Fruška gora until the year 2022 (Table 1), covers the area of 139,430.01 ha, in the municipalities: Backa Palanka, Beočin, Indjija, Irig, Petrovaradin, Ruma, Sremski Karlovci, Sremska Mitrovica and Šid.

According to this document, the area of National Park Fruška Gora up as follows: 25,520 ha and Protection Zone of Nacional Park Fruška worse, amounts to 66,090, 82 ha.

The Spatial Plan for the Fruška gora National Park Special –Purpose Area until 2022(Table 1) covers the area of 139,430.01 ha, in the municipalities: Bačka Palanka, Beočin, Indjija, Irig, Petrovaradin, Ruma, Sremski Karlovci, Sremska Mitrovica and Šid.

Table 1 Overview: time, place and publication of the spatial plans of national parks in Serbia

Spatial plan		
name	published	prepared
The Spatial Plan for the Fruška gora National Park Special –Purpose Area until 2022	„ Official Gazette of APV”, No. 16/04	The Urban Institute of Vojvodina
The Spatial Plan for the Tara National Park Special –Purpose Area	" Official Gazette of the Republic of Serbia”,No. 100/10	The Republic Spatial Planning Agency
The Spatial Plan for the Kopaonik National Park Special –Purpose Area	“Official Gazette of the Republic of Serbia”, No. 95/2009	The Republic Spatial Planning Agency

Chart - The Spatial Plan for the Djerdap National Park	In making the Chart
Šara Mountain National Park	Šara Mountain is located in Kosovo and Metohija, currently under the administration of UNMIK.	

Source: The Republic Spatial Planning Agency (www.rapp.gov.rs)

Tourism is one of the sectors in this document and its guidelines state: "valorisation and the activation of all the tourist potential of the tourist region Fruška Gora are of national importance". In the chapter 4 "Economy" (page 33), chapter: 'Tourism', there is a point 4.4.1, which generally states, that: "...natural and cultural values in the area of Fruška Gora are the basis of development for the "permitted forms of tourism", further noting that: "... Tourism value of most natural resources is not the highest or at the national level or higher".

Furthermore, it was assessed that the state of development and equipment of the region, ... the more meaningful, and thus a longer stay of tourists is such that it constrains the further development of tourism... ". For the cultural values of mount Fruška Gora it is stated that " ... they have achieved greater attraction and visiting...". For the overall development of tourism in mountain Fruška Gora, it is stated that: " ... in fact, in Fruška Gora there are only tourism-related activities. There is no true, modern tourism, hence also no adequate effects of its development."

Even though these assessments of tourism at the Fruška Gora Mountain were made, despite the importance of this document for spatial development of this extremely attractive tourist mountain, it was not attempted to change the position of tourism. Thus, tourism is not mentioned in general or in specific aims of this document, but in the goals of particular sectors. For the most convenient forms of tourism, the following have been selected: cultural tourism, recreational tourism, health and rural tourism.

More precisely were defined: the tourist zones, routes and locations: Zone I-Danube Region, Zone II - Iriški wreath, Zone III - Crveni Čot, Zone IV - Western part of Fruška Gora , Zone V - Fruška Gora vineyards. I quote the text of the priority activities for implementing the spatial plan: "In the area of the planned development on the basis of which the realisation of planned activities will be made, particularly:

- Establishment of centers for the summer holiday on the Danube, on the wider Čortanovci and Koruška area,
- Establishment of centers for summer vacation on the lakes Međeš and Šelovrenac, as well as the Sot accumulation,
- Construction of ski-runs near the NORCEV locality,
- Reconstruction and equipping of the Letenka and Testera vistas,
- Reconstruction and equipping of the mountain facilities,
- Construction of secondary information center (Paragovo)", (page 157).

From 9 maps, a synthesized map was made: "5. The spatial organization of Tourism - 1: 100 000".

The Spatial Plan for the Tara National Park Special – Purpose Area (Table 1), with an area of 634.46 km², covers the mountainous parts of Tara, in the territory of the municipalities of Bajina Bašta, Užice and

Čajetina. Within these National parks, there are two spatial units: High Tara, with 11,562 ha and Flat Tara with 7613 ha.

In the protection zone of the Tara National Park, there are: The area of outstanding features Zaovine, Šargan - Mokra Gora Park of Nature, and Zlatibor Park of Nature belongs to this spatial plan and.

This document contains a SWOT analysis of the state (page: 8), which, among other things, states that the main potential of this area is preserved nature, the existing tourist destination zones, which can be integrated to develop the existing tourist centers and facilities (page: 8).

The chapter on goals of the spatial plan states that the aims of the development of this area are also "... education through various programs and arrangements, primarily in the development of tourism and complementary activities" (page: 12). The document defines the goals of development of sustainable tourism, according to EU standards, through the following types of tourism: mountain, weekend excursions, transit, sports - recreational, event, rural, cultural, hunting, and increasing standard of living of local people (page 14). This planning document states that the basic concept of use, organization and preservation of nature is the appreciation of the pursuit of integral development.

The document specified the criteria for evaluation and protection regime, enumerated the types of selective tourism (14 kinds, page: 94), establishing the rules for the construction of facilities on the construction land and the rules for the construction of housing units and ethno-tourist orientation (page: 164), as well as the rules of land regulation.

The Spatial Plan for the Kopaonik National Park Special –Purpose Area (Table 1), covers an area of 12,106.03 ha of National Park and the protective zone with an area of 20,538.27 ha. The plan area is located in the municipalities of Raška, Brus and Leposavić. The document states that: "... Regional and supra-regional level of development of the Kopaonik National Kopaonik, has been achieved only in terms of mountain tourism, especially winter (alpine skiing) (page: 16). Detailed tourist complexes are shown (page: 40).

The general objectives state, that these objectives are: "...preservation, promotion and protection of environmental, aesthetic, recreational and tourist potential areas of special republic interest (page : 61).

Detailed objectives in tourism are given in the section on complementary areas (page 62), which states:

- "The Spatial Plan will be based on natural conditions, resources and values for winter and summer offer, as well as the potential offer of the Jošanička spa and the mountain villages in the Protected zone of the Kopaonik National Park... Organization of the unique tourist offer of the Kopaonik National park and the protected zone, with a unique tourist product in the sign of the Kopaonik National Park Kopaonik" (page: 65). Concretely and in detail are processed: Protected zone of the Kopaonik National Park, whose development will be based on the programs of secondary tourist centers, tourist resorts, villages with tourist function and tourist points (page :117). Carrying capacity has been established and the implementation of this document prepared according to stages (page: 190).

It should be noted that the Draft of the spatial plan for the national parks of Djerdap and Šar Mountains (Table 1) is pending.

Benchmark Research

As regards the experience in spatial planning in national parks out of our country, we will present the examples from Canada, New Zealand and Great Britain.

In the Canada National Parks Act Codification (last modified on 27 July 2011), it is written that the national parks of Canada are: "dedicated to people, to their benefit, education and enjoyment" under the terms of this law. In this Act, it says that National Parks must be maintained, and that the Minister of Justice is responsible for administration, management and control of parks. The Minister shall, within five years after the establishment of the park, have the park management plan prepared, and it should contain: a vision of the park, a set of environmental targets and indicators and regulations for the protection of resources, their restoration, zoning, number of visitors. It was found that the Governor may make by-laws of conservation, control and management of the parks; the protection of flora, soil, water, fossils, air quality, and cultural, historical and archaeological sources, the existing resorts for schools, churches, hospitals, tourism and places for accommodation, recreation or education of visitors. This act contains penalty provisions.

In the Act on national parks in New Zealand from the year 1980, it was written that the system of parks, aims to permanently preserve their intrinsic value for the benefit and use and enjoyment of those parts of the country, which "contain scenery of such distinctive quality, ecological systems, or natural features so beautiful, unique, or scientifically important that their preservation is in the national interest. " Within the National Parks Act, the law requires that the balance is made between two requirements: "of preservation in perpetuity" and "public access and enjoyment". It is a basic principle to be applied in national parks. "... These include: preservation in their natural state; preservation of native plants and animals and removal of introduced ones, as far as possible; preservation of archaeological and historical sites and objects; maintenance of soil, water and forest conservation values; freedom of access to the public, as far as possible. Part I also deals with new parks, additions to parks, excluding land from parks, and establishing wilderness areas."

Cumbria Lake District National Park, located in the United Kingdom. From the year 1999 onward, this National Park is on the list of UNESCO World Heritage. "... The Lake District National Park is one of a family of 15 National Parks. The others are: Brecon Beacons, the Cairngorms, Dartmoor, Exmoor, Loch Lomond and Trossachs, Northumberland, North York Moors, Peak District, Pembrokeshire Coast, Snowdonia, South Downs, the Yorkshire Dales, the Broads and the New Forest `` (April, 2006).

Spatial Plan area encompasses the entire Lake District, Cumbria, and, as the title says, this is a common plan: Cumbria and Lake District Joint Structure Plan 2001-2016 (adopted Plan, April 2006). Spatial Plan Cumbria Lake District National Park is part of this common plan, and was modified in 1995. The aim of the spatial plan of the Lake District National Park is to:

" .. Preserve and improve conditions for the natural beauty, wildlife and cultural heritage, and to promote opportunities for understanding and enjoyment of the characteristics of the National Park by the public" (April, 2006).

A separate chapter is devoted to guidelines of Cumbria Lake District National Park and guidelines for local authorities. In order to achieve the objectives of the spatial plan, local authorities in the National Park Cumbria Lake District, must:

- Seek to encourage economic and social well-being of local communities within the national park.

This must be achieved without the involvement of government funds from the National Park.

A separate chapter was dedicated to tourism. In this section says, among other things:

„ The Lake District National Park Local Development Documents will identify settlements, where appropriate, as key and local service centers. Both key and local service centers will accommodate development “. For tourism, it states the following: “3.22. Tourism makes an important contribution to the country’s economy. It generates annually £1 billion, equivalent to 18% of Cumbria’s Gross Domestic Product, and supports in total roughly 34,000 jobs directly and a further 8,000 indirectly through the supply chain. Changing trends in tourism, particularly the growth of short stays, has led to the lengthening of the tourist season (April, 2006, page: 33).

Tourism development needs to take account of changing leisure trends and visitor expectations, for example in terms of better quality accommodation and facilities, and a more attractive public realm (April,2006, page: 34).

Discussion

Spatial plans of national parks in our country have a national ranking, because they were:

- passed by the highest national administrative level,
- intended for protected areas of national importance.

Spatial plans of national parks, according to the model of planning (Djordjević, Dabović, and 2009:11), belong to the type of rational planning model. This planning model has been described by Meyerson and Banfield (1955, cited in: Djordjevic, Dabović, 2009:11), and contains the following elements: “situation analysis, formulation of goals, definition of possible courses of action to achieve these goals, comparison and evaluation of the effect of such action”. We have not noted that the analyzed spatial plans for national parks contain the element: ‘comparison and evaluation of the consequences of these actions’ ”.

We analyzed the position of tourism in the spatial plans of national parks, according to the indicators, which are a combination of all these elements of rational planning model and elements of the theory of the location of tourist resources (Hall, Page, 2002: 87), (Table 2).

All spatial plans for national parks have been prepared according to the sectoral model, by the independent planning of the sectors. We have not observed that the inter-sectoral links or coordination was provided, while all sectors operate in practice, in the same area.

Although the physical plans of national parks have been prepared under the same legislation and have a similar structure, there are some differences.

From the available planning documents, it is clear that tourism is not a priority area in the Fruška Gora National Park, and that priority position is obtained in National Park Tara and Kopaonik National Park. Thus, tourism has a position in the spatial plans of national parks, as well as in practice. Tourist resource

base in the Spatial Plan for the Fruška gora National Park Special –Purpose Area until 2022 is presented in very general (perhaps too much so) terms.

Table 2: showing the analysis of spatial plans for national parks,

From the position of tourism, by selected indicators *

Indicators analysis of spatial plans, the position of tourism	From the content of spatial plans for national parks		
	Fruška gora	Tara	Kopaonik
Situation Analysis	“...actually in Fruska Gora there are only tourism-related activities. There is no true, modern tourism and there are no adequate effects of its development” (page 33)	SWOT analysis of the area made -Basic resources: the existing tourist centers and facilities and destinations in the region: Mokra Gora, Zlatibor, Perucac .. (9 pages)	- The dominant orientation of the winter ski season, summer without an adequate supply and to disregarding the value of NPK and presentation environment (55 page)
Formulation of goals	„Chose those forms of tourism or such a tourist product that is competitive in the tourism market ...”(p. 6).	implementation of sustainable tourism development according to the standard of the EU with the increase of competitiveness through several types of tourism (12 pages).	-Tourism and Recreation, will be a leading economic sector and sustainable development agent of other complementary activities (62 pages).
define possible directions-potential tourist sites	Established: Tourist zone, directions, sites	defined tourism zone, centres , provided 15 forms of thematic tourism (92 pages).	The planning concept of supply of tourism and recreation for the winter and summer offer (62 pages). - Protection zone NPK (zone of social and commercial tourism and complementary economies (the 115).
Location of tourism resources	-tourism resources are not shown in the chapter on tourism, Documents attached in Table 5 The spatial organization of tourism 1: 100 000	-Tourism, recreation and sport are planned in the third degree of protection areas (27 pages) -	Chapter: tourist complex physical structure (side 40th -Special (tourism) infrastructure (page 125)
comparison and evaluation of the predicted consequences of action	This indicator is not applied	This indicator is not applied	This indicator is not applied

Management	Public Enterprise Fruska Gora National Park	Public Enterprise Tara National Park	Public Enterprise Kopaonik National Park
Implementation	Responsible for implementing the plan: at the level of subjects, Vojvodina municipalities. Foreseen: the measures and instruments and the list of priority activities (page 147). .	Defined- Measures and instruments for the implementation of plans and priorities (page 200).	Participants: republic subject, agencies, public enterprises and the special organization, the Republic fund. Worked out measures and instruments (235).

* The Author made the indicators, as a combination of: the type of elements of rational plans and elements of the theory of the location of tourism resources

The assessment of the development of tourism in this document is devastating, to reiterate the sentence "... modern tourism, on this mountain there is not, nor the adequate effects of its development". According to this document, changes in tourism position on this Mountain are indiscernible, with exceptional natural values, exceptional cultural heritage, with an international tourist location.

In The Spatial Plan for the Tara National Park Special – Purpose Area and The Spatial Plan for the Kopaonik National Park Special – Purpose Area already prominent position in the title is the position of tourism. Tourist resource base are detailed and concrete visions of the future development of tourism are given. The Regional Plan for the Tara National Park, the criteria and valorisation of tourism are also given, as well as carrying capacity in land use indicates the need for compliance with standards in the European Union.

We believe that the position of tourism is extremely difficult to optimally set within the spatial plans of national parks, for a number of reasons, of which we highlight the following:

- National parks possess the highest values of natural resources and the protection and preservation of this wealth has priority, so the protection level of that wealth will depend on the position of tourism.
- Tourism is not an ordinary "sector", but a complex system of spatial plans, which can work if it relies on and has the support of all other sectors in the area of national parks and their protection zones, which should be provided in the spatial plans.
- Each of the sectors in the planning documents, and tourism, has their own methodology and planning methods, which are not easy to agree on regarding any area of national parks.
- Great aggravating factor in the spatial planning in national parks, are inconsistent legislation for individual sectors: environmental protection, water, economy, tourism, transport, construction, etc..
- Lack of reliance on practices, particularly the pragmatic case study in the field of tourism, for certain landscapes in national parks.

National parks are very important and very specific tourist destinations and each destination has its own life cycle – "destination life cycle" (Getz, 1992:764) and each tourist accommodation facility, has its own

life cycle – “life cycle”. We did not observe that the spatial plans of the national parks, in general recognize the dimension of life cycle, while it had to be almost essential. How to ensure sustainable tourism development, if there is an absence of this dimension in the continuity in spatial planning?

In planning the development of tourism in the world, it is insisted on a model of integrated planning of tourism. Donald Getz, among others, pointed to the complexity of the process and proposed a model of integrated planning of tourism:

“An integrated model must show how planning and management practice relates to tourism theory , in particular by illustrating the dependency of planning on theory and contribution that planning can make theory” (ref. Getz,1986:29).“...for an integrated tourism planning model it is necessary to combine elements of theory and planning management processes or methods. Obviously this cannot be done by merging the numerous models, so it must be accomplished in a conceptual model of tourism planning itself“(Getz, 1986:28).

From these experiences from the world of spatial planning, in the chapter Benchmark research, it is possible to implement many of the activities and actions. We believe that it is very important and useful concept of guidelines for local authorities in Cumbria Lake District National Park. Local authorities should seek to encourage economic and social well-being of local communities within the National Park, excluding the national park resources.

Experience on the definition and functioning of the national park management plans are valuable and applicable, providing security in the implementation of spatial plans and their purposefulness and practical implementation.

Conclusions

Spatial plans of national parks, although made in Serbia by the same legislation, leave the possibility to define different concepts of spatial Plans: regressive, developmental, utopian - unachievable.

In the analyzed spatial plans of national parks, the position of tourism is different. In the spatial plans of national parks: Tara and Kopaonik, tourism is a high priority. In the Regional Plan for the Fruška Gora National Park, it is estimated that there is no tourism in its true sense, and there are no plans for a complete vision of tourism, but some partial activities are indicated.

We observed that the concept of sectoral planning is dominant, without intersectoral links. The very complicating circumstance is that tourism is treated as only a sector, which it is essentially not, but a complex system that can integrate all sectors in the national parks. In tourism planning, it is insisted on integrated planning, usually very complex, along with the application of combined planning models.

In preparing spatial plans and national plans, it would be useful to apply the experience from the world and actualize the process of their preparation, modernise their content, apply the current models in planning. At the same time, it is also necessary to take care about the life cycle of national parks, as very attractive tourist destinations.

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Congress Tourism in Novi Sad (Vojvodina, Serbia) - Opportunities for Organization Multiple Sport Activity Holidays in Šajkaška as Part Of Sports-Recreational Tourism Development

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Abstract

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 slashes 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: Šajkaška, sport tourism, recreation, leisure vacations

Introduction

Today, tourism is the world's number one industry while sports is regarded as the number one industry in the leisure sector. A sport is an integral part of all culture, and while often viewed as a separate activity, it is inextricably linked to tourism. Sports can now be viewed as an attraction within the broader tourism industry. Sports tourism is emerging as a key component of tourism supply. Major tourism destinations are developing tourism product concepts revolving around pleasure sports. These concepts enable destinations to stand out amongst their competitors, attracting consumers who are keen on getting in touch with nature and interacting with the community to enjoy more healthy and interactive holidays. Trends in tourism over the last decade have shown that sports tourism is emerging as a very significant segment of the global tourist market (Stevenden, De Knop, 1999, Roche, 2000, Downward, 2005, Weed, 2004, Misener, Mason, 2006). It is our intention in this work to promote sports tourism and multiple sport activity holidays in Šajkaška, primarily sport in nature as something that offers the most optimal way to maintain health and fitness, while also enjoying the beautiful nature.

Šajkaška is a geographical region in Serbia. It is south-eastern part of Bačka, located in the Autonomous Province of Vojvodina. Territory of Šajkaška is divided among four municipalities: Titel, Žabalj, Novi Sad, and Srbobran. Administrative centre of Šajkaška is Titel (Fig 1). Šajkaška is characterized by suitable

tourist-geographical position, a plenty of natural values (continental climate, authentically flora and fauna, a plenty of attractive water areas) and various cultural-historical inheritance (www.opstinatitel.co.rs). It is known within outdoor recreation circles for magnificent landscapes. These characteristics enable a lot of opportunities for developing sports and recreational activities. Besides all of these mentioned opportunities, the sports-recreational tourism of this area hasn't still developed enough and the natural potentials haven't used enough.



Figure 1: Borders of Šajkaška (Source: www.opstinatitel.co.yu).

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 slashes for tourism purposes, and to determine the context of accompanying programs in sports camps that would be interesting to potential tourists. The object of this work is to present various types of sports-recreational tourism in this area and suggests ways to maximize potential by understanding all elements integral to sport tourism.

Methods and data

Contemporary research of sport tourism is often based on the possibilities to link the research methods of different sciences, leading to a multidisciplinary character, which is inevitable today. At a research level, more multi-disciplinary research is needed, particularly research which builds upon existing knowledge bases in both sport and tourism and at a policy level, there needs to be better coordination among agencies responsible for sport and those responsible for tourism. This study adopted a multi-

method approach. Initially, the field research provided data about spatial and biogeographically characteristics of the research area, which is a standard method in the contemporary spatial research of geographic character. The secondary research involved the use of different sources of modern literature related to sports and recreational tourism and the investigated area as well as the additional analysis conducted by statistical, descriptive and comparative method. The earlier surveys conducted by the author (Kovačević, 2009) identified the target group of potential tourists, and determined their knowledge of Šajkaška sub region as well as of sports and recreational activities offered there. The survey was carried out in August 2008. The method of random sampling was chosen with the participation of 100 people from the area of two cities – Novi Sad and Zrenjanin, which are the closest emissive centers. The survey was combined (open-ended and closed-ended questions) and anonymous.

Theoretical approach

The definition of sport tourism has been a regular source of discussion within much of the sport tourism literature (Gibson, 1998a, Dimeo, 2008, Hinch and Higham, 2004; Kurtzman and Zauhar, 1995b; Standeven and De Knop, 1999, Weed 2006, Weed, 2009). The question of what is known about sport tourism includes a review and critique of the literature in the three domains of sport tourism: active sport tourism, which refers to people who travel to take part in sport; event sport tourism, which refers to travel to watch a sports event; and nostalgia sport tourism, which includes visits to sports museums, famous sports venues, and sports themed cruises (Gibson, 1998a,; Standeven and De Knop, 1999; Hinch & Higham, 2001, Weed, 2004).

For the purpose of this article is important to define active sport tourism and sport activity holidays. Active sport tourism refers to participation in sports away from the home community, including both competitive and non-competitive activities. (Hinch and Higham, 2004; Kurtzman and Zauhar, 1995a; Standeven and De Knop, 1999, Weed, 2009) The multitude of explanations detailing why people choose to actively or passively participate in sport, together with the many touristic motives for travel illustrates the multi-facetedness of the sport tourist. Active sport tourists may engage in 'sports activity holidays' in which sport is a main intention of the trip, or in 'holiday sport activities', where sport is incidental and not the main intention. There are two types of sport activity holidays: the single-sport activity holiday, where a specific sport is the overriding objective of the holiday; and the multiple-sport activity holiday, where several sport forms provide the holiday experience (e.g. the club/camp formula). Two types of holiday sport activities are identified: incidental participation in organized sport, provided during holidays (usually in groups such as competitive beach games); and private or independent sports activity on holiday (e.g. taking a walk or playing a round of golf) (Standeven, De Knopp, 1999). In a survey commissioned by author (Kovacevic, 2009) 68 percent of respondents considered opportunities to participate in sport important when planning a vacation. These travellers select a vacation destination based on its sporting facilities and tend to be college educated, relatively affluent, and willing to roam in search of the ultimate sport experience (Delpy, 1998; Gibson et al., 1998). Resorts and other segments of the hospitality industry have become increasingly aware of the need to provide top-of-the-line facilities for the active sport tourist. Resorts, sport camps and sport cures have become Mecca for the active sport tourist.

Opportunities for organization multiple sport activity holidays in Šajkaška

Multiple sport activity holidays offers a packed itinerary of land and water based activities like Multi-activity breaks, multi-active holidays, weekends, camps and courses – offering opportunities to take part in and try out multiple sport and adventure activities over a short period. "Active holiday" in Šajkaška might become a popular sports and recreational program for attracting people who want to relax,

unwind, regain fitness and, most importantly, to learn how to live differently – actively and healthily. Vacations with more sports activities can be organized as well as dietary and recreational and anti-stress tourist programs.

As we said, Šajkaška is characterized by suitable tourist-geographical position and a plenty of natural values (magnificent landscapes, authentically flora and fauna, a plenty of attractive water areas: Jegricka, Tisa). These characteristics enable a lot of opportunities for sporting and leisure activities in the natural surroundings. Besides of these natural potentials, material basis and sports and recreational facilities are very important for the development of sports tourism and for organization sports leisure vacations in Šajkaška.

Material basis for organization sports leisure vacations

There has been an analysis of the material basis for the development of sports tourism, contained in the receptive facilities as well as sports and recreational facilities and picnic sites. In addition to natural resources, there should be sports and recreation centres, sports fields, well-arranged picnic areas, paths for jogging, hiking and cycling for the development of sports and recreational tourism. The places having the most realistic potential to organize vacations with more sports activities are Titel and Kać because they meet all necessary conditions relating to the attractiveness of natural and anthropogenic values and the infrastructure necessary for implementing this type of vacation. Since Kać is a "village of sportspeople", there are a large number of sports and recreational facilities: two large football pitches, five-a-side football field, basketball court as well as a sports and business centre "The Temple of Saint Sava", with a playground for children nearby. The "Anker" Sports and Recreation Centre, known among numerous sports clubs throughout Serbia, has a great importance for the development of sports and recreational tourism in Titel, and precisely in Titel various sports clubs organize preparatory training for their sports teams. Within the sports and recreation centre there are a football field, which is in excellent condition and regularly maintained, and indoor handball and football court (the data obtained from the management of the "Anker" Sports and Recreation Centre). By the Tisa River in Titel there are numerous fields for football, handball, basketball, volleyball, beach volleyball and tennis, which can be used during the recreational tourism season. All facilities are in good condition and provide the possibility of organizing more-attended sports events and competitions. In the vicinity of Šajkaška there are many sites specialized and equipped for the performance of certain sports and recreational activities: in the municipality of Žabalj, "Golf Centre" is located and there is a marina offering dockage for boats; in Kničanin there is an agricultural and sports airport; Đurđevo boasts a hippodrome; and Mošorin offers facilities for sport fishing, etc.

For organizing vacations with more sports activities it is necessary to have appropriate receptive basis for guest reception. The analysis of hospitality and accommodation facilities operating in Šajkaška led to the conclusion that the most ideal facilities are in "Tisa" Hotel (110 beds) in Titel, "Babin Salaš" Farm (10 beds) located in the municipality of Žabalj and "Debeli Lad" Tavern (12 beds) located near the Golf Center.

When organizing this type of vacation, the package should be based on the minimum number of 10 passengers, because of the positive group atmosphere, so harmony is achieved, mood is improved and will and motivation are encouraged. Provided that the package is created for at least 20 people, tourists could be accommodated at the "Tisa Hotel" located in Titel. Given that this is about organizing active holidays with a number of sporting activities, during which more energy is consumed, the package should be based on full board with a special diet implying a stronger and more energy-dense foods. In the case of dietary and recreational programs, there will be adjusted diet (the emphasis on healthy food

and variety of foods, leaving out fat and sugar and minimum salt intake) with a maximum daily intake of up to 1,200 calories. The management of the Tisa Hotel is willing to cooperate and adjust their menu. All the infrastructure and professional staff are the same for both programs due to the fact that both of them include adjusted diet (increased or weight-reducing) and various forms of physical activities carried out under professional supervision.

Sports leisure vacations packages could include:

- morning gymnastics (pilates, fitball, yoga, stretching exercises),
- breakfast,
- morning activity programs (various recreational activities from which tourists can choose according to their desires and abilities),
- lunch,
- rest after lunch,
- afternoon sports and recreational activities,
- Dinner and evening programs.

Within the package, the program of sports and recreational activities should be defined precisely and harmonized with the rhythm of meals occurring twice or three times a day – depending on physical condition and willingness of the tourist. Tourists should be able to choose in which of the listed activities they wish to participate (Table 1). At the same time there will be three types of activities requiring different physical fitness and stamina. If the program is implemented on farms, the group would consist of 10 members due to the limited capacity of these restaurants.

Table 1: Sports and recreational activities

Sports and recreational activities	Locations
Ball sports (football, basketball, handball)	Sport fields at the Titel, Zabalj, Kac
Golf	Golf Center in Zabalj
Walking, jogging, cycling	Trails around the farms
Collecting wild flowers and herbs	Titel Hill
Water sports (jet skis, water skiing, boating)	Titels beach, Tisa
Rowing, canoeing	Mrtva Tisa, Tisa, Jegricka
Sport fishing	Tisa, Jegricka, pond "Žabaljski rit"
Horse riding	Farms and Hippodrome Djurdjevo
Paragliding	Aero-club "Titel"
Photo-safari	Nature Park "Jegrička"
Works in the field with locals	Fields in Zabalj, Djurdjevo
Driving horse-drawn wagons	Recreational spaces around the farms
Hunting	Hunting court "Doroška"
Works in the workshop of ancient crafts at "Ethno home Bogojević"	"Ethno home Bogojević", Titel

Source: Author

Results

For the implementation of this program there are all conditions contained in receptive and communicative factors, so with minimal investment, primarily in staff and good organization, the farms of Šajkaška might become renowned for dietary and recreational programmes and thus contribute to the development of sports and recreational tourism.

The earlier surveys conducted by the authors identified the target group of potential tourists, and determined their knowledge of Šajkaška sub region as well as of sports and recreational activities offered there. The analysis of the results led to the conclusion that citizens of Novi Sad and Zrenjanin are interested in sports and recreational activities in the rural environment of Šajkaška, and that there is a real tourist demand for sports and recreational facilities and activities. The supply should be adapted to the requirements of demand and organize active weekends (at the "Babin Salaš" Farm and at the "Debeli Lad" Tavern) that should have priority over organizing active weekends with longer duration. Over half of the respondents (56.3%) who think that active vacations in the farms are interesting and who are willing to participate in sports and recreational activities in rural areas of Šajkaška are aged between 26 and 40 (they belong to 26 to 40 age group), mostly belong to a group of highly educated people (62.5% have a higher or university education, whereas 37.5% have secondary school education) and all have a monthly income of over three hundred euro (59.3% earn over 300 euro, whereas 40.6% have income of over 500 euro). Further research indicates that the determined segments watch sport, relax, participate in sports and recreational activities on their vacation and find that sports facilities are an important factor when choosing a place to rest. Therefore, the research identified the exact target group of potential sports and recreational tourists, determined the sports with the highest level of demand, explored the motivations of tourists and it was concluded that the surveyed population of Novi Sad and Zrenjanin is poorly acquainted with the existing sports and recreational activities and facilities of Šajkaška, which results in the necessity of implementing marketing strategy of tourism development in order to forward offers to potential tourists and to affirm Šajkaška as a sports and recreational destination.

Conclusion

There are few areas having so many natural resources suitable for carrying out various sports and recreational activities, and where material basis is at the satisfactory level, so it would be a pity not to use resources and miss the chance to make the region of Šajkaška a famous sports, recreational and entertainment area with organized tourist and recreational facilities and activities. For the organization multiple sport activity holidays in Šajkaška and implementation of sports programme there are all conditions contained in receptive and communicative factors. However, these ideas as well as sports and recreational programs cannot be realized without organizational and professional staff, which is one of the major problems and limiting factors for further development of tourism in this region. It is necessary to form a management team comprising professional, ambitious and young staff. In terms of organization, it would be useful to establish a department for sports and recreational services and the development and promotion of sports tourism and activate the existing tourism organizations in this area (tourist organizations in Žabalj and Titel). The earlier surveys conducted by the authors identified the exact target group of potential sports and recreational tourists, determined the sports with the highest level of demand, explored the motivations of tourists and it was concluded that the surveyed population of Novi Sad and Zrenjanin is poorly acquainted with the existing sports and recreational activities and facilities of Šajkaška. Because of that, in addition to organization, it is essential

to have promotion and presentation of Šajkaška as a sports and recreational destination, i.e. to bring a sports and recreational tourist product to potential tourists.

The planning of sports and recreational tourism of Šajkaška must be long-term in nature, integrated into the entity, and what is very important, be consistent with the involvement of local people. At the very least, more sustainable development techniques should be implemented and more people need to be educated about the environmental threats posed by aggressive and thoughtless sport tourism development. For the implementation of these programmes with more sports activities in Šajkaška it is necessary to run a marketing campaign, develop distribution channels, and above all, organize more systematic education of the population at the municipality level. Thus, sports and recreational tourism of Šajkaška may be developed resulting from organized activities and programmes.

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Tourism Development and Exchange of Cultures

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Abstract

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 spiritual values for that tribe specially and has many attractions for other publicly and such things can attracts 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 different 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.

Key word: Culture, exchange of cultures, Tourism, Development, Attractions Tourism

Introduction

People of a country also have common cultural agreement is attain to the public consensus. Different origins of economic in the country can make different groups of cultures. This is separation of culture development ability of a society. By the increase of cultural tourism in the county , put different group in the mental- affection link cultural values of other countries such as: continence , resistance , patience , kindness by the face to face contact should teach to gory peoples (teenager) of every country to enjoy background of youth rest and also increase social and cultural levels of youth.

About culture relation with tourism there is two important points, one is public culture the other is individuality culture.

Public culture can be made by continues revolution of thin tings and public development of a society , for continuous revolution of holy place and warship place begin from the troglodytic period and it continue till build of the mosque and church or in the music field from the build musical instrument them to big symphonic orchestra.

In the other hand researcher tourism from the mental made a good attention the sequence and complete of different works in the different periods. (Veisi, 2008)

This attention about the cultural evolution of every country not include only to date and past time of that comities, actually some things that happened now in the country, also is s factor for attract of tourism and here cultural, social, artistic phenol me has special view for tourism culture and tourism relation only isn't in people and objects and kind of culture and old works, but also consisted of kind of relation from the culture development view between the countries.

Hold different artistic festivals and international exhibit, seminars, cultural conferences by the tourism organization, clearly show the relation of culture and tourism.

Teaching also in the tourism topic has a crucial and important rule that from that rule we can point to cultural and education and trips and transfer the students to the different country. Also it represents other kind of culture in relation with tourism. Other important point is religions affairs that are trip motivation of people to the different place of the world.

For the catholic Christian of Rome city, Mecca and medina Muslims and other religions also there is separate holy place that ore very blessed and it attract muslins. Center and political power symbol of present and past periods and something that is related to the political situations of the country , parks and place of past sultans such as dish pose of national and religions celebrations and similar accidents , can attract all of the tourism from the all over the word to a special country.

Architecture , sculpture , painting , music and Is from the main factors that tourism to pay attention to , because such arts are fields of public culture that show different situations of the people in the present and past tense.

Cultural tourism is the expression of the dynamic interaction that exists between tourism and cultural heritage. Tourism has the ability to take on board the economic characteristics of the cultural heritage and use these for the conversation of that heritage through generating funding, public awareness-raising of the value of the heritage and influencing public policy, furthermore, the growing economic and social significance of the cultural environment places new demands on environmental policy for preservation and promotion of cultural heritage.

Cultural tourism is an important factor in many local, national and regional economics and one that can play an important role in development if well managed. It is, however, very much a question of how well cultural tourism is managed whether these benefits are realized or the physical character, integrity and significant characteristics of the cultural heritage resource-base are degraded through its development. If well managed, cultural tourism should benefit local communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. It can also have the positive effect of up-grading underused or deteriorating local resource and leading to the culture revitalization of historic towns and cities, thus improving local amenity for both visitors and the host community.(Azimi,2004)According to the convention, the intangible cultural heritage is a mainspring of cultural diversity and a guarantee of sustainable development.(Unesco,2003)tourism appears to be a prime mechanism by which cultural influences are diffused.(Halsdorfer,2010)the products of the cultural tourism are not like those of the other industries. The cultural tourism should be managed under the consideration of political, marketing, organizational, and managerial techniques to site management (Chae Jung, 2010).

Cultural effects of circulation (Movement):

Until a country culture hasn't any attraction , therefore it hasn't public culture and this is when different advertisement and facility in the relations increased the communication , satellite and trans mission networks in a short time , people to be placed in the ordinary affairs of the word and also he/ she is able that travel to the world in the short personal and cultures and if we want a be useful in this cultural economic , we should advertize and capitalize an some things that ancients remain for us , till cultural

development attain to the great income grade (Fataei 2005). It's clear that for creating the satisfaction of the circulations we should care about the natural feeling, because that (Karobi, 2003).

If tourism needs (request) can't be complete, therefore their reaction get returned. Then the cultural exchange is like impossible cultural attractions.

Cultural attractions each country is extract of virtual and physical achievement national belief, religion, and ceremonies manner those lands. And this attractions in manifest in place that is constant and representative cultural values cultural place observers generally and museums specially, from each class or nationality view cultural words in old era and understand virtual history understand infer cultural. Trades spontaneously and how make civilization and science and human tactics and undoubted this subject in development international agreements and emotions purification and preservation word peace is very useful and effective (Sayyed ali pour, 2009).

Cultural and development of tourism industry

Today, one of the tourist attractions agents to place of visit is cultural agent. That if it's different from tourist cultural, in fact this different due to make motivation and generate tripe intention in persons.

Iran is country with uxorious climatic diversity and have four seasons in each of the season of years , there is suitable regain for tourism industry development also in cultural dimension , there is combine of multi cultures and subsistence diverts of course its source one of oldest human cultures and toward continental and geography charlatanistic in duration history , it considered as culture melting oven if united nation educational scientific and cultural organization, That we see from foreign assessment toward to Iran's , extract from our culture and civilization and can use for tourism industry development. Today cultural tourism percent toward to another dimension is not low despite of much obstacle and problems that obtain this culture on Iranian society in relation with tourism industry development such as Islamic. Italy country and to some extent France are as clear example of cultural tourism in today word person millions and they are share together in a religion rule , fechnolog , but what that separate them. Its culture here, cultures recognition has special important white tourism industry (Kazemi, 2007).

The first we should be infer/ aware from familiar or our self culture and then another society.

That we goal of tourism exchange many of connoisseurs have this be lifer anyone that do not recognize familiar or his/ culture, he/she is unable from recognition of another cultures.

Should be pertaining to stereoscope event and particularity to other behaviour

Here cultural relativism introduce that is related to beliefs , manners of other tribes in frame work of their culture and our culture because our intrinsic means construct for our cultures if we could see cultural difference with cultural relativism perspective , we would find this ability that look another culture. Whit open mind and put worth for human culture diver ties cultural relativism theory in cross individuals connections and development, of development of tourism industry is very important.

It is important, because advancement of tourism goals that should see with positive perspective our in cultural dimension and also by respect for our culture respect to other culture and avoid from cultural absdutism in this case. Can put societies as pattern that conduct with combine of multi- culture also, host or primitive culture that is govern culture, do his won.

Canada country introduce as interesting sample in this case

Now, we have belief that multi cultural introduce type of patriotic generally. Tourism industry and its colleagues need such thought to could arrive to their goals. Because patriotic come from slogan this industry another belief its that culture also like another components and physical elements is national authority productive and efficient phenomenon in countries interact relation.

In this case in same belief have to exchange culture products and even know. It is as technology productive and its product namely same technology know impartial toward moral and politic. Namely culture technology could provide instruments that are free from local valuable systems and that are more than person privative benefits. And the fourth that's the culture make constancy and stability in social system and generally the culture could connect joint organization components by suitable standard the culture consider as control agent that cause cons tract formation with views and behaviours.

The culture and tourism in accordance with levels have interact relation, too. The culture patterns of a society effect on citizen and their tendency ability to trip/ travel.

The culture due to make motivation for out border travels and determine method and from of this trip (Tourism world organization, 2007).

Cultural Heritage and Cultural Tourism

Cultural heritage as resource

Heritage is abroad concept that the converse the natural as well as the cultural environment and encompasses landscapes, historic places, sites and built environments, cultural practices and knowledge. It also forms part of the common heritage of humankind and, as such, belongs in the broadest sense to all people. This places an obligation on all governments to safeguard and preserve this heritage as far as possible, for example by ensuring that tourism development based on the cultural and natural heritage resource-base has as little negative impact on it as possible. One primary goal of heritage management is the raising of public awareness of its significance and the promotion of the need for its conservation, both to visitors and the host community. This is a duty that can be pleased on those who are involved in the marketing and selling of cultural tourism destinations.

Culture and cultural heritage have therefore become major forces in economic revitalization in urban areas with an historic fabric and potentially for rural areas surrounding sites of cultural significance. Cultural heritage has a value for contemporary use which can further local development. Stimulate traditional local activities and develop new ones. It can also contribute towards the economic revival of regions and cities through the income generated by cultural tourism. However, it is important that the fabric of cultural heritage be sustainable managed and that, as far as possible, traditional uses for historic buildings be maintained (Azimi, 2004).

Results

Since in a lot of societies cultural development is known as one of the purpose in the development of tourism industry so by increasing cultural motivation in an attractive are we can omit mainly existing obstacles.

For these reasons policy-makers must be made aware of the potential negative as well as positive impacts of tourism development in order to find ways of minimizing the former and maximizing the latter. Such positive and negative impacts may be as follows:

Potential positive impacts of tourism include:

- Enhanced service and amenities in the area.
- Increased expenditure for the conservation of sites visited.
- New employment opportunities.
- Provision of local training.
- The maintenance of local communities.
- Providing a market for local traditional products and industries.
- Broadened culture experience through intercultural impact.
- Greater awareness (on both sites) of value of cultural diversity.
- Possible negative impacts might be:
 - Increased pressure on services and the possible reduction of amenity as a result.
 - Site-use conflicts over cultural, environmental and economic issues.
 - Conflict over preservation and access.
 - Raised cost of living and displacement of the traditional local residents.
 - Cultural drift and the commoditization or distortion of traditional crafts, performances products, and other culture manifestation.
 - Undermining local traditions and ways of life.
 - Regional disparities between more and less successful regions (Craik, 1995).

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Marketing and e-tourism

Relationship between Country Brand and Willingness to Revisit

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Abstract

The importance of brand image has been assessed and based on the reviews of recent developments in nation branding worldwide. To evaluate the willingness to return as a result of the customer loyalty, represented by willingness to recommend, the impact of brand image and satisfaction has been evaluated. Quantitative data from 8 European countries have been utilized and PLS path modelling was used to evaluate the relative impact of satisfaction and brand image.

Keywords: Nation branding, brand image, satisfaction, willingness to recommend, satisfaction, structural equation modelling, partial least square, willingness to revisit

Introduction

The place branding and nation branding only recently became a mantra for many governments or at least national tourism organizations. The Slovak tourist board after years of reluctance to make steps ahead in building a country brand decided in 2010 to commission a widespread analysis of status quo and in 2011 has joined the so called Nation Brand Index measurements. This is natural consequence of continuously increasing competition among the countries, regions, places for the same tourists, or in general for the same consumer. Moreover countries without clear brand positioning, clear vision and strong implementation are lost among many others. Several countries are increasingly focusing on improvement of the competitiveness and are investing into huge communication campaigns building the country brand awareness and image

In theoretical area of country brand, the major contribution and popularization was recently made especially by Simon Anholt. We can argue about the level of commercialization of the whole theory, nonetheless today it is the most accepted theoretical stream, which has clear and measurable results. Just to provide a full picture of theoretical background we must point that the country brand image theory is based on classical theoretical framework (David A. Aaker, 1996) later extended and nation focused (Simon Anholt, 2007; Teemu Moilanen & Seppo Rainisto, 2009 and others).

It is evident that there are many scientific articles and books well covering issues of nation branding, nation brand building etc. This study is extending the author's study (Bobovnický, 2011) and is focusing on the impact of brand image on the customer loyalty and willingness to return. At the same time this study is working with much bigger sample and thus allowing creating valid conclusions.

Theoretical Framework

A brand equity model of Aaker (1996) includes five main categories which increase the value of branded products. The same approach (with small modification regarding the property rights) could be used for places and so brand awareness, brand loyalty, brand image, perceived quality, and brand associations have been surveyed in our research.

Perceived quality is one of the most important aspects for decision making for travellers in the process of next destination selection, return to the same place or providing recommendation to the friends or family members. Favourable perceived quality of place's offerings differentiates the place from a competing one, improves the travellers' perception. The creation of perception of quality for a place is impossible unless the quality claim has substance in the major attraction factors (Moilanen-Raiunisto, 2009). The image of the place is always 'true', being the real experience of the target traveller.

According Anhold (2003) the branding of products and services from places, and branding of those places themselves, will increasingly be seen as a key focus of marketing, as well as a crucial component of foreign and domestic policy, international relations, economic and cultural development, trade and tourism. For the first time, the art and science of branding has an opportunity to prove its value beyond the tired old litany of 'improving shareholder value' and become recognized as one of the most valuable and relevant disciplines of postindustrial society.

While literature is overwhelmed with explorations of perceived quality, there is relatively little empirical attention on brand image, and only few studies on the relationship between these two aspects and their particular impact on customer loyalty. Lindestad, B. and Andreassen, T.W. (1997) have explored different relationship between corporate image, quality and customer satisfaction utilizing a reflective measurement model, where the observed variables are caused by the latent variables. For analysis structural equation modelling (LISREL VIII, ML) was used. Findings have been rather controversial revealing the fact that customer satisfaction has no impact on customer loyalty whilst corporate image has had positive impact. Bobovnický (2011) has explored on rather limited sample from one country only impact of brand image (non attribute brand belief) on customer loyalty (utilitarian attitude) and draw the conclusion that beside the importance of satisfaction attribute belief), the brand image is much more contributing to the overall loyalty than satisfaction.

The principal goal of this study is to extend previous analysis and confirm the conclusions drawn. The results have confirmed intuitive approach, frequently used, when focus is to boost brand image via extensive brand image building activities and only consequently improve the quality of the offerings. This is well supported by the fact, that well established brand is able in spite of quality issues (Mercedes) manage to maintain a relatively favourable brand image and vice-versa, brand with rather high quality level and unfavourable brand image is fighting with its deeply held negative images among some consumer groups (Hyunday).

Hypothesis

This study examines relative impact of brand image and satisfaction on the willingness to recommend the brand as a representation of loyalty and in case of the tourist destination the impact of the loyalty to revisit the place (analogy to repeat purchase).

Customer Satisfaction

Well known concept in many sciences, e.g. in marketing, economic psychology, consumer research etc. This concept is based on the assumption that customer is capable of evaluating the service performance and result is compared to expectations prior to consumption or purchase. Discrepancy (positive or negative) between expectations and perceived quality leads either to dissatisfaction (negative discrepancy), or to neutral position (slightly positive discrepancy) or even to high satisfaction (significant positive discrepancy). In this study we assume that

H1 : Customer satisfaction has positive impact on customer loyalty.

Brand Image

Aaker defines brand reputation as a perception of quality associated with the name. Brand image is established and developed in consumers' mind through communication and experience. Brand image is believed that can stimulate purchase by simplifying decision making process. For the purpose of this article we concentrate on willingness to recommend place (country) to the friends. This is also dominant part of the so called Net Promoter Score, introduced in 2003 by loyalty consultant Fred Reicheld and executives from some world's most prestigious firms have wholeheartedly adopted Net Promoter Score as a gauge of their firms' effort to improve customer loyalty (Kenningham et al, 2007).

Importance of brand associations as antecedents to brand preferences such as brand attitudes and purchase intentions is well established and described, but the non attribute associations (e.g. image) has been examined only recently (Batra, Homer, 2004).

For the purpose of this study we have developed assumption

H2: Brand image (non attribute brand belief) has stronger impact on customer loyalty (utilitarian attitude) than satisfaction (attribute belief).

H3: Customer loyalty is the main driver for the willingness to return.

Customer loyalty

The term *customer loyalty* is used to describe the behaviour of repeat customers, as well as those that offer good ratings, reviews, or testimonials. Some customers do a particular company a great service by offering favourable word of mouth publicity regarding a product, telling friends and family, thus adding them to the number of loyal customers.

To determine a useful metric for gauging customer loyalty, Fred Reichheld did something rarely undertaken with traditional customer surveys: match survey responses from individual customers to their actual behaviour — repeat purchase and referral patterns — over time. He found that one question was best for most industries. "How likely is it that you would recommend [Company X] to a friend or colleague?" (Reichheld, 2003)

There are several studies questioning the validity of the Reichheld's conclusions, the validity of the scale (11 points) used and other aspects (Schneider et al, 2007; Business Week, 2006). On the other hand, other independent research confirms the fundamental claim of a relationship between relative

competitive Net Promoter Scores and competitive growth rates. We have taken Reicheld's approach and used 11 point scale and our previous works for private corporations confirms this methodology as useful and descriptive for customers.

Methodology

A total of 1126 respondents out of 4126 interviewed have had personal experience in visiting Slovakia at least one in the past. Those 4126 have been representative sample of the European population per each country (Czech Republic, Hungary, Poland, Russia, Austria, Germany, France, Italy, UK), whilst 1126 is sub sample without representativeness.

For further analysis we have split this sub sample into two groups – those who visited Slovakia only once (643 respondents) and those who visited Slovakia two or more times (483 respondents).

Each interview lasted about 25 minutes and was done strictly personally, face-to-face in the period of February 25-March 20, 2010. Survey has been carried out by GfK country offices except the Germany and Austria, where survey have been carried out by IMP Austria. All the data provided in CSV format have been evaluated by IMP consulting by its own statistical SW IMPtools.

Customer satisfaction was measured via the responses to a single question on the customer-satisfaction questionnaire:

Q14: "Overall, how satisfied have you been with your last visit to Slovakia?" Responses for this question similarly to others were made on 0-10 (11 points) Likert-type scales labeled "very satisfied" (10) and "very dissatisfied" (0) at each extreme. The problems associated with the use of a single response variable were mitigated by the simplicity of the question; and Yi's (1990) suggestion that a single overall satisfaction measure scored as this one was is "reasonably valid" (p. 71).

Relationship analysis has been executed utilizing open source software smartPLS (www.smartpls.de), which is based on **Partial least squares regression** (PLS-regression). This is a statistical method bearing some relation to principal components regression; instead of finding hyperplanes of maximum variance between the response and independent variables, it finds a linear regression model by projecting the predicted variables and the observable variables to a new space. Because both the X and Y data are projected to new spaces, the PLS family of methods are known as bilinear factor models.

PLS is used to find the fundamental relations between two matrices (X and Y), i.e. a latent variable approach to modeling the covariance structures in these two spaces. A PLS model will try to find the multidimensional direction in the X space that explains the maximum multidimensional variance direction in the Y space. PLS-regression is particularly suited when the matrix of predictors has more variables than observations, and when there is multicollinearity among X values. By contrast, standard regression will fail in these cases.

PLS-regression is an important step in PLS path analysis, a multivariate data analysis technique that employs latent variables. This technique is often referred to as a form of variance-based or component-based and prediction-oriented structural equation modelling technique.

PLS path modelling is widely applied in business and social sciences in order to predict endogenous latent variables and to estimate as well as test relationships between latent variables (causal analysis). PLS is a robust technique that allows for formative measurement of constructs.

Findings and Hypothesis Verification

Our model used in previous work has been re-evaluated and slightly changed based upon the previous findings and is examining impact of satisfaction and brand image on customer loyalty and how customer loyalty is then reflected in the willingness to return again to the country. The reflective model is demonstrating the impact of Satisfaction and Brand Image on the loyalty and consequently the impact of loyalty on willingness to return to the country.

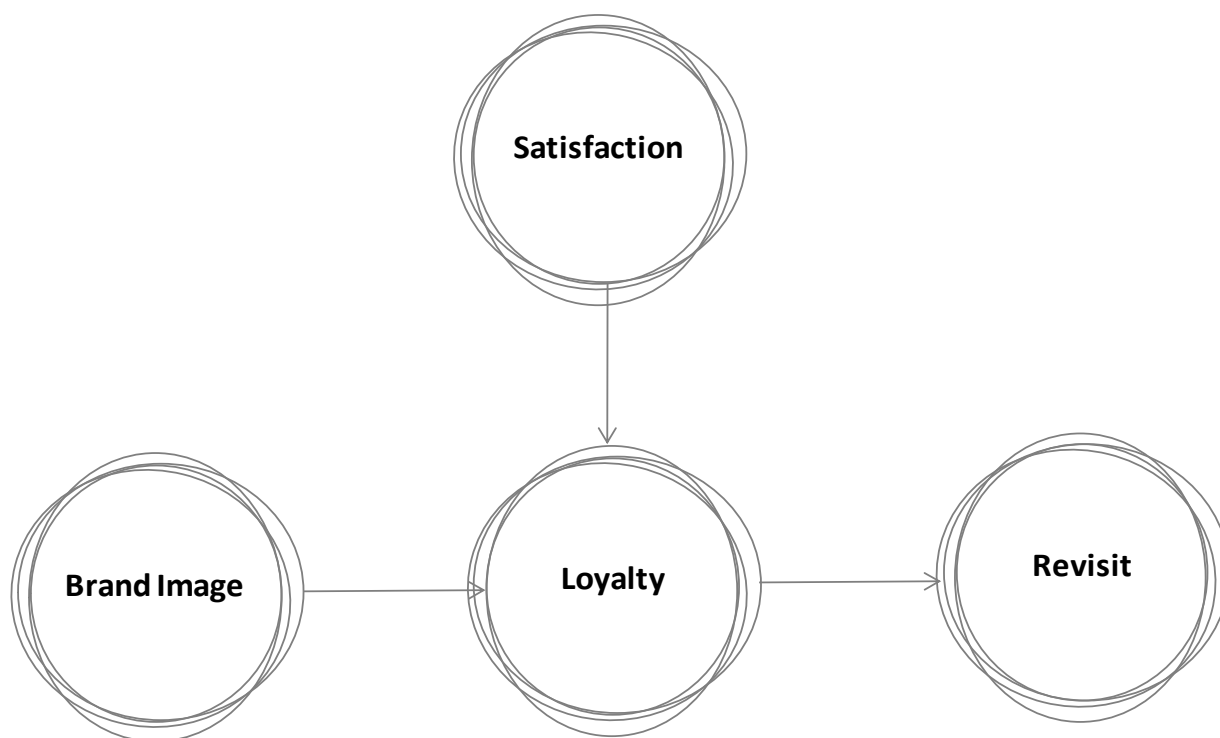


Fig.1: Visualization of the reflective measurement model.

After the validation of the samples from the research the two variations of the reflective model appears to confirm our assumptions. The models with the loadings and R^2 indicators are shown bellow.

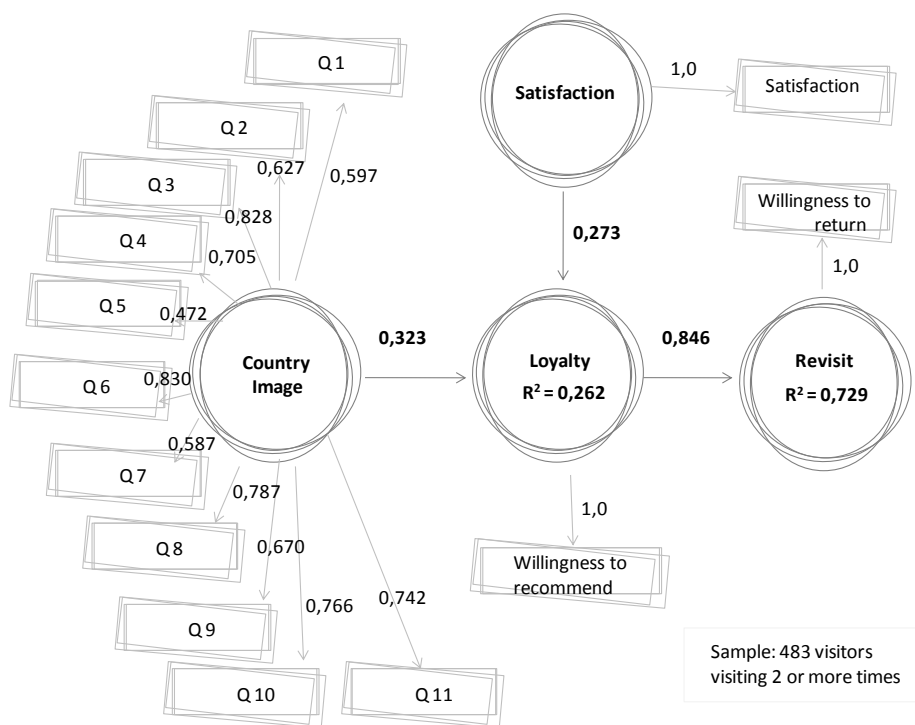


Fig. 2: Reflective measurement model with loadings and R² indicators for the sample of multiple visitors to the country.

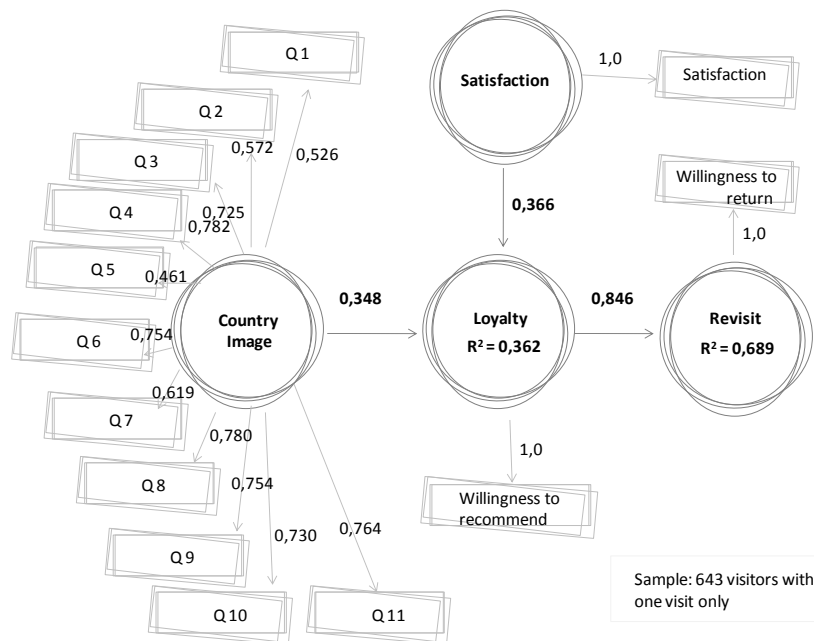


Fig. 3: Reflective measurement model with loadings and R² indicators for the sample of one time visitors to the country.

Convergent validity was assessed by examining construct loadings and construct reliability. Examination showed that all construct loadings were significant ($p < 0.001$) and above recommended 0.70 parameter value. Construct reliability was evaluated by using two indices: composite reliability (CR) and average

variance extracted (AVE). All of the evaluated indices were above the recommended thresholds of 0.60 for CR except 0.5 for AVE, where 0,49 level is approaching the threshold. Tables display composite reliability, average variance extracted, R^2 and Cronbach Alpha for the constructs in all two alternative samples, evaluated.

Explanatory power demonstrates the quality of PLS models, and evaluation of the square multiple correlation (R^2) of endogenous constructs determines explanatory power. In case of our samples, the independent variables explain from 68,94% (in the case of the sample of one time visitors) up to 72.92% (in the case of the sample of repeated visitors) of variation in the level of willingness to return to Slovakia ($R^2 = 0,6894$ or $R^2 = 0.7292$, respectively).

Examination of significance levels, directions and magnitude of standardized estimates of paths provide evidence for relationship among the satisfaction, brand image and loyalty attributes, represented herein by willingness to recommend (referral) and willingness to return (revisit or repurchase).

Tab.1: Quality Criteria of PLS modelling, sample: one time visitors.

	AVE	Composite reliability	R2	Cronbach Alpha	Communality	Redundancy
Brand Image	0.457535	0,908235		0,891560	0,45735	
Loyalty	1,000000	1,000000	0,361971	1,000000	1,000000	0,228109
Revisit	1,000000	1,000000	0,689445	1,000000	1,000000	0,689445
Satisfaction	1,000000	1,000000		1,000000	1,000000	

Source: www.smartPLS.de

Tab.2: Latent Variable Correlations, sample: one time visitors.

	Brand Image	Loyalty	Revisit	Satisfaction
Brand Image	1,000000			
Loyalty	0,501904	1,000000		
Revisit	0,474805	0,830328	1,000000	
Satisfaction	0,421642	0,512449	0,541822	1,000000

Source: www.smartPLS.de

Tab.3: Quality Criteria of PLS modeling, sample: several times visitors

	AVE	Composite reliability	R2	Cronbach Alpha	Communality	Redundancy
Brand Image	0.488764	0,918242		0,903234	0,488764	
Loyalty	1,000000	1,000000	0,275599	1,000000	1,000000	0,201114
Revisit	1,000000	1,000000	0,729260	1,000000	1,000000	0,729260
Satisfaction	1,000000	1,000000		1,000000	1,000000	

Source: www.smartPLS.de

Tab.4: Latent Variable Correlations, sample: several times visitors.

	Brand Image	Loyalty	Revisit	Satisfaction
Brand Image	1,000000			
Loyalty	0,473011	1,000000		
Revisit	0,457919	0,853967	1,000000	
Satisfaction	0,551148	0,450716	0,433871	1,000000

Source: www.smartPLS.de

Discussion and Implication

This study demonstrates the importance of brand image in case of tourism industry and indirectly for those who are in charge for the overall country image (or country brand index introduced by Anhold and fieldworks done by GfK Roper US) the importance of brand image derived out of the communication effort of the country tourist boards or particular regions or places (typically representing the tourism industry).

Our path modelling has shown the great importance of brand image and slightly less importance of satisfaction on loyalty, nonetheless our hypotheses were in great extent confirmed.

Curiously, we have found that the impact of brand image is stronger than impact of satisfaction in case of those visiting the country two or more times than those visiting only once. We assume that this could be attributed to the fact that satisfaction in case of the second and more visits does not play the major role as far as every place has some minor issues that are unnoticed for the first visit, but during repeat visits are emerging. It is rather emotional bond than rational experience that counts and brand image is supporting mainly emotional aspects of the target audience. Even that this explanation is not supported by the hard data, we are confident as far as it was partly evident in our qualitative study done among the tour operators and tourist experts in 16 European countries. We can here foresee the area of the next investigations and the need for finding the relevant model to confirm this estimation.

The study fully confirms the utmost importance of building proper communication and creating a shared picture of the country among the target market groups, and at the same time to provide the services leading to high satisfaction.

In an increasingly saturated market the fundamental task for the destination management understands how tourism destination competitiveness can be enhanced and sustained. Competitiveness of a tourist destination is an important factor that positively influences the growth of the market share. Therefore tourism managers have to identify and explore competitive advantages and analyze the actual competitive position, focusing on the brand image building.

We have noted in many countries in Central and Eastern Europe rather fragmented approach towards the brand image building (with some exemptions like Slovenia, Hungary, Estonia or Czech Republic) and therefore if the countries would like to improve their position in the Travel and Tourism Competitive Index they must very much focus on more sophisticated and scientifically based approach.

In the case they will fail to implement more sophisticated and scientifically based approach their position will remain unchanged and countries beside nice, glossy brochures and videos will stay aside of the main interest of the tourist hordes travelling each year around the world.

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Measuring Business Outcomes within Macedonian Travel Companies

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Abstract

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 business outcomes comes with the purpose to derive a feedback for how well things are done, what's lacking according the planned actions. The evaluation into 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 products/ services and business processes.

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

Introduction

Every organization should develop the activities of the quality system, which can be represented as a "house of quality" (Cepujnoska, 2009), Fig. 1.

Pillars of the house of quality: internal standards, methods and techniques flawless work, education and motivation and costs. The top management is most responsible in the "house of quality" and is the one that "holds on" the four pillars, which are subsystems of the system of quality management. The core of the house of quality in a company lies in the defined measurement, the collected data to business processes, in order to understand and control, and to gather important information about products and services to improve their quality and optimization of business processes. Monitoring (Dumke, et al., 2006) does not go only in the quality of products/ services, but also the adequacy of the TQM (Total Quality Management) system in the implementation of the functions of quality. Measurement is necessary for:

- understanding of the process, products/ services, resources. It can serve as a basis for future comparison;
- controlling of processes, product/ services, resources, including corrective and preventive measures, which means, by analyzing the measurements can identify opportunities for improvement and defect processes, products/ services, resources;
- improving of processes and products. Measurements can be used to predict the future behavior of processes, products.

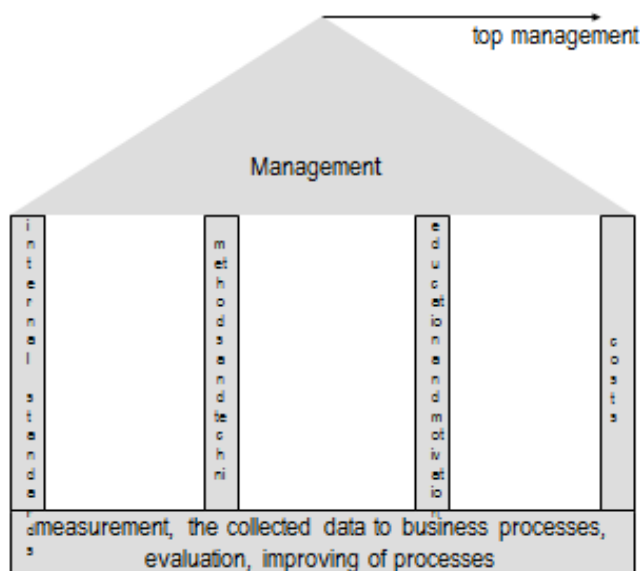


Fig. 1: House of quality (Cepujnoska, 2009)

The need of metrology - basis of the house of quality

Self-evaluation as a basic approach in the implementation of TQM strategy is of crucial importance in order to perform a correct application of it. Self-evaluation is realized through a multitude of documented procedures to compare the model realized in terms of projections. To realize the measurement there is an actual need of qualified people. In case there isn't, it is necessary to develop alternative training for the implementation of TQM strategy as follows:

- course - training for self - assessment, which users of integral methodology of TQM system will provide broad theoretical and practical knowledge of its use in practice;
- Benchmarking workshops: <<examples of good practice>> that presents the best practices of successful domestic companies and compares the practice of other successful companies that apply the TQM strategy. Monitoring covers all subsystems from the house of quality, and by using documented procedures and the criteria of EFQM are assessed (European Foundation for Quality Management) used to assess the progress of companies in achieving business excellence (EFQM, 2000). The criteria for obtaining a European Quality Award are: leadership, policy and strategy, management staff, resources, processes, customer satisfaction, employee's contentment, impact on society, business results.

Checkup of the system after TQM must be part of the everyday care of strategic management. It should be a function of taking timely corrective measures. The assessment refers to:

- analysis of the external environment (business trends, legislation, sales, competition, customer satisfaction / customer, pleasure providers, impact on society);
- analysis of internal environment (effectiveness, efficiency, structure and employee's contentment, business results);
- analysis of the company in terms of area (Benchmarking).

The results of the measurement should indicate: what the company has accomplished, and the features show how these results are achieved

Analysis of external environment includes the following activities (Cepujnoska, 2009):

- collecting and processing information for the market power of buyers/ users based on defined standards of quality in the organization;
- participation in the qualitative and quantitative transformation of information standards, standards and indicators, which must be accurately measured and expressed;
- determining the distribution channels for products meeting the relevant requirements of customers and achieving policy JIT (just in time).

The information should relate primarily to:

- the scope and characteristics of the needs of customers/ users, the opportunities the company to meet them at the required level of quality as well as limitations and problems of that time;
- what the competition offers, what is their competitive advantage, what are their capabilities and weaknesses;
- streamlining the system of information and making proposals in order to maximize the advantage over competitors or revitalize the lacks.

Designing measurement system provides a systematic approach to the results of the analysis of external environment analysis and detection of critical points, determination of the losses, application of solutions to problems and their successful implementation. To close the circle PDCA (Plan - Do - Control - correct), is necessary to check the results and implement corrective measures in order to achieve a spiral, continuous improvement that will lead to new opportunities for improvement. The improvement process is the process of solving problems (Shiba, Walden, 2002). One of the key criteria for receiving the Malcolm Baldrige Award (National Institute of Standards & Technology, 1999) and European Quality Award (EFQM, 2000), is the satisfaction of customers/ users and measurement of business results.

Methods and data

This paper presents an analysis regarding the condition of Macedonian travel companies through one of the criteria for receiving a European Quality Award in the direction of the activities undertaken in relation to achieve the planned satisfaction of all those who have financial interest in it (Mitreva, 2010).

Those researches were done by questionnaire and by its own aspects regarding the real condition within Macedonian Tourist companies. The analysis of the findings was done through mathematical statistics and the research was conducted in 151 companies.

Listening of the desires, the needs of customers/ users and companies and the trial to meet their needs will increase customer satisfaction and provide competitive advantage. Collecting data on customer

satisfaction for the quality of products/ services should show what measures companies should take to improve their satisfaction. Sources of measurement may be objections, complaints, surveys, debates and more (Nakata, 2002).

As to the question in what way do they get informed what their customers/ users require, the following data is obtained:

- 90 respondents, or 60%, desires and needs of customers *find out by analyzing the consumption/ supply*;
- 30 of them, or 20%, *by analyzing the questionnaire*;
- 5 of them, or 3%, *did not deal with that issue*;
- 26 of them, or 17%, under “*other*” listed (*direct contact with customers/ users and finding common optimal and acceptable solutions*).

The fact that is concerning is that there is a relatively weak interaction between customers/ users and manufacturers, indicating poor functioning of marketing services. Missing or poorly developed marketing services to Macedonian companies deprive them from of knowledge and providing of market needs and thus adapt them to meet those needs.

As for the question whether they had requests from customers/ users who cannot meet, the following results are obtained:

- 59% of respondents, fully able to meet the needs of customers/ users;
- 41% of them are not possible.

The reasons relate to the lack of technological capabilities, unrealistic demands of customers/ users as well as requirements for delivery deadlines appearing as shorter than optimal. Our companies ‘a usage of questionnaires to measure satisfaction or dissatisfaction of customers of their products is very little because regarding the question what the way in finding out that their products/ services do not meet the expectations of users, the following responses are received:

- 54 respondents, or 35.7%, reported that for the low quality of its services they find out from complaints by customers;
- 36 of them, or 23.8% from the realized sales (whether increased or decreased);
- 26 of them, or 16.7%, by analyzing the questionnaire to users;
- 21 of them, or 14% by the reports from service quality control;
- 7 of them, or 4.7%, from monitoring the competition and
- 7 of them, or 4.7%, reported for “*other*” (they find that direct contacts with customers is much of a help in discovering whether their services meet their expectations).

To promote company services, it is important not to interpret located objections or complaints of customers incorrectly and to practice continuously monitoring their satisfaction, which will give a priceless information source for business analysis, and their management.

For the company to reach successfully the condition of its position and position of their products on the market, it is necessary to adequately collect and evaluate data and parameters of users in terms of the product, their experiences and expectations regarding products, their degree of satisfaction with the usage of those products.

Measurement of performance should be financial and additional. When asked what problems are encountered with the performance of the market (domestic and foreign) the following data is received: The survey results show that the biggest problem facing the Macedonian company is:

- 53 respondents, or 35% - *unfair competition*;
- 44 of them, or 29% - *high-priced products/ services*;
- 29 of them, or 19% - *strong competition*;
- and 17 of them, or 11%, are reported under "Other".

Under "other" is stated: *illiquidity of firms, lacking of distribution networks, the frozen rate of the euro, fake brands, protectionist in terms of government procurement resulting in poor distribution of capital and concentration of capital only in certain structures, reduction of customs formalities as well as electronic approval of licenses and permits*. None of the examined companies have put forward the quality of their products/ services (non - quality) as a problem faced by the participation of domestic and foreign markets.

In measuring business results, the trend of performance results and comparison with competitors in key business areas is being followed. Self - assessment of the company by comparing its practices with best practice, using benchmarking strategy should help the organization and to encourage internal creation.

The question whether competition is a threat to them and they see the benefits of competition, provided the following data:

- 76% of respondents reported that *competition is a threat to them*;
- 24% *see no threat of competition*.

And 86% of them cited reasons that can be seen the danger of competition as: better of quality; design; competitive prices; more efficient distribution networks; quality input supplies, etc.

Advantages of competitors as a threat for companies

- 34 respondents, or 26%, the advantage of competition find better at the quality of their products/ services;
- 34 of them, or 26%, reported that low prices are a major advantage of competition;
- 27 of them, or 21%, and take advantage of well-developed distribution network competition;
- 16 of them, or 12%, an advantage highlight the importance of quality of incoming raw materials;
- 12 of them, or 5%, reported that the design of products is key to the success of competitors;
- 2 of them, or 10%, for another.

10% of the researched companies the advantage of competitors see the "favourite" brand (lovebrend). Customers/ users should be in love with the brand in Macedonian companies. Creating Macedonian brands that identify with the Macedonian identity is a necessity. For example, if you want to promote Macedonian wine you need to compete on all wine festivals and will probably win. And then you say that the Macedonian wine had just beaten the German one and would be proud of it. People in Macedonia are very sensitive to the pride, identity and nationality, so it should be used. The fact that Macedonians are avoiding Macedonian products does not mean that they are substandard, but it is necessary to strengthen the brand. Here there are some brands that produce a sense of pride, as a

"Skopsko" because everyone will say it best. Tikves winery which is the largest winery in the Balkans has "Tga za jug" as a symbol of the Macedonian beauty and love for motherland and Macedonian lovebrend.

Conclusion

Our research showed that 68% of the examined companies perform consistent compare with the competition which are the best in their field and take measures to improve business processes and products. Based on these measurements the competitive advantages of competitors are revealed, and 26% of the examined companies have said that the advantage of competitors is improved quality of their products/ services. In this way, benchmarking is a useful method in the management of quality, especially for observation and continuous measurement of the gap between internal (own) best practice and external practice in establishing dynamic measurable standards, and based on these measurements policy and strategy organizations are being built. Turning all this information into measurable indicators and standards is necessary in order to meet the demands of customers, but a platform for understanding and cooperation with internal departments and services within the organization to meet those requirements is needed. Thus, the development of these indicators and standards enabling the measurement and monitoring of quality, achieving an acceptable level of quality in all sectors, elimination of defects and waste, and thus, avoiding the presence of a separate control of each workplace and costs are reduced for that purpose. Measurement should not encourage imitation, direct copying a competitor, as mass movements and trends in our country, but it is also a kind of manipulation of customers/ users.

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Romanian Banks' Online Marketing as Facilitator of Tourism Development

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Abstract

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 customers. 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 information society, e-business and e-commerce in the tourism industry. The article refers to the results of a marketing research, which - through analyzing 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

Introduction

Romania has a great potential regarding tourism (beautiful and varied natural, cultural and historical places, hospitality of the nation etc.).

The Romanian Ministry of Tourism and Regional Development considers a priority the development of tourism in Romania, as a result the Romanian Government (in cooperation with the World Tourism Organization UNWTO) developed a master plan for the period of 2007-2026, called “Master Planul pentru Turismul Național al României 2007-2026” - Master Plan for National Tourism of Romania (www.turism.gov.ro), which includes an Action Plan for the 2007-2013 period (especially in order to attract EU financing funds). In this plan the necessity of an integrated nationwide strategy, which facilitates the development of Romanian tourism is underlined.

Romanian organizations from the tourism industry are coping with different challenges and threats in the offline and online business world, with the changes induced by the internet in their micro and macro marketing environment, and try to develop appropriate strategies and marketing strategies in order to

obtain long-term success. Romanian tourism organizations must develop not just offline (traditional) competencies, but also online competencies (using the internet) in order to create and offer value for their customers and to remain competitive in the global competition.

The World Economic Forum published the results of an analysis of 124 countries, regarding different aspects like: the legal frame, business environment, human, cultural and natural resources of the countries. Based on the criteria of competitiveness in the tourism and travels Romania was placed in the analysis made by The World Economic Forum in 2007 in position 76, prior to Ukraine, but well after Bulgaria, and other countries, like Croatia, Czech Republic, Hungary, etc. This position could be improved by developing legal regulations, especially related of environment protection, infrastructure, human resources, offered services, efficient integration of the internet in daily operations, etc.

The development level and tendencies of the Information Society in Romania can contribute to the development of the tourism in Romania. Romanian banks play important role among others in the development of the tourism in Romania and of the Romanian Information Society, being an important actor on the market with a wide sphere of action.

This article presents shortly the Romanian banking system and its main characteristics, especially related to the online presence of the Romanian banks, and it is concentrating on the contribution of the banks to the development of the tourism in Romania.

Methods and data

The authors used both secondary research and primary research methods.

There were studied several secondary information sources related to the situation of the tourism industry, the banking system, the banks of Romania. We must mention that data varied from one source to another, probably due to the different assessing methods or techniques used in order to define, gather and edit variables. As primary research method the authors used observation. For this purpose it was developed an observation form in which the authors have included the aspects that they considered relevant and important to be observed during the primary research activity.

The Economist Intelligence Unit in cooperation with IBM publishes each year a report called “e-Readiness Rankings”, which was renamed in 2010 “Digital Economy Rankings”, in order to assess how different countries “harness the Internet’s potential to spur business efficiency, improve the provision of public services and encourage integration with the global economy.” (EIU, 2002), how they succeed to “absorb information and communication technology (ICT) and use it for economic and social benefit.” (EIU, 2010). In 2010 there were assessed 70 countries from all over the world, and Romania was situated in the 47th place, having a very low degree in connectivity (4.75 from total of 10) and in consumer and business adoption (3.38). In addition the Romanian Government’s efforts banks can facilitate the consumer and business adoption of the internet, by encouraging their customers to use the internet for communicating with their bank, for searching information about banking and financial services, for using internet banking services and mobile banking services etc. Banks could also facilitate the connectivity through developing for example CSR programmes which make possible for the individuals a secure, reliable access to the internet, especially broadband internet.

It is important for Romanian banks to be informed about the characteristics, the level of development, the development tendencies of the information society of the country, and it is important to analyze how it integrates in the global information society.

Different generations use the internet in the whole world and in Romania, too, but the “digital natives” (Nemeslaki, 2008) who are getting used to the different digital equipments and internet technologies since their childhood, use it in their everyday routine.

In Romania the number of the internet users presented an increasing tendency during the several last years. In 2000 the number of the internet users in Romania was approximately 800,000, in 2004 was 4,000,000, in 2006 it increased at 4,940,000, and in 2008 the number of the internet users reached the number of 12,000,000 (www.serviciweb.biz/prima-pagina/34-prima-pagina/80-grafic-utilizatori-internet-romania.html). Other source indicates that in June 2010 the number of the internet users in Romania was 7,786,700, which represents a 35.5% internet penetration rate (the total number of population being 21,904,551) (www.internetworldstats.com/stats9.htm). The number of Facebook users in Romania on 30th June 2011 was 3,424,100, which means a penetration rate of 15.6% (<http://www.internetworldstats.com/europa.htm#ro>).

Romanians generally have a low average income level, as a result the affordability rate of internet accession for citizens and small businesses are low, especially in the case of mobile internet access. But generally internet and especially broadband internet access is increasing in Romania. At national level it was developed a social program to increase the affordability for personal computers in case of poor children. The penetration rate of mobile phones is high in Romania. In order to make the population aware of the benefits of using the internet, and different online services (for example e-administration or e-government services) it was included a Training, Education and Public Awareness Program in the National Action Plan.

Romania is recognized for producing well trained ICT specialists, but unfortunately most of them leave the country to work abroad or work in the urban areas. A lot of small companies develop successfully different software in Romania.

The Romanian Government facilitated the adoption of internet by educational institutes, public administration, and healthcare institutions, but there are still more do be done in this direction. It should be improved the connection of local databases with national ones in a secure way.

In Romania the penetration rate of computers and internet in businesses are acceptable. A lot of businesses have websites, use the internet to communicate and interact with business partners, clients, etc.

Some firms offer the possibility for their customers to make online orders, but only a few accept online payments, generally online purchases are followed by traditional payment methods. But there was introduced in Romania the 3D Secure System, and since than the number of businesses accepting online payments have been increased.

The banking industry and tourism industry have gone through fast and rapid changes, especially in the last years, due to different reasons, among which we can mention the use of the internet in business purposes, too.

The base of the appearance of a business on the web is the appropriate e-business model, which can create and offer value for the customers. These models need appropriate infrastructural services, among which the critical one is the necessary online payment solutions, which must offer security for the buyers and the sellers, too. (Nemeslaki, et al., 2008)

From tourism point of view it is important the appearance of web business models of low cost flights. The online ticket-booking and ticket buying possibilities were important, but behind these models there existed an innovative tourism and air traffic business model. (Nemeslaki, 2008)

The appearance of online consumers represented a business opportunity for banks, too. The online consumer navigates on the internet, searches information about products and services, compares the different offers of competitors, in order to choose the best offer from his/her point of view. Generally the online consumer wants personalized offer, including not just the product/service, but also the price, place and promotion. The online consumer wants experience which makes him/her satisfied. The online consumer is well informed, initiates the interactions with different organizations, and among them banks, too, and is used to have bidirectional communication with these organizations. These have an important impact on the industry of banking and financial services, too.

Today financial services are offered not just by banks, brokerage houses, assurance companies, which generally used to dictate the conditions for their customers, but also by other organizations, and customers started to have greater control on the transactions. These organizations have to offer for their customers integrated financial experiences instead of individual financial services packages. (Friedman, 2007)

For example the site E*Trade offers integrated financial services for the internet users, as a result the customers can check on the same site the brokerage account on a homepage, the situation of own credits on another homepage, can monitor in real time the own situation of brokerage, including buying power, can access own bank accounts, credit limits, etc. (Friedman, 2007)

In order to analyze how Romanian banks and their online marketing activity facilitate tourism development the authors established several criteria which should be taken in view on the websites of those banks which are member of Romanian Banking Association. The authors have chosen the members of this important organization because the Romanian Banking Association's activity is trendsetting in the bank industry of Romania.

The Romanian Banking Association has 40 members, but we analyzed only the websites of 39 banks because one bank has no webpage in Romanian language, and for our research activity we wanted to reveal aspects related to Romanian tourists and tourism organizations, so we considered important for a website to be in Romanian language, too.

The Romanian Banking Association is a non-profit organization established in 1991 by 14 commercial banks, having the mission of representing and defending the interests of member banks, of promoting the principles of banking policy in domains of general interest and cooperation among banks and other national or international banks and banking associations, of exchanging experience and common practices across the banking system, of training experts in the field of banking, of communicating with the mass media. It has different specialized commissions which are looking for solutions to different problems which appear in different segments of banking activity, are enforcing the National Bank of Romania's norms and working regulations with international rules and practices. Specialists have also the task to make proposals regarding the improvement of legal framework of the banking system, to

facilitate the uniform way of providing banking services and products. We can mention the importance of facilitating cooperation with different institutions from the banking industry, such as the National Bank of Romania, the Commissions for Budget, Finance, Banks of the two Chambers of Parliament, the Ministry for Public Finance and other national and international organizations. The different programs regarding the training of experts, the participation at seminars and conferences have a great importance from the point of view of human resources management and of assuring the quality of banking services and products. (www.arb.ro/index.php).

The Romanian Banking Association has (www.arb.ro/structura_organizatorica.php):

- a management body called the General Meeting, formed by representatives of all its members,
- a Board of Directors which is its deliberative and decisional body,
- an Executive Management in charge of executing the decisions of the Board of Directors, of material and financial management of the Association,
- an Internal Auditor which represents the internal financial control unit.

The Romanian Banking Association has the following commissions: Legal Commission, Settlement Commission, Taxation Commission, Lending Commission, Compliance Commission, Accounting Commission, Commission of Bank Enforcement Officers, Card Operations Commission, Commission for the SEPA Project, Commission of Experts in IT&C Systems Security, SWIFT User Group, Banking Security Commission, Anti-Fraud Commission, Public Relations Commission, Human Resources Commission, Commission for the Mortgage Credit, Internal Audit Commission, Commission for implementing the New Capital Accord Basel II, Commission for the New Reporting System of the Credit Institutions to the National Bank of Romania, Capital Markets and Treasury Commission, Anti Fraud Forum for Cards Operations, Commission of Experts in Leasing Operations (www.arb.ro/comisii.php).

The Romanian Banking Association is implied in several projects: SEPA / Single Euro Payments Area, Implementation of the Provisions of the New Capital Accord – Basel II, Rationalizing and Simplifying Credit Institutions' Reporting System to the National Bank of Romania, Electronic Payment System Developments, The Convergence Group (www.arb.ro/proiecte.php). The Electronic Payment System Development project was very important from the point of view of facilitating the use of the internet in business purposes in different industries, and among them in the tourism industry, too.

Both tourists and tourism organizations need to be a client of at least a bank in order to have the possibility to make payments and to receive money for the offered products and services. We analyzed if the Romanian banks offer the possibility for the visitors of their website to register on that site. A registered customer permits for the bank to gather different information about this client and to personalize its offers and the bidirectional communication with that customer. The results of our research revealed that only 41% of the analyzed banks offer this possibility for visitors, 59% has a lack regarding this aspect.

Generally customers want to be informed periodically by banks in newsletters, so we wanted to see if the banks offer newsletters for the visitors of their websites. Banks can send newsletters for their registered customers, and/or can offer the possibility to subscribe to their newsletter for those visitors of their websites who are not yet their customers. Only 36% of the banks offer newsletters for the visitors, 64% do not offer this possibility.

It should be important for the banks to offer a news/events section on their website, where visitors are informed about the latest events in which they can be interested. The majority of the banks (77%), realized the importance of this online marketing tool, and has a news/events section on the website.

Tourists look for information on the internet when they want to plan their holidays, and they search information using online searching engines (like Google, which is the most popular searching engine in Romania), visit websites of tourism firms, banks and other firms, blogs, forums and online community sites (like Facebook, which is the most popular in Romania) in order to become better informed, to compare the different offers, prices and other aspects, to read opinions, experiences of other tourists etc. For this reason we analyzed if the banks have forums, blogs and accounts on Facebook. It was very surprising for us to discover that the analyzed banks have neither a forum nor a blog, which from online marketing point of view are very important tools. 59% of the banks have an account on Facebook, so they consider important to be present on the websites of online communities, and are conscious of the power of online communities. We also analyzed if banks consider important searching marketing and optimize their websites for the main online search engines, so we checked with different keywords if the websites of the banks appear in the top ten results of the searches in Google, which is the mostly used search engine by Romanian internet users. At the beginning we have typed the names of the banks, and the keyword "bank" and we were amazed that only 3% of the banks appeared in the top ten results. For the keyword "commercial bank" 10% of the banks' websites appeared in the top ten of the results. This is a serious lack because these results show us that Romanian banks are not conscious of the importance of being find easily on the internet, and do not optimize their sites for searching engines. If their site does not appear in the first page of results the probability to be accessed by internet users decreases significantly. We have checked several other keywords and the results were the following: for the keyword "credits" only 15% of the banks appeared in the top ten results, for the keyword "debits" only 5% of the banks appeared in the top ten results, for the keyword "internet banking" only 13% of the banks appeared in the top ten results, for the keyword "cards for tourism" only 3% of the banks appeared in the top ten results, for the keyword "travel insurance" none of the banks appeared in the top ten results.

The number of internet users and mobile phone users is increasing worldwide and of course in Romania, too. More and more customers use online payment possibilities in order to pay for their bills, for their purchasing. As a result it should be important for banks to offer internet banking services and also mobile banking services. Checking these aspects on the websites of Romanian banks we found that 90% offer internet services on the bank's site, and 31% offer mobile banking services.

The major concern regarding transactions made through the internet regards the security of the online payment systems. Unfortunately Romania is "famous" about the frauds made on the internet, so this fear is understandable. Romanian banks offer different cards for their customers, but generally these are used by customers for retrieving money from the ATMs. Romanian citizens need education in how and for what purposes to use cards, online payment systems, especially secured online payment systems in order to develop their culture of using the internet for payment purposes. In consequence we wanted to know if Romanian banks offer information related to online payment systems, and we found that only 15% of them offer on their website information regarding this issue.

Tourists can be interested also in the location of the bank branches and ATMs, so we considered important to analyze if Romanian banks offer this information on their websites. 74% of the analyzed websites offer information about the location of the branches and 56% about the location of the banks' ATMs.

Conclusion

The development of the tourism in Romania is a very complex problem, and a lot of actors play important role in this development.

Among these actors Romanian banks have a priority, because they can offer possibilities for the development of the Information Society in Romania, and because the internet is intensely used both by tourists and tourism organizations banks can facilitate the use of the internet in the tourism industry and in related industries, and as a result can facilitate the development of tourism in Romania.

The Web presence, the Web sites and e-readiness of different Romanian banks, the way 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, all these aspects contribute to the development of tourism in Romania.

Most of Romanian banks are conscious of this and integrate the internet in their strategies, marketing strategies and daily operations. Of course, as the results of our primary research shows, there are a lot of aspects, which should be improved but we consider that Romanian banks can adapt their activities to the challenges of the digital era.

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To Brand or not to Brand a Tourist Destination

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Abstract

The main aim of destination marketing is to convey a positive image of itself, in such a way that is not only more attractive for potential visitors and tourists, but also for local people to feel identified with the territory and satisfied with their life quality. The development of the destination image must be carried out emphasizing its personality to avoid going unnoticed in this increasingly globalize and saturated market.

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, with 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, destination, branding, marketing

Introduction

Because of the increasing globalization and all the low cost companies which are helping communications to become more affordable and tourism more diversified, the competition among destinations is growing every day, especially in these economic instability times that many countries are living. And when competition comes up, positioning strategies and marketing actions are planned, not only by private companies, which focus on their own customers, but also the public sector starts a whole series of actions to call the potential visitors' attention to its territory. These actions are not the same for all of them, but they depend on the market they are competing in, the type of destination they are and the goals they are pursuing. In any way, there is always necessary a link among the message conveyed by the different levels of administration, and also among all the campaigns conducted by private companies using the name and the identity of the territory as a trademark.

This leads us to reflect on the importance of the development of marketing and promotion plans, considering all the time the interest of local population and the involvement of all the concerned parts. In some cases the destination decides to create a territory brand to convey its image, and in other cases the destination tries to do it with other kind of actions, and both can be successful. In this paper we will analyze those actions through several examples in order to describe how a destination can have a good image with and without a brand.

The importance of the image for a destination

In general, as we have already explained, the main aim of destination marketing is to convey a positive image of itself, in a way that not only is more attractive for potential visitors and tourists, but also for local people to feel identified with that image of their territory. Therefore, according to (Friedmann 2000), the integral image of a place is composed of two images: internal and external. The first one depends on the perspective of citizens and the second one, however, is perceived by people who do not reside in the territory. In both cases it is all about the personal perception, so we can find several internal images with the same external reality, as many as people with an opinion. Thus, we realize that it is not so important what the destinations are and offer objectively, but the main thing is how this reality is perceived, because people are guided by their subjective impressions after all, no matter if these perceptions are right or not. This is why a destination not only has to be good, but also to seem good.

For an individual to have an image of a place in his/her mind, he/she should at least have heard of it. The information he/she has, whatever it is, will be processed internally according to his/her personal features, his/her value system and his/her experience. But we have to take into account that the image is not static, it is continually changing as a result of the new stimulus he/she is receiving from that place and of his/her personal changes as well. For these reasons it is important to note that the image that people have of a territory does not always match up with the one that the destination managers want to communicate.

The development of a destination image must be carried out emphasizing its personality to avoid going unnoticed in this increasing 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 same aims and working together to achieve a higher level of competitiveness (Seisdedos 2004).

Marketing actions from the public sector

Normally, tourist policy manages the promotion of the different territories as tourist destinations through various types of actions. In fact, marketing and promotion are actions that receive more attention, being considered even the origin of the tourist departments and, sometimes, almost their only content. The importance of these marketing actions has caused the creation of the Destination Management Organisations (DMOs), which are the organisations responsible for the management and/or marketing of destinations and generally fall into one of the following categories (WTO, 2004.):

- National Tourism Authorities (NTAs) or Organisations (NTOs), responsible for management and marketing of tourism at national level.
- Regional, provincial or state DMOs (RTOs), responsible for the management and/or marketing of tourism in a geographic region defined for that purpose, sometimes but not always an administrative or local government region such as a county, state or province.
- Local DMOs, responsible for the management and/or marketing of tourism based on a smaller geographic area or city/town.

These DMOs develop the following actions (Pike, 2004):

- Governance and the politics of destination making.

- Organisational structure.
- Alternative funding sources.
- Strategic planning and implementation.
- Destination competitiveness.
- Destination positioning.
- Human resource management.
- Relationships between national, state and regional DMOs.
- Destination brand management.
- Integrated marketing communication implementation.
- Performance measures.

We can see that the aims of tourist policy refer not only to the production of tourist experiences, but also to their promotion. In this way, the idea of promotion being just an instrument of tourist policy changes, and we come to the conclusion that promotion is an inseparable part of the tourist experience. Thus, a deceptive or incoherent promotion would mean that the administration has failed with its aims related to positioning, sustainability, quality and efficiency, even if it means an increase of the tourists in the short term (Fayos-Sola, 2004). On the other hand, there has been an evolution of the goals from those focusing just on the economic growth, to those taking care of the environment in order to extend the competitive levels of their tourist production in the future, which is reflected in the development plans that many destinations are carrying out.

For the development of a destination as an integral product, just in the tourism sector or in a general way, it is absolutely necessary a planning and a marketing strategy, especially in times of economic uncertainty such as these we are living now. The destinations with a correctly defined image and the wished position in market just have to keep developing those kinds of actions. However, those cases are not so common, and that is why the current trend in tourism marketing is the creation of a territory brand helping destinations to enter the market as if they were a private company, although for a place it is always a more complex process.

New trend: branding. Is it always necessary?

Previously, we have described the importance of image for the development of a destination, well, that is the main reason for going from marketing to branding. Thanks to the creation of a brand the image is more identifiable and may also include byproducts that, with the shelter of the main brand, are released or promoted. Furthermore, another circumstance that has contributed to the growth of destination branding is the current market situation. The tourist market is becoming broader, changing and competitive, so being different is increasingly more difficult and necessary at the same time. Therefore, the creation of a brand helps the destination to position in this context, taking into account its main characteristics and attributes in order to assure their economic, social and territorial development. So, for a territory, the brand is the symbol or design combining all the attributes of the product that it represents as a destination, helping to create value by strengthening and summarizing the main distinguishing features to excel in the market. With a brand, the territory seeks to make a link with consumers, both external and internal, helping to establish a coherence in the ideas which identify the destination, creating a tie between individual and collective identity, encouraging the search for new products and experiences in that destination (Evans, 2003). All this is done through a visual symbol that tries to represent the identity of the territory in order to position it as wanted. However, the responsible department has to know that the brand can change the way the destination is shown, but the characteristics are not altered.

On the other hand, it should be clear that the creation of a brand is expensive and complicated, and may be unnecessary or contradictory with some of the objectives planned by the responsible administration. When a destination has a good image and because of that it is well positioned and recognized by current and potential customers, the creation of a brand trying to convey a new message or identity can be unadvisable, because it can change the good image that the place has got, getting a change for the worse. Branding is not the only way for a territory to convey its identity, and when a destination gets a good opinion from visitors and residents without having a symbol or slogan, it should keep doing the same kind of actions because it is getting good results with them.

In the following epigraphs we are going to compare different actions from branded and unbranded destinations.

Branded destinations: the cases of Amsterdam and New York

A current example of a successful branded destination is Amsterdam. There, a platform for government, industry and organizations with marketing and promotional objectives were set up in 2004: Amsterdam Partners, in order to have all parties in the Amsterdam area working together on city marketing. As they say, "Amsterdam Partner's goal is to promote and improve the image of the Amsterdam Metropolitan Area on an international level. A single concept guides the raising of Amsterdam's profile: the city is renowned for its combination of creativity, innovation and commercial spirit" (<http://www.iamsterdam.com/en/amsterdam-partners/about-us/who-we-are>). They think that a city brand is necessary in order to promote Amsterdam, so the brand 'I amsterdam' was created as the new motto for the city and officially launched in September 2004. From that moment, they have developed the following actions (<http://www.iamsterdam.com/en/amsterdam-partners/about-us/what-we-do/marketing-tools>):

- A portal (www.iamsterdam.com), providing everything one needs to know to travel, live, do business and take in a wide variety of cultural activities in Amsterdam.
- Online presence, to form communities and facilitate an open dialogue between Amsterdam and its visitors, residents and prospective and established businesses.
- A high-end business magazine (Proud), produced by Amsterdam Partners and Amsterdam in business. The magazine includes testimonials from CEOs living in the Netherlands, who explain first-hand why they chose the Amsterdam Metropolitan Area for their international or European headquarters.
- International press, aimed at generating positive coverage for the city and the region based on our core values; creativity, innovation and the spirit of commerce.
- Festivals and events
- Merchandising, letters, publications, etc.

We can see some results through these examples over the course of 2009 (Amsterdam partners annual report 2009):

- No fewer than 40 international events, festivals and conferences were linked to our 'I amsterdam' slogan, including Picnic '09, Amsterdam International Fashion Week, Dream Amsterdam, Eurobest, Art Zuid, Tedx Amsterdam, Amsterdam Dance Event, and others.
- One of the most remarkable opening ceremonies in 2009 was obviously the opening of the Amsterdam branch of the Russian Hermitage on the river Amstel. Naturally, the 'I amsterdam' logo was

featured on all campaign materials used both in the Netherlands and abroad, and an active media policy resulted in publications around the world.

- The festivities surrounding New Amsterdam, Henry Hudson 400 involved a major outdoor campaign: a large I amsterdam banner on a ferry, a huge version of their 3D letters on Governors Island, campaign posters in bus shelters and on the streets of Lower Manhattan, advertisements, merchandise, etc.

- Merchandising's turnover for 2009 totalled 670,654. This represents an unexpectedly high figure in view of the global economic developments. Amsterdam Merchandising's turnover actually grew despite the 32% decline in Amsterdam's souvenir market. The existing range was further expanded in 2009 to include 15 new products. The number of distribution points was also expanded in order to further consolidate the success of our marketing efforts.

- In 2009 the number of visitors to the site doubled in comparison with 2008, reaching a total of three million.

With this brief review we realize how branding and a good marketing plan can help a destination to excel conveying a good image.

But if we think about successful place brands, we cannot forget the one which probably is the best known of all territorial brands in the world: New York brand. It was created in 1977 as part of a campaign to restore the image of the city, because the criminal rate was high and the morale of New Yorkers was low. The New York officials decided that something had to be done. The New York State Department of Commerce hired advertising agency DDB to develop a marketing campaign for New York State, in order to boost the morale and attract tourists to the city. Meanwhile the Department of Commerce also recruited Milton Glaser, a young graphic designer to work on the campaign. Based on DDB's advertising campaign he created the design that eventually became famous. And the campaign that supposed to last a few months finished establishing itself as a referent in global marketing.

Glaser's logo was one of the most important factors that helped New York to get back on this feet and it's now one of the safest big cities in the world. In "I love NY" the city has worldwide known symbol that has caused hundreds of imitations, but also a symbol/sign/logo that helped to build the New York brand. There are of course cities with very significant symbols, which can and are used for branding but there are not many cities with such a recognizable logo.

New logos with thematic treatments were created for the 2008 relaunch to breathe new life into the iconic logo and showcase that New York is more than just New York City. The icon remains prominent and in its original, classic form but the added elements force you to stop and rethink what I LOVE NEW YORK really means. And, more importantly, what it means to people.



Source: "I love New York Brad Guidelines, November 2008"

Also Seasonal logos were created for Brand advertising and seasonal promotions:



Source: "I love New York Brad Guidelines, November 2008"

All these logos are used in different actions and ways such as advertising, travel guides, brochures, events, regional activities, accommodations, camping or restaurant guides, websites, radio and television, displays, etc.

The success of the brand and its campaigns is clear if we see the number of visitors and all the merchandising sold, being the brand with more free promotion thanks to the people wearing and using all that merchandising.

Unbranded destinations: the cases of Barcelona and Paris

In order to know the image of a city both branded and unbranded, it is necessary to find out what people most want from a city, and that is what Saffron Consultants did in 2008, with a study entitled 'The City Brand Barometer', which measures the strength of cities' brands and assesses how well cities

use branding to exploit their assets. The analysis is based on two components: City Asset Strength and City Brand Strength. Saffron's experts chose four factors, equally weighted, to measure a city's Brand Strength: Pictorially recognized (meaning, could many people recognize the city from a postcard without having to read the description on the back); Quantity/strength of positive/attractive qualities (meaning, what prompted and unprompted associations do people have of the city); Conversational value (meaning, how interesting would it be talking about that city) and Media recognition (which we determined statistically by counting media references to the city over a set time period).

According to this study, the two unbranded cities with the best assets and the strongest image to match are Paris and Barcelona, and that is possible thanks to the actions developed, so we are going to describe two different actions developed in a similar way by those two cities.

The first action is related to the film world, and how a city can have a great promotion if its streets and spots appear in an international film. In that respect, both Barcelona and Paris are becoming important stages:

- Barcelona is recently using this kind of promotion thanks to popular international movies like "Vicky Cristina Barcelona" and "Perfume". Besides, it is taking the advantage of that popularity by creating "Barcelona Movie", a project developed by Turisme de Barcelona and the Escola Universitària d'Hoteleria i Turisme CETT-UB, launching a series of themed itineraries about films shot in Barcelona and aiming to expand them at a later date to include all kinds of information about Barcelona and film. The themed itineraries, called Barcelona Movie Walks, offer a whole host of information about the film in question: synopsis, cast and crew, the main awards won and a "Did you know?" section including snippets of information and anecdotes about the film. Each tour has a map featuring the locations/tourist attractions on the route. Those walks are:

- Woody Allen's successful film "Vicky Cristina Barcelona".
- Pedro Almodóvar and his multi-award-winning film "Todo sobre mi madre".
- Salvador (Puig Antich), a cinematographic project that wants to recover the historical memory of some tragic facts.
- Perfume: The story of a murderer, one of the most successful European co-productions of recent years.
- Manuale d'amore 2, second part of a hilarious Italian comedy about love, being even more successful than the first one.
- L'auberge espagnole, one of the most successful French films of recent years, which was particularly popular among young audiences.

- In Paris the most famous case was "The Da Vinci Code" book and movie, which triggered a wave of tourists wishing to discover all those spots. That is why several tours have been created, like the "Da Vinci Code Walking Tour" or Paris Muse's private tour "Cracking the Da Vinci Code at the Lourve", which had 10.000 visitors in April 2004 (<http://elmundoviajes.elmundo.es/elmundoviajes/noticia.html?seccion=cronica&nombre=1093618590>). Apart from that, the train "Eurostar" was one of the ways chosen to promote the film and thanks to that it broke the sell record (http://www.hosteltur.com/32562_eurostar-consigue-ventas-record-gracias-al-codigo-da-vinci.html).

But this is not the only famous international film shot in Paris, another example is "Amélie", which is still attracting lots of tourists wanting to discover all those places in Montmartre, where the tourism was

limited to the visit to “Sacré Coeur” before the film and now, with the “Amélie Tours”, has thousands of tourists every day.

Another common action in city marketing and promotion is having links with popular brands, as we are going to see in the chosen cities:

- In Barcelona one of the most popular and international examples is “Custo Barcelona” (<http://www.custo-barcelona.com/en>), which started with the name “Custo Line” and decided to add the image of “Barcelona” as a good extra to its own image. Still in fashion sector, another example is “Mango”, which in 2008 signed an agreement with the Barcelona Council, so “Mango” would include the Barcelona brand in its graphic image and on some of its products, in order to associate the image of the multinational with the image of the city, in the same way that other fashion brands have associated themselves with the city of Barcelona and other fashion capitals (<http://keepthebeat.mango.com/tag/mango-barcelona/?lang=en>).

- The name of Paris is used in different cosmetic brands like “L’Oréal Paris”, “Lancôme Paris” or “Kérastase Paris” (http://www.loreal.es/_es/_es/index.aspx?), but also in fashion brands like “Hermès Paris”, “Yves Saint Laurent” with its perfume “Paris” or “Paris, je t’aime” (<http://www.ysl-parfums.com/yves-saint-laurent/perfumes/mujer/paris-es-@/index.jsp?id=411>). All these brands have the prestige of being French and also of having the image of the city of Paris as a symbol of style.

With all these examples we can see how an unbranded city can use its image to promote itself in several ways, conveying different messages to different target groups.

Conclusions

The current tourist market, due to globalization and the economic situation we are living, makes the tourist to be more demanding, and it has also created a situation in which if a destination wants to be developed properly, it must stand out from others. That is a task that depends on both the public and the private sector and it has to be developed with the cooperation and the involvement of the inhabitants of the territory, because the image to be transmitted abroad depends on all of them. That image will mark the position of the destination in both the market and target's minds, so the responsible administration should be sure about the message they want to convey and how they are going to do it.

According to that, many destinations are developing actions which should be conducted properly and thoroughly studied to reflect the positive aspects of the destination, increasing its popularity and prestige, according to the objective of each administration. All kind of tourist destinations should have a marketing strategy, helping the administration to be sure about the actions it has to develop at every time. Depending on the aims the territory has or the type of market it is competing in, it has to decide between the development of marketing actions which are not linked to a place brand directly and starting campaigns of branding. In both cases, the administration has to choose the correct actions studying the destination and its objectives properly, because they will represent the territory features and they have to make the inhabitants to feel identified with it.

If the marketing strategy and the different campaigns are developed according to the destination needs and characteristics, the promoting actions will be a success, as we have seen in the branded and unbranded cases above. Every type of action is different and that's the way it has to be, as every destination is different so it has to develop strategies specially designed for it and that is the reason for

them to be so expensive and complicated. A good strategy could mean an increase in the popularity of the destination and an improvement of its image, but an unplanned strategy or a chain of actions that the inhabitants reject, would mean a loss of money and confidence of the administration.

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

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Abstract

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 restructuring 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 the Kalotaszeg Ethnic Region, 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.

Key words: Rural tourism, Online marketing, Authenticity, Tradition, Romania, Rural Communities

The motivation and the goal of the study

When applying for the conference entitled Contemporary Trends in Tourism and Hospitality, I was planning to carry out a simple online marketing analysis of the rural touristic pensions of Romania, analyzing the different aspects of their web pages and of the way they promote their services via the various new opportunities offered by the internet and especially by web2 applications and then I was planning to give suggestions for further development. A conversation with one of my PhD coordinators, Bertalan Pusztai (who along with Gábor Michalkó is guiding my dissertation) as well as the literature he has given me and his own article on the question of authenticity (Pusztai 2010), made me realize, that the problem of online marketing in rural tourism is far more complicated and is has many aspects that have to be dealt with. All these made me rethink the whole concept of the research. What was meant to be a simple on-line marketing analysis, became a reflection on the various tentacles tourism has in rural areas, a reflection that is using the analysis of online marketing methods to prove that, what local stakeholders sell and promote online (and in various other ways) as the past, as traditions, as authentic are merely commodities used to attract tourist to the area.

As I am writing these lines, I AM well aware of the fact that there are many questions that still have to be answered: Is rural tourism a passport to development? Or is it something that is constantly destroying fragile cultures and tradition? Or is it a form of modernization for rural societies? While some aspects of these questions will be answered for those who have the patience to run through the upcoming pages, the purpose of this study, concentrating on the online promotional problems of rural tourism, cannot be to give a detailed answered to all of them. That remains to be the intellectual challenge of my dissertation.

Though I do not want to describe the various phases the question of the authenticity of tourism have gone through, and, for sure, not being an anthropologist, this would be far beyond my competences, I still think that rural tourism is strongly linked with authenticity, thus it cannot be left out of this research. Therefore, after a short, factual presentation of the rural tourism of the research area, I will present the problem the idea of authenticity raises not only in this area, but generally, in the whole Transylvania. This is followed by the (somewhat critical) analysis of the different online methods used to attract tourists and the analysis of the photos used for the same purpose. Research is based on the analysis of online material used by the various stakeholders (local organizer, pensions, and agencies of Kalotszentkirály-Zentelke village and on the data collected on a field study carried out for a previous research. Using Kalotszentkirály-Zentelke out of the 38 villages of the Kalotaszeg region was not at all by accident. This is the village where 90% of the touristic activities of the region are concentrated, Kalotszentkirály-Zentelke having more touristic pensions by itself than the rest of the region together.

Rural Tourism in Kalotaszeg, a factual analysis

The research has been carried out in Kalotszentkirály-Zentelke (Romanian Sancriau de Cluj), a village is situated about six kilometres from Bánffyhunяд (Huedin) in the Hungarian ethnographic region called Kalotaszeg, 48 kilometres west of Kolozsvár (Cluj Napoca). The village of Kalotszentkirály grew to absorb its smaller twin, Zentelke. Therefore its official name is Kalotszentkirály-Zentelke. The settlement is home to some 1200 people, 90% of which are of Hungarian origin. Due to the economic liberalization that began after the fall of the Ceausescu regime in 1989, many families turned to rural tourism as an alternative income source. Thus tourism captured an important role within the restructuring countryside. Today nearly 50 families provide accommodation, having a total capacity for 300 people. Others families provide ancillary services.

It is not by chance that Kalotszentkirály-Zentelke has become the centre of touristic activities and accommodation of the Kalotaszeg ethnographic region. It is indeed true that Kalotszenkitály-Zentelke boasts of having great geographical and cultural wealth, but this can equally be told about any of the 38 villages of the region, each of which is having less than three rural touristic pensions. The clue for the controversy is rather simple: starting with 1991, after the fall of the Ceausescu regime, people from the Hungarian mother country were flooding to the Folk dance camp organized in Kalotszentkirály-Zentelke and a teacher of the local school saw business possibility in tourists. Today he is considered by the inhabitants and himself the father of the rural tourism in the village. His company engages in marketing the touristic pensions belonging to his “well-built” red and in organizing various programmes to attract tourists to the region. Thus various practices have been introduced to promote and satisfy the tourist market. These practices will be analyzed in detail in the chapters entitled “The message of the words” and “The message of the pictures”. We can see that in this micro-economy, the experiences of the tourists is only partly shaped by the specific locality and context, as the encounter is organized and influenced by others (Cipollari 2010), in the case of Kalotszentkriály-Zentelke is mainly the above mentioned local operator, and for sure the travel agencies and their guides, who bring tourists to the region.

The tourism of Kaloszentrkirály-Zentelke can be described as small-scale as there is no large tourism infrastructure. Three of the 48 rural touristic pensions are owned by the above mentioned entrepreneur, the rest are owned by local families. In most of the families women are those who deal with the pension (80%) as a result of female unemployment in the region. Hosts are generally middle aged (47% between the ages of 41 and 55) and they have completed at least secondary education (53% are having bacculaureate degree, 13% BSc and 10% MSc degree). Each of them have competed some kind of professional course in tourism management and each of them speaks Romanian language to

some degree, but only less than half of them speak at least basic English or German. 50% of the pensions were established 10-15 years ago, 5% were established 15-20 years ago, and the rest in the last 10 years. When asking what their motivation was for developing their own business, each of them indicated the importance of an alternative income source and only 15% added that they needed a possibility to practice their hospitality. Most hosts used their own resources when setting up their business. Only 10% applied for bank loan and only 2 of them drew European funds. 66% of the pensions are relatively small, having a capacity to host 4-6 people, 22% can host from 7 to 10 guests and only 10% can give accommodation to groups with more than 10 members. Due to the proximity to the Hungarian-Romanian border and the ethnic composition of the inhabitants (90% being of Hungarian origin) 70% of the guests are coming from Hungary, 10% are coming from other European countries (like Germany, Finland, France or Italy) and 20% of the guests have Romanian citizenship, 15% of which are Hungarians living in Romania. So only a relatively small number of tourists are of Romanian origin (especially transit tourists). The tourism flow is concentrated in four periods of the year: Easter, summer, autumn (the period of the grape and of the hip harvest) and New Years Eve.

Rural tourism and authenticity in Kalotaszeg

The concept of authenticity has been a hallmark in the sociology of tourism literature ever since Dean MacCannell (1973, 1976) introduced the idea of “staged authenticity”, claiming that tourists searching for authentic experiences in order to escape their daily lives but instead of authentic experiences they run into what MacCannell calls “staged authenticity”, thus “the touristic experience that comes out of the tourist setting is based on inauthenticity, and as such, it is superficial” (1973). Reading MacCannell’s thoughts we have to admit that his idea can be detected in every aspect of modern tourism. Even though “many tourist motivations and experiences cannot be explained in terms of the conventional concept of authenticity” (Wang 1999), authenticity is especially relevant to rural tourism, where together with the past and the local traditions, it becomes a commodity and it is sold to tourists.

The hope to tourism is brought back by Ning Wang, who in his much cited work “Rethinking Authenticity in Tourism Experiences” introduces the notion of “existential authenticity”. He claims that existential authenticity “has nothing to do with the authenticity of the toured objects” and tourists escaping from their daily lives do know that the authenticity of the objects is staged but do not consider themselves victims, instead, they are happy to participate in a “playful search for enjoyment”(Wang 1999).

While MacCannell’s view is undoubtedly dark and makes us all rethink whether travelling is worthwhile at all, Wang’s alternative interpretation of the phenomenon brings back the idea of playfulness and joy.

When reflecting on the rural tourism of Transylvania, and on the examined region, I have to admit that adopt a typical sitting on the fence attitude, however unscientific it may sound. With the following lines I will try to rationalize this dubious attitude. The past, the local traditions and thus authenticity are used as main attraction to attract tourists to the Kalotaszeg region, but these traditions are often, if not always modified to serve the interest of the tourists and new traditions are coined and introduced, with the same purpose. The past is often promoted as something that is still living in Kalotaszeg (and in the villages of Transylvania in general) time standing still and offering the possibility of stepping back in time for those coming from their modern reality. Yet, undoubtedly, modern technologies and globalization with their negative and positive effects did reach this region as well, fact that will be proven by this research, too. It is becoming obvious that much of these attractions are based on lies (it seems that I have to use this word, even though I was trying to avoid it).

On the other hand, there is Wang's theory with the tourists searching for their own identity and knowing that they are being lied to, but accepting it for the sake of the game. Is that a joyful game? Can visiting the lands that were once Hungarian (and then taken two times from Hungary after each world war) be joyful for the tourist coming mainly from the Hungarian mother country? Probably not, one might say, but then we have to remember the Hungarian proverb, which proves to be true again: "The Hungarian is dancing with tears in their own eyes" ("Sírva vígad a Magyar"). Thus the game, joyful or not, constitutes a nostalgic visit to the once Hungarian land, meeting "true" Hungarians and participating in the traditions local people engage in for the tourists' sake in a staged world.

Kalotaszekiraly and its online presence

Online communication is becoming more and more important in marketing places, and it seems that the local authorities and tour operators of the analyzed village are well aware of this. A Google search for the Hungarian name of the village (Kalotaszekiraly) returns 73.900 results, searching for its Romanian name (Sanctra De Cluj) will give back 191.000 matches, while the German name of the settlement (Heilkönig o Sehngroll) is mentioned in 86 different sites. There are several sites providing detailed information on the village, like Wikipedia.org (in seven languages), welcometoromania.ro (in three languages) or greenagenda.org (in three languages). The settlement has its own Facebook profile. Moreover, YouTube return 125 videos, which have some reference to the village (generally presenting folk dances) and Google Image Search provides 13300 images which are connected to Kalotaszekiraly (photos, maps, drawings). The numbers speak for themselves. We can see that the village is well represented on the Internet. The numbers are especially high when compared with other villages of the region. Körösfő, the second village in the row when it comes to online representation can only boast with 36.000 Google search results and the other numbers show the same tendency.

While when it comes to marketing communication only four pensions advertise their services through the help of brochures, on-line service promotion has gained significant importance. Not surprisingly, the most popular accommodation search engines are the ones in Hungarian language with a Hungarian domain: erdelyiturizmus.hu, erdelyutazas.hu, Szekelyfoldinfo.hu Szekelyfoldszallas.hu, kirandulasokerdelybe.hu, zeda.hu, Szallaskeres.hu, Travelminit.hu. Four search engines having Romanian domain have hyperlink to accommodation in Kalotaszekiraly, but only one of them is offering a significant number of guest houses (20). Besides, there are two search engines with international domains (.com and .net), promoting the accommodation of 1-1 pensions. Out of the 48 guesthouses situated in the village 42 have registered an account to at least one of the above mentioned accommodation search engines and half of them have more than three profiles at one of the search engines. Five rural touristic pensions have their own website.

The message of the text

When analysing the message of the data that is published online by the pensions and agencies, I was searching for the concepts of "authenticity", "tradition" and "past". As promoted by the website of the local agent Kalotaszekiraly-Zentelke is a village where authentic Hungarian culture is alive and is part of everyday life, where people still wear traditional costumes on feast days, where traditions that have been kept throughout long centuries are still fascinating like Christmas carolling and acting out the Bethlehem story, the 'sprinkling' at Easter.

The concept of authenticity appears 78 times on different web pages promoting accommodation and programmes in Kalotaszekiraly-Zentelke. There are several references to the "authentic Hungarian

culture”, to the “authentic folk music”, “authentic peasant music” or “the authentic village music”, “authentic dances” and “authentic food”. It is advertised as a place where “authentic Hungarian culture has survived uncorrupted”. An “authentic” and unspoiled village experience is offered for the tourists. It is each and every aspect of MacCannell’s staged authenticity that can be detected here, where “it is always possible that what is taken to be entry into a back region is really entry into a front region that has been totally set up in advance for touristic visitation” (1973:597).

When analysing the programmes offered by the local agency, we can see that they are either built on the natural beauties of the surrounding areas or on traditions. The concept of tradition appears 121 times on the examined sites. The predominance of old Hungarian traditions is highlighted, with excellent craftsmen still practicing their craft and with people still wearing their splendid costumes on holidays. A short interview revealed that those who do wear their splendid costumes are forced to do so by the local entrepreneur. The traditional programmes offered by the local agency include: “the traditional grape harvest celebration”, “traditional Hungarian pig slaughter”, New Years Eve at Kalotaszentkirály, with traditional folk dance programme, the Hip Festival, and traditional Easter Programme at Kalotaszentkirály with “traditional sprinkling”.

Just like tradition, past is a vital, if not the most vital part of the online promotion of the village. Though the word past does not appear literally more than 250 references are made to it (As authenticity and tradition are strongly linked to past, this number comprises the references to authenticity and tradition). Each and every aspect of the promotion has something to do with the past: “culture is uncorrupted”, “folk crafts characterized the village from the past”, “a trip to Kalotaszentkiály is a trip back to the past”, it is “the place of the living past”, “Old Hungarian traditions are alive” and “it is a stronghold of old Transylvanian Hungarian folk music”. In the meanwhile past is sold not just in a metaphorical sense but literally as well, when local people sell to tourists the folk costumes that were inherited from generation to generation at the market of Kalotaszentkirály. And for sure, they are not the only vendors at the market. Others sell souvenirs, typical or not to the region, sometimes of Chinese origin, and with a reduced quality. It is no wonder therefore that one gets the feeling that “past”, “traditions” and “authenticity” is sold at an online market very similar to the market of the village.

The message of the pictures

When analyzing the pictures that are used to promote the various touristic services of the region I was collecting data from the most popular accommodation search engines, the own websites of the pensions and the website of the local travel agency. The research comprises a total number of 500 pictures and its idea is based on Graham Dann’s analysis of travel brochures (1996). I was making five categories and several sub-categories shown (Table 1).

43% of the analyzed photos are made of humans: locals (39%) tourists (2,4) and tourists and locals in interaction (1,6). The number of photos taken of tourists and locals together is striking and surprising as the rural tourism of Transylvania is an industry based on the customized interaction of tourists with the local community (Cipollari 2010). 38% of the photos taken in the village show locals in traditional folk costumes, though these costumes are only occasionally worn on special holidays.

Table 1.

Photos of people	Locals only	195
	Tourists only	12
	Tourists and locals	8
Photos of buildings	Built heritage	37
	Interior design of pensions	68
	Exterior design of pensions	59
Photos of natural beauties		48
Traditional crafts and activities		62
Others	Food	5
	Drinks	4
	Animals	2
Total		500

Source: own source.

Only 1% of the total number of the analyzed photos shows people in their ordinary clothes, the garments that they do wear in their everyday life, even when interacting with tourists. Interestingly, when asking locals if I can take a picture of them, the answer was negative, as they claimed that they were not wearing the folk costumes. Nearly half of the photos taken of locals (20% of the total number) are of locals participating in some kind of traditional festival or religious holiday. This includes the grape harvest celebration, New Years Eve, the Hip Festival, the Easter Programme with sprinkling and various folk dance programmes, showing the importance of these events in the image of the village. The high number of photos showing locals wearing traditional folk costumes underlines the idea of people still living in the past, a more glorious past that, according the (online) promotion of the village and the whole region, can brought back for a few days for those who undertake the travel.

The idea of tradition, past and authenticity is represented in the photos taken of the interior design of the pensions (13,6%). While nearly half of them (6%) shows the rooms the pensions offer to tourists, the other half (7,6%) depicts the traditional Hungarian clean room (*tisztaszoba*), a kind of parlour used to display and store family possessions such as painted furniture, decorated plates, ceramic bowls and embroidered pillows. The clean room makes part of the touristic attractions of each pension, while the inner design of the rooms offered for tourist try to imitate the atmosphere of the clean rooms. In peak seasons, the possessions of these rooms or their duplicates can be found in the market of the village sold to tourists. 12,4% of the photos show traditional crafts and the outcome of these activities, which, again, are among the attractions sold to tourists.

While all these photos were taken in the last 10 years, using digital devices, none of the 500 analyzed pictures shows any sign of the 21st century. While pensions do mention that they have televisions in the rooms offered for guests, the photos depicting the interior design of the accommodations carefully omit them. There are no traces of cars, instead three photos show people travelling in carts, fact that underlines the idea promoted on the websites, where the village appears as "land where people still travel by horse and cart". The photos taken of the build cultural heritage (7,4%) show exclusively Calvinist churches typical to the region with details of the painted church interiors, painted ceilings and

richly embroidered church textiles, emphasising the importance of the religion in Kalotaszeg and in Transylvania in general.

Concluding reflections

The text and the pictures used in the online promotion of rural tourism describe a created past, a mythical past, a nostalgic past and unchanging past. For tourists this past offers an opportunity to relive their own past, to relive the past of their ancestors and to relive the past of their mother country. The controversy lies in itself: past cannot be promoted online.

The phenomenon of disneyfication, an example of how values are being transformed in our postmodern world (Michalkó 2007) has reached the rural tourism of Transylvania. Thus Kalotaszentkirály, as well as the other villages, where rural tourism is practiced in Transylvania, has become a theme park of cultural heritage, a theme park of homesickness, a theme park of grief, the Disneyland of the past that has not yet been accepted and the Disneyland of a past that is difficult to accept.

For sure, there are villages in rural Transylvania, where no stakeholder has come with the idea of rural tourism as an alternative income source. Globalisation left its traces in these settlements, too, but when compared to the disneyfied theme parks, they do appear intact. The question that still needs to be answered is: if tourists would get what they claim to want, a glimpse of the real rural life of the Transylvanian villages, which often means poverty, the difficulties of daily life, underdeveloped infrastructure and sometimes ethnical problems, would they really like it?

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Branding Macedonia as a Tourist Destination in Europe- What Is Done and What Shall Be Done?

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Abstract

Republic of Macedonia as a country in the heart in South East Europe recently begin to branding as a tourist destination. In 2008 Macedonian government focus tourism as a priority in its program. 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.

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, Competitive identity, tourist destination, branding, activities, strategic position

Introduction

Nowadays we have strong competition between destination and we can see efforts that they made to establish their country as a tourist destination.

Destination brand represents the core essence and enduring characteristics of a destination. All destinations develop a brand regardless of the size of their marketing budgets, the values of destination should be run through all marketing activities by NTO and stakeholders in their own marketing communications. Building as a destination brand requires answers to the following questions: What are the main things I like about the destination? What sort of place is it? How does it make me feel? How would I describe it in one sentence? What makes it deferent from all other destinations? .For any country is very important there national brand. Country that have develop positive national brand is too easy to brand the country as a tourist destination. Most countries engage with the outside world and create their images through six basic of areas of activity: their tourism promotion, there export product and services, the policy decisions of the country government, business environment, culture and sports, behaviour of the people of the country (Anholt, 2009).

Republic of Macedonia as a tourist destination

Where about Republic of Macedonia? What kind of destination is Macedonia in the eyes of foreign tourist? What is done and what shall be done?

Republic of Macedonia had bed reputation as a destination in past times, especially in 2001 after the conflict in the country. All efforts undertaken after 2001 from government institution to improve destination image get a positive results.

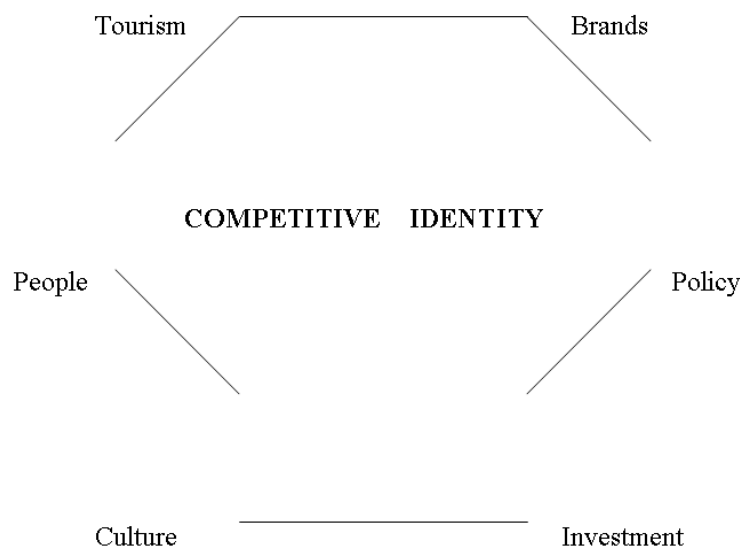
Macedonia`s tourist product are made up of a combination of rich cultural and natural heritage that you can find only on this place (National strategy for tourism of R. Macedonia, 2009-2013)

Republic of Macedonia in 2008 begins to use marketing tools and marketing activities to establish the country as a tourist destination abroad. In that time Government establish Agency for promotion and support of tourism. The main course of the Agency was to promote Macedonia as attractive tourist destination and to increase awareness of the brand Macedonia abroad.

During all this years, Agency for promotion and support of tourism and other state institution realize a lot of activities: create tourism video films – Macedonia timeless, realize coordinate and continual medium campaign on global Tv stations like (CNN, Fox, Travel cahanel, Natioanl Geographic..), presentation and participation on the tourism fairs in Europe, invite tour operators and journalists to visit Macedonia and to see all tourist potentials on the spot, organize Days of Macedonian tourism abroad, promotion on international magazines specialize for tourism, organization Day of Macedonian tourism on target market, realized Billboard campaign on main cities of the region, realize e- marketing etc.(Agency for promotion & support of tourism, Annual program 2010, Struga, official gazette from 03.01.2010).

As a result of marketing activities and communications that state institution already done all those years, accordingly Macedonian official statistic, in 7 month of 2011 we have increase number of foreign tourist for 25% (www.stat.gov.mk).

Figure 1. The hexagon of Competitive identity



Source: Simon Anholt (2002)

Destination brand is very important for tourist and it depends of many factors. As a Saimon Anhalt says Competitive identity of the country is very important. If we analyze Macedonian Hexagon of Competitive identity we will see some strong and some weaknesses sides of all those area.

About Tourism in Macedonia we can see that positive measures are activities about promotion Macedonia as a tourist destination, reconstruction of the airports in Macedonia, government subventions for foreign tour operators, Decreasing tax for Hotel accommodation (full board, Half board and Bed and breakfast from 18% to 5 %), but weaknesses are road and train infrastructure, tourist infrastructure on tourist spots, tourist information on tourist place, connections and cooperation between hotels and travel agencies, investments in tourism...

About brands, Macedonia begin to brand Macedonian vine as a export product but anyway in future it should be focus on that and support some products to be exports like brands.

About Policy decisions of the country governments we can see some positive activities in external policy (candidate for European membership), but internal policy should be improve (reforms in many sectors already begin so we expect the results as soon as possible).

About investment, Government of Macedonia in 2007 establish Agency for foreign investments which main activities was to attract more Foreign investments. Because of that it starts with medium campaign Invest in Macedonia on many Tv channels specialize for doing business, promotion on the specialize magazines for business, to send economic promoters around 25 countries which obligation is to animate potential investitures, organize road shows in target country ... (www.investinmacedonia.com.mk)

Also government made a lot of activities to support foreign investments, open and build industrial zones for investituresResults: During all this years in Bunardzik, (Free economic zone) near Skopje (there are few international companies who build factories and employ a lot of people). Investment policy continues and many other companies prepare to invest in Macedonia. So we can say that Macedonia doing well on this field.

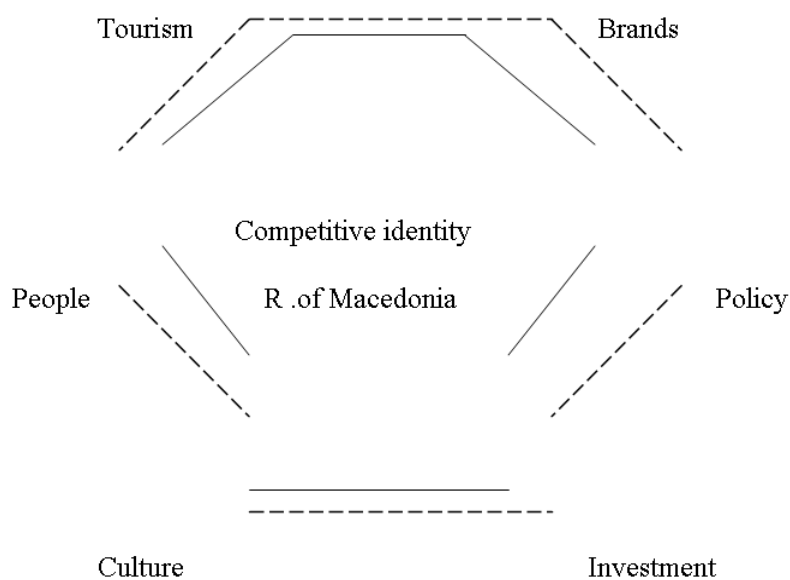
About cultural exchange, cultural exports and sports Macedonia is running very well. Investments that government made in culture (many culture objects are build (House of Mother Tereza in Skopje, Museum on water in Ohrid, Museum of Macedonia struggles in Skopje, Macedonian philharmonic house, Museum of Tose Proeski in Krusevo, etc, supporting a new culture manifestations, investments on sports playgrounds for Tennis, football, basketball so we can say that Macedonia is very good on this field.

People – Macedonian people are very known as a politely and hospitality persons but we should work on education. Because of that Macedonian government start with reforms in education – the high school is obligatory, begin program for education of people on age 40 etc.

Any way we can see Macedonia Competitive identity how it looks like.

From the Hexagon we can see that Macedonia should improve creating Brands as a export products, improve Policy of the government, to continue with measures supporting the investitures and business audiences, to continue with education program. All this thinks will help more easy to brand Macedonia as a tourist destination in Europe.

Figure 2. The Hexagon of Competitive identity R. of Macedonia



Source: Zoran Strezovski (Own research)

What should be done to improve Macedonia tourist product and also to strength brand Macedonia as a tourist destination?

Tourism Activates that should be done in the future are: (8

- To continue marketing campaign Macedonia timeless generally and on target market,
- To create branding printing promotional materials,
- To organize Weeks of Macedonian tourism in target markets,
- To open offices for tourism promotion on target markets (Holland, Russia, Serbia, Turkey),
- create integrative tourist information system with web portal,
- create location for hotels, full station on corridors 8 and 10 for transit tourist,
- create location to build Aqua park on corridor 10 as a tourist attraction for transit tourist,
- to remark and put tourist signs on many tourist spots,
- to spread network of Tourist info centres through corridors 8 and 10 for transit tourists,
- develop tourist zones on the coast of Ohrid Lake, Prespa Lake and Dojran lake for hotels and supply investitures with benefits,
- to promote Macedonian culture and tourist potent ional on educations programs in the country,
- arrange obligatory practical works for the students of tourism programs,
- training the managers of the hotels with one month practical job on some world known hotel in the world,
- To increase awareness of the company to exports high quality products as a brands of Macedonia abroad...

There are few of activities that should be realized in the future.

Conclusion

Republic of Macedonia with all those measures is on the way to establish destination as a desirable tourist destination.

The Agency for the promotion and support of tourism should be reorganized as a Macedonian national tourist organization, it should be more institutionally strengthened and continually increasing its budget, to continue coordinated promotional campaign with intensified pace and focus on target markets, adequately combining the instruments of the marketing mix and marketing communications abroad, permanently to attack and opening new markets especially in Europe (Austria, Poland, Romania, Hungary, Czech Republic, France, Nordic countries), and strengthening the brand's on existing markets in the region.

Realizing all other activities in the future, we can conclude that in the next 5 -10 years, Republic of Macedonia will be truly established as a tourist destination. But as Simon Anholt said, the most important perception is the one that tourists have for a particular destination or their gained experience on the destination. That means that when tourists visit our country they should be satisfied in order to recommend the destination to their friends.

However, It requires coordinate joint action of all subjects and stakeholders in tourism starting from the state level up to the local level, the faculties of tourism and tourist workers in a tourism chambers.

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The Challenges of Branding Montenegro as a Rural Tourism Destination

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Abstract

Diversification of the integral tourism product in Montenegro 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. This paper focuses on the challenges in enhancing the value of the brand Montenegro as a rural tourism destination. 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. However, creation of a distinctive image (not general accommodation without specialization in offer) and 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 in Montenegro.

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

Introduction

Tourism is seen as a prosperity engine in Montenegro. Its contribution to GDP has risen steeply over the past five years and accounts 21%. The development was driven by rapid growth in foreign visitor arrivals and tourist-related investment. Travel and Tourism industry generates almost 30.000 jobs.(WTTC, 2009) Nevertheless, further rapid growth is expected over the coming decade and will be driven by the fact that Montenegro has shifted its focus from traditional package tour holidays in coastal regions to creating a higher-yield tourism product based on nature tourism. This paper focuses on the challenges in enhancing the value of the brand Montenegro as a rural tourism destination. 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. Indeed, this research throws light on this process, setting out the main components and issues involved and providing guidance and ideas based on the experience of rural destinations across Europe.

The originality of this contribution is threefold. Firstly, the focus is on the rural tourism concept which is recognized as a successful strategy in terms of tourist product diversification and positioning, but it did not attract much attention in Montenegro. Second, the paper examines the relationship between branding and rural tourism in Montenegro. Moreover, the paper will determinate the key and critical factors that influence the process of enhancing the value of the rural tourism destination brand. Finally, the primary data provided via interviews with rural tourism operators are of great significant due to limited research made in this area in Montenegro. The reminder of this paper is organized as follows. Next section presents the literature related to the concept of rural tourism and branding. It proceeds by reviewing rural tourism development in Montenegro. Method and data are reviewed in next section, followed by the results and discussion. Finally, the last section concludes and suggests future directions of research.

Literature Review

The Concept of Rural Tourism

According to UNWTO (2004), the term rural tourism is normally used when rural culture is a key element of the product on offer. The distinguishing feature of tourism product in rural tourism is the wish to give visitors a personalised contact, a taste of the physical and human environment of the countryside and as far as possible, allow them to participate in the activities, traditions and lifestyles of local people. It is not easy to define rural tourism, but several authors (e.g., Institute for Tourism, 2006; Butler et al. 1998; Caalders, 2003) agree that the definition has to be complex in order to encompass all its features. Adventure tourism, gastronomic tourism, climbing, riding and health tourism, are some of examples of activities related to the concept of rural tourism. One of the most known sub sector of rural tourism is agrotourism, which centres more around farm based attractions and activities (Demonja and Ružić, 2011). MacNulty (2004) states that the concept of rural tourism embraces a number of constituent elements, at the heart of which lies the rural tourism community. Mitchell and Hall (2005) stated that rural tourism industry is populated with thousands of small and medium-sized enterprises (SMEs). Also, Clarke (2005) noticed that the competition rather than cooperation is the usual way of doing rural tourism business. The same authors found that great number of enterprises generates jobs, but there has been a tendency to develop it in an “*ad hoc*” manner, with little or no meaningful strategy of marketing perspective. The consequences of such policy will inevitably be the problems with distribution and sell.

Several empirical studies (e.g. OECD, 1994; Embacher, 2004; Institute of Tourism, 2006; Demonja et al, 2011) have proved that rural tourism induces benefits especially in the area of rural economy, but also in social and environmental context. Probably more important, it has to be noted that it is a relatively fragile business, characterized by a number of potentially vulnerable elements (Nylander and Hall, 2005; Hall, Mitchell and Roberts, 2005):

- The small scale and dispersed nature of the sector;
- Tends to offer low returns on investments;
- The creation of new firms, employment may be limited;
- Business requires a range of diverse skills to be successful;
- It is not easy to develop and attain in one person;
- The development is often in hands of farmers, local official and businessmen who may not have specific training;
- Limited number or absence of entrepreneurs in particular rural areas;
- The season is usually short, critically dependent upon the weather, fashion, global events taking place elsewhere and competition.

Related to these arguments, the development of rural tourism has to be based on the assumption that it is not easy to generate tourist demand and income in rural areas. The rural tourism development policy has to identify risk factors, and to implement measures that will provide the success in long term. Some of these factors are already mentioned above. One that is in the focus of this paper regards to the implementation of marketing concept and development of a branding strategy. Complexity of these processes requires the knowledge and skills which are not available just in rural areas or on local level. These have to be encouraged by financial and moral support from the national level, and by different institutions, organizations and experts.

Branding and Rural Tourism

Marketing and branding in the context of rural tourism are especially required in a climate where average tourist expenditure is declining and tourism is facing some negative publicity issues including images of environmental degradation (Mitchell and Hall, 2005). Also, in most product categories competition today became global (e.g., Kotler and Gertner, 2011; Mihailović, 2011). The number of alternative choices available to consumer multiplies exponentially. This change and consequently new ways of doing business are determined by several numbers of factors. Kotler and Gertner (2011: 33) explain this process in the following way:

“In just a few decades, dramatic changes in the demographic, natural, economic, social, legal and political environments, combined with unprecedented advancements in transportation and telecommunications, revolutionised most competitive environments.”

Tourist destinations experienced the same change. Popular destinations in the past, such as Europe and North America, now are facing the competition from the other parts of world. New destinations are focusing on smaller target markets with specific interests such as gastronomy, sport, adventure, health and art. Indeed, tourism providers seek to develop niche markets for their products. Furthermore, they are trying to diversify their offer, hoping that it will give them an advantage over their competitors, allowing them to increase their market share (OECD, 1995). This is considered as a very effective marketing strategy that can reach the customers and provide greater number of arrivals and overnight stays. Apart from product diversification, product branding is also a process of a great concern, especially for small producers. For rural tourism, branding may occur at national, regional or local level, and for individual product sector (Clarke, 2005). But, many of these are too weak to have emerged as true brands with identifiable values and images. The brands are simply a collection of definable components, but without emotional and social values, which are the driving force of a strong brand. The marketing efforts have to drive the rural destination towards a differentiation which epicentre has to be found in local identity and sense of a place.

Kotler and Gertner (2011) report that anything exchanged of value, such as money, time, attention, excitement or comfort can be considered a product. This definition is important in context of rural tourism product, where intangible entities, together with tangible one, influence and create the image and brand of a destination. In line with these authors, product attributes can be easily copied and low prices tend to erode profitability, so brands have been considered a marketer's major tool for creating value. Brands allow marketers to identify and differentiate their products from their competitors'.

Review of Rural Tourism in Montenegro

In the year 2010, almost 1.3 million tourists were recorded in Montenegro of which 1.1 million were foreigners (Table 1). A slight growth is recognised comparing to the year 2009 (+5%). The majority of tourists in Montenegro came from Serbia, EU, other counties of Former Yugoslavia and Russia (almost 83%). The average length of stay was 6.31 overnight stays. The further growth is expected over the coming decade, and according to the WTTC's research, the contribution of Travel & Tourism industry will rise to over 25% of GDP, and will support more than 40 000 jobs. Montenegro has made a shift in its marketing strategy from traditional package tour holidays in coastal regions to creating a higher-yield tourism product based on nature tourism. This includes the promotion of local, authentic restaurants and hotel facilities, as well as the establishment of well-connected bicycle trails (WTTC, 2009). Montenegro is committed to the concept of the sustainable development, where rural tourism has to be involved as a tool in the mentioned marketing strategy.

The impacts of rural tourism as a sustainable concept of development are not explicitly statistically measured in Montenegro. There are no explicit data about the overnight stays and arrival in rural resorts and places (Table 1). The policy makers are facing the problem where official statistic does not recognize the rural tourists in Montenegro. The lack of data limits the development of a strategy and implementation of an effective economic policy in the area of rural tourism.

Table 1. Montenegro: tourist arrivals and overnights stays by types of tourist resort, 2010.

Type of tourist resort	Arrivals			%	Overnight stays			%
	Total	Domestic	Foreign		Total	Domestic	Foreign	
Podgorica	54 196	5 580	48 616	4.29	11 2569	15 496	97 073	1.41
Seaside resort	1 130 832	140 664	990 168	89.54	7 643 320	870 599	6 772 721	95.96
Mountain resort	46 545	16 794	29 751	3.69	123 151	60 954	62 197	1.55
Other tourist resorts	30 540	12 041	18 499	2.42	83 896	39 796	44 100	1.05
Other places	872	112	760	0.07	1 957	188	1 769	0.02
Total	1 262 985	175 191	1 087 794	100	7 964 893	987 033	6 977 860	100

Source: Monstat, 2010b.

Furthermore, the registration of the rural tourism operators has several limitations having in mind the fact that most of them are registered as ordinary 'private households' or 'overnight accommodation'. There is a category 'rural household' in legal system of Montenegro defined by law of tourism, but practical evidences show that operators rather chose to develop or register their business under the previously mentioned labels. Obviously the solutions provided by the law of tourism for the rural tourism business are not convenient and in most cases discourage the registration.

Fundamentally, there is a lack of general information that could answer the following questions:

- How many arrivals and overnights stays does rural tourism generate?
- How many rural tourism providers is there in Montenegro?
- What are the main destinations of rural tourism in Montenegro?
- What are the main challenges that rural tourism providers face with?

Another significant fact is that there is not explicit policy at national or regional level, although many recognize the importance of tourism in rural development and a rural component within tourism industry. Master plan (2001) for the tourism development in Montenegro till 2020, mentions rural tourism and its role in diversification of tourism product, but very few measures or actions of higher importance are conducted. Policy has to provide encouragement and incentives for those willing to start their rural tourism business. In the absence of such support, the development could only be pulled by few operators with great enthusiasm and entrepreneurial skills. Also, the very important factor of development is German Organization for Technical Cooperation (GTZ), which as a leader has involved Ministry of Tourism and other government's institutions in rural tourism, and at the moment is contributing most to the process. The main activities are focused on development of thematic trails in the Central Region of Montenegro, such as *Wine Trail* (connects 33 wine producers), *Honey Trail and Tales* (connects 8 producers) and *Cheese Trail* (connects 6 producers). Another project has to be mentioned which is conducted by Centre for Sustainable Tourism Initiatives – CSTI with support of GTZ.

This is *Old Royal Montenegro Trail*, which connects offers of 12 producers, where visitors can taste authentic national cuisine. Second important region in context of rural tourism offer is the region of Bjelasica-Komovi and region of Durmitor. There are more than 15 rural tourism providers that operate, but their cooperation needs to be improved. The offer at the seaside is concentrated around popular resorts. The most popular and important are olive oil producers organized in Olive Trails in Boka Kotorska, Bar and Ulcinj.

Methods and Data

In view of the limited research conducted on rural tourism in Montenegro, particularly from operators' points of views, an exploratory approach was chosen in this study. Given that the brand of Montenegro as a rural tourism destination is not developed and the role and/or involvement of rural tourism operators, together with local authorities, NGOs and others, in this process is not examined, the challenges of branding Montenegro was further researched. Research is conducted in a way to obtain necessary opinions and expectations from farmers, local authorities and others involved in rural tourism business. Therefore, 15 operators with the best practice and experience were identified and contacted. A letter explaining the purpose of the study was delivered to them via telephone, mail, e-mail and in two cases research was conducted directly by an interview. A total of 5 operators were interviewed face-to-face and 10 by telephone and/or mail. The format of the interviews was semi-structured and the average length of all interviews was 15 minutes. Also, the data is extracted from individual rural tourism operators' web sites, during July-August 2011. The research is highly based on the experiences from the operators involved in the project Wine Trail, Honey Trails and Tales, Cheese Trail and Old Royal Montenegro Trails, planned and financed by GTZ, Ministry of agriculture and rural development of Montenegro and CSTI.

The paper is also based on the secondary data extracted from the contemporary literature and the case studies of the best practice in rural tourism business in Europe. Apart from relevant Internet sources, the necessary inputs for the completion of the paper are provided by examination of official document, strategies and laws regarding tourism, agriculture in Montenegro, counties in region and members of European Union.

Results and Discussion

A first part of research was focused on the characteristics of rural tourism product. All of interviewees are open for visitors with prior reservation recommended. One of them explained his concept of doing business:

- *Farming is our primary concern. I make for living from this. We can't spend all day waiting for guests. We have organised groups that are coming by prior reservation and this is convenient and only possible option for us...*

Most of them (80%) are situated in Central and South part of Montenegro, and live all the time at the farm, and they get enquiries and have visitors during all year, but the 90% of visits are between April and November. Other 3 operators are situated in mountain region, and due to sharp climatic conditions during winter, they are open from May till November. The offer of all is focused on traditional cuisine, cultural heritage and nature. Homemade honey, wine, olive oil, cheese, fish and prosciutto make the main motive for tourists to come. Part of interviewees (40%) diversified their product by involving hiking, biking, fishing, visit to local natural and cultural attractions and special events (such as *Days of*

Wine and Fish, Days of Blueberry etc). Apart from the tangible elements of tourist offer, more important is the background that tourists get directly from the host. One interviewee commented:

- *...they (tourists) come not just to taste, but to understand the background of the product, legends and tales that are more interesting to them than just procedure of making product and that sort of things...*

It is obvious that rural tourism product in some cases, consisted of the tangible goods as well as the intangible services of considerable quality and therefore, possess significant potential of generating high levels of customer satisfaction. Also, supplementary products, important for differentiation, are not incorporated into offers of majority of providers. The offer is in great number of cases focused on general accommodation without specialization in offer. The efforts made in order to brand an area or individual provider had weak results due to lack of distinctive image of providers and their products.

Additionally, souvenirs as an element of the offer has its role and is important as source of income. All of interviewees have managed to make or to provide authentic products, food and other things interesting for tourists. One of operators explained his concept:

- *...for the three last years we have had a small shop, just next to our cellar, where tourists can buy some souvenirs. In first year, we started with 5 different things, and now we are selling over 20 different souvenirs, from t-shirts with original text, 5 different types of homemade brandy, honey, wine and other similar food.*

Second part of research was focused on the planning and future activities. Only one of operators had a defined marketing plan. This operator is the most experienced and he explained his case with following words:

- *... for the last two years I am making business plan for the next year. Before that, I did business in an 'ad hoc' way. Now it is difficult to do this because the number of tourists and visits increased...*

Others stated that they did not need a plan, due to limited number of visits. Due to this fact, products are developed without taking into consideration the issues of environmental impact, demand, competition, distribution and price policy. In these circumstances, the challenges for rural operators multiply. Also, one group of operators expressed the need for more connections with local travel agencies in order to increase their business benefits. Their case demonstrates that they have serious problems with distribution channels and the only exit they see in cooperation with travel agencies. Operators that are members of a thematic trail (73.33%) have more individual arrivals, but still are heavily dependent on the cooperation with travel agencies. These interviewees argued that most reservations by individual tourists had been received via email or telephone directly.

Regarding future investments, only 2 of interviewees (13%) are going to invest in order to increase the capacity of their offer. This could be explained by difficult situation in economy induced by financial crisis in the world.

Third part of research investigated the level of cooperation between producers and their perception of the collaboration. The research demonstrated that 11 operators (73%) are members of a trail and their experiences vary from very good to good. The benefits they get from trail are explained by one member:

- *...in the beginning I did not have trust, but then we have founded a NGO and started with meetings and first actions. We organised the printing of a leaflet, the interest and support of Ministry (of Agriculture) has risen, and now we are planning to make a web site for us. This would not be done without cooperation...*

Apart from positive experiences and results, there is still the situation where providers see each other as competition rather than collaborators. This could be explained by the lack of trust among the members, and expressed initiative to develop faster than others. Also, in terms of the prices, the great majority (87%) commented that they established their prices by taking the prices of competitors into consideration and there was not any 'special' strategy in the price establishment.

Fourth part of research examined the most often limitation that operators face in their business. It was noticed that 5 of them (33.33%) stated that they lacked the knowledge of market, demand and how to promote and distribute the product. The lack of knowledge of foreign language, especially English and France, mentioned 4 of interviews (26.67%). But the majority (60%) admit that they need more skills in terms of service, animation and organisation of activities during tourists visit. Also, lack of financial and moral support by national and regional authorities is mentioned by 87%. Furthermore, 40% experience the obstacles in terms of getting necessary documentation and legal registration of a business. About 27% commented that the application of ICT and the Internet would be more and more important, and that they needed to invest more in this issue. One of them explained that:

- *...by Internet our chances are better, especially in terms of being able to distribute products independently and by doing so, saving money for commissions.*

On the question: "In your opinion, is there a common vision for rural tourism development in Montenegro?", 93% of providers expressed the opinion that there is no vision, and stated that development is organised in an "ad hoc" way, with little control and support. 71% of these commented that only support they got was from GTZ and CSTI, and 14% said that support came from Ministry of agriculture and rural development. Additionally, probably more important is that the majority (60%) stated that a problem of a big concern is the lack of promotion in country and abroad. Most operators expected from government or intermediaries to do promotion for them:

- *I do not know how to maintain the web site, so I have to pay someone and this is not possible at the moment...*
- *...maybe, Ministry (of tourism) have to do more. We are gathered in this trail, but how to promote when we do not have money...*
- *...I am working with one (travel) agency, and they do the promotion for me. I am also involved in the trail, and in the brochure that promotes the trail. That is enough for me at this moment...*

In the cases of above mentioned thematic trails, the leaflets and brochures are made by leaders in projects such as GTZ or CSTI. Just 4 operators developed their own leaflet and a brochure, and 2 of them have organized the web site. The other interviews are promoted via the web site of a thematic trail. These comments emphasises the fact that promotion is probably the least developed strategy in the marketing mix concept. Product, price and distribution strategies are solved in a relatively efficient way by most of interviewed providers, but promotion is based mainly on a leaflet and similar tools. Several reasons could be identified, such as: lack of marketing skills, lack of financial support and non existing vision of future development and product specialization. On the other hand, events as a very efficient product and promotional strategy are not recognized by most of providers. Events play a key role in many destinations in attracting tourists, as well as developing and strengthening a destination image.

However, evidences from the research demonstrate that number of different event and festivals is increasing. Such an observation is important in terms of future development of rural tourism destinations in Montenegro.

Conclusion

Using the results of the research conducted among rural tourism providers in Montenegro, this paper examined the key and critical factors that limits the development of rural tourism and its branding on national, regional or local level and level of an individual provider. The research demonstrates that following structural problem are of great concern:

- Operators do not have a proper marketing plan, and “ad hoc” strategy is the most common;
- Lack of financial and moral support from government and local authorities;
- Lack of knowledge as a obstacle to set objectives successfully regarding market segmentation and product targeting;
- Limited knowledge of the markets, especially in terms of tourists demand, they work within,
- Lack of knowledge and skills regarding marketing, ICT and foreign languages;
- Lack of common vision among providers, government, NGOs and others involved in the development of rural tourism.

According to the data, rural tourism operators in Montenegro do not use marketing concept enough. It could be said that many of them do not know what marketing and branding stands for but they know it is important. One implication of these results is that policy makers have to include these results into the development of rural destination marketing strategy and creation of superior level of experience for different market segments. Second, networking has to be considered as a mean that supports and facilitates the realisation and implementation of marketing strategies in a cooperative way. Although providers have developed certain barriers regarding collaboration with the competition, recent experiences from Wine Trail and Honey Trails and Tales demonstrated the superiority of the cooperation and benefits that members accomplish by involving into them. This research has indicated the basic challenges that occupy rural providers. According to that, future research should develop supplemental indicators in order to assess the key limitations and define the actions that can improve the processes of development and branding Montenegro as rural tourism destination.

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Motivation, Behaviour & Human Resources in Tourism

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

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Abstract

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 tourism 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 behaviour of tourists in the earlier periods with consideration of their preferences. Using Bayesian network we can combine the individual's behaviour with the behaviour 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 fulfil this condition for decision makers, but it is also a challenge for every researcher. AHP method is a powerful tool for analyzing 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

Introduction

Considering the various ways in which companies have undertaken marketing activities in their orientation toward the market, several competing concepts can be recognized: production concept, product concept, concept of selling, marketing concept as well as the concept of holistic marketing (Kotler, Keller, 2006). Using the marketing concept, instead of the former "produce and sell" philosophy, has led to a movement to the "feel and react" motto aimed at the consumer. This motto arose from the realization that the essence of achieving the companies' goals lies in its greater efficiency in comparison with the competition when it comes to the creation, delivery and communication of value to customers in selected target markets. However, the concept of holistic understanding of marketing was added to this concept. Holistic marketing approach have arisen from the needs for a more comprehensive, cohesive approach with which it would be possible to overcome the traditional application of marketing concepts and try to accept and reconcile the scope and complexity of marketing activities.

In the standard case, application of marketing concept is brought in connection with business operations of companies that try to operate profitably by providing long-term customer satisfaction. However, marketing is characterized by ambiguity (Vasiljev, 2005), so it can be also seen as an economic process, as well as a business function, as a business concept and as a scientific discipline. Previously mentioned observation suggests that considering marketing as a relation between a company and the market does not lit up all the meanings which can be attached to marketing, especially if one bears in mind all the things that are launched in today's market (Kotler, Keller, 2006): goods, services, events, experiences, personalities, places, property, organizations, information as well as ideas.

Like all consumer products, tourist destinations need to convince customers that they have a combination of benefits that no one else can offer. By applying modern marketing techniques, destinations are trying to establish themselves as brands. How tourist destinations become, develop, protect and strengthen their position in the fiercer competition in the global marketplace is an issue that is arose from the tourism industry. Tourist destinations are, by their nature, substantially different from other commercial products and, there so, have its own characteristics.

Destinations and tourists interact and create the tourism experience (Von Friedrichs Grängsjö, 2003). The product of the tourism sector is an *experience* that is delivered by a destination to its visitors. This experience is produced not by a single firm but by all players, which impact the visitor experience. The multiplicity of players involved in the supply and delivery of tourism services, and therefore the experience of the visitor, makes management of the destination product vastly more complex compared to the management of most simple products produced by single firms (Crouch, 2007).

Since individual firms have no control over the path the tourist takes through a destination, the product only exists when the tourist activates that particular combination, or network of services (Gnoth, 2002). This provides a number of challenges from a supply point of view, because the individual operators are not able to control the service delivery of the entire experience (Ritchie and Crouch, 2003; Von Friedrichs Grängsjö, 2003). Travel plan usually consists of several stages, such as the election of destination, selection of tourist attraction, accommodation choice, the decision about the route and so on. In order to recommend satisfactory tourist attractions to travellers the characteristics of tourist attractions, for example the activities offered in an attraction, have to match travellers' preferences (Huang, Bian, 2009). However, travel preferences are often hidden and are not explicitly known when users start to plan their trips, particularly if visiting an unfamiliar place (Viappiani, et al., 2002). In order to build an efficient user model, we have to consider tourists' preferences, to estimate them and made

appropriate conclusions. Only on that way we can anticipate what really attracts tourists in choosing some destination.

Methods and data

The research aim was the identification the attributes that had influence on tourist attraction and preferences. There are many tools and models that can be useful in this research area, but authors have chosen two the most appropriate: Bayesian network and AHP model. First step is to develop Bayesian network based on the empirical data that existed in the literature in travel domain. The prior and posterior probabilities, also based on known research, are shown through graphical examples. Bayesian networks have been used to perform a variety of predictive tasks, so we also used it for prediction travellers' behaviour. The second step is facing with decision making problem: tourist attraction depends on many factors that could be presented as set of decision criteria. Corresponding method that deals with these problems is the analytic hierarchy process. Defining the importance of the attributes of preferences may be the hardest part, so the results of the AHP have to be further analyzed to produce measures of attribute impact. Constructing AHP model is only the beginning of future research with relevant domestic data and, also, the part of decision making process about tourists' preferences in our region.

The basic concept of Bayesian network

Decision making entails a certain type of risk, because it often must occur in conditions where there is not enough available data or knowledge. This is in fact a decision making under uncertainty, where the available data and information can be quantitative or qualitative, linguistic or graphic display. Such types of information are usually vague and ambiguous, but even so are important evidence for making decisions under uncertainty. In the absence of accurate data, expert opinion is an integral part of decision making process.

Bayesian network models are one method for combining scientific data with expert knowledge and experience (Marcot et al., 2006). It is a tool that can be used to build a decision support system, and these are increasingly being used to model uncertain and complex systems (Uusitalo, 2007). Bayesian networks were originally developed to allow the impact of uncertainty about management systems to be accounted for in the decision making process (Cain, 2001). These models are comprised of three elements:

1. A set of **nodes** representing the system key variables,
2. A set of **links** that represent the cause effect relationship (conditional dependence) between the nodes,
3. A set of **probabilities** representing the *belief* that a node will be in a given state given the states of the connecting nodes (Shenton et al., 2007).

These conditional probability relationships may be based on any available information, including experimental or field results, process-based model outputs, or the carefully elicited judgment (beliefs) of experts (Borsuk et al., 2006).

Estimating tourists' preferences using Bayesian network

Main task, in this part of paper, was to estimate tourists' preferred activities based on the Bayesian network. With that intention, we took into account the empirical data that existed in travel literature.

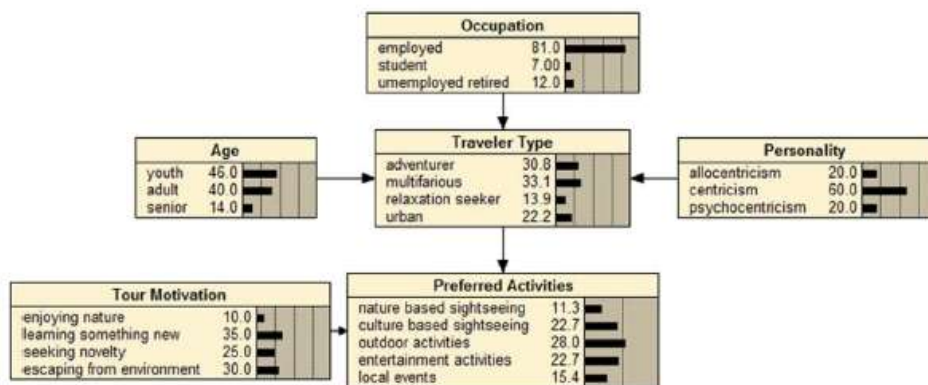


Figure 1. The prior probability distributions (Huang, Bian, 2009)

The first step involved defining the relevant variables and the relationships between them (Figure 1). The variables in the Bayesian network contain a set of factors influencing the preferred activities that are common mentioned by researchers in travel domain. Nodes without parents, also called root nodes, are respectively: Occupation, Age, Personality and Tour Motivation. Three variables affect on Traveller Type and these variables in combination with Tour Motivation have its influence on the Preferred Activities. So, if the probability distribution of any parent node is changed it could cause the change of Traveller Type probability and, consequently, the change of probability distribution of Preferred Activities. The probability distributions for Traveller Type and Preferred Activities are calculated using Bayes theorem.

Bayesian estimation is based on prior probability distribution, but it could be updated using available information. In this way it can be obtained posterior probability distribution (Figure 2).

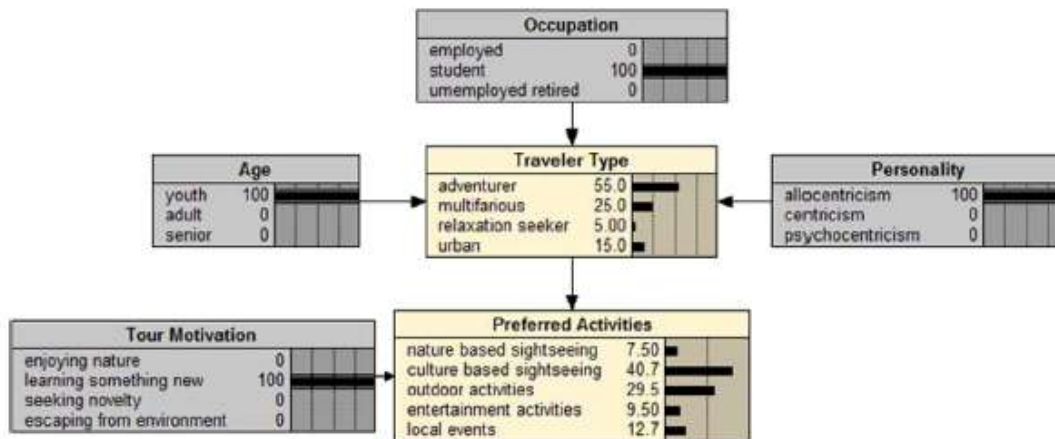


Figure 2. The posterior probability distributions (Huang, Bian, 2009)

In the light of new information based on the person's personal info (tourist is a young person, his (her) occupation is studies and personality is allocentric) and probability distribution of Traveller Type, we can

estimate Preferred Activities using appropriate software. The highest calculated probability has activity "culture based sightseeing" (40.7%), so we can conclude that this profile of tourists that activity attracts mostly in choosing a specific destination.

This kind of estimation combines social factors and tour characteristics. To get a clear view of tourists' preferences, estimation was based on the travel behaviour of tourists. The conditional probability is assigned based on the existed survey. But in reality, users preferences depend heavily on the decision context and are often unknown in the beginning, ill specified, and incomplete. If asked, people often state some criteria to be very important, but prefer others when more decision criteria emerge later on (Viappiani, et al., 2002). With that in mind, we go further seeking for another model that 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.

Analytic hierarchy process – general remarks

The Analytic Hierarchy Process (AHP) is very useful in analyzing complex decision problems, because it organizes the decision problem as a hierarchical structure containing always several levels. The first (topmost) level defines a main goal of the decision problem and the last (lowest) level describes usually the decision alternatives or scenarios. The levels between the first and the last level can contain secondary goals, criteria and subcriteria of the decision problem. The number of the levels is not limited, but in the typical case it does not exceed four or five (Jablonsky, 2005). The elements of intermediate levels are weighted. Namely, each element on a level is evaluated about the elements, i.e. criteria, on the immediately above level to acquire relative weights (w_i) of the elements on the same level.

The weight of the entire hierarchy is acquired using the weights of the elements on each level. According to the weight, priority of each alternative for the overall objective is acquired (Kinoshita, Nakanishi, 1999).

In the standard AHP model the decision maker judgments are organized into paired comparison matrices at each level of the hierarchy. The judgments are point estimates of the preference between two elements of the level. Saaty (1990) proposes to use for preference expression a_{ij} integers in the range 1 through 9, where 1 means that the i -th and the j -th element are equally important and 9 means that the i -th element is absolutely more important than the j -th element.

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. They feel much better and closer to have the possibility to express their preferences as interval estimates. For instance, instead of giving that the i -th element is four times as preferable as the j -th element, he can assert that the i -th element is at least two but no more than five times as preferable as the j -th element (Jablonsky, 2005).

Application of AHP model for ranking tourists' preferences

The AHP is widely adopted in various fields such as economic problems, management problems, energy problems, a policy decision and city planning. AHP model can also be successfully applied in tourism, for solving tourist attraction problem. In general, using the AHP in this area include four stages: (1) constructing a decision matrix including the value of each criterion for each alternative; (2) constructing a comparison pairwise matrix of the criteria; (3) deriving the relative weight of the criteria from the

comparison pairwise matrix; and (4) computing the rank of each alternative based on the derived relative weight (Cheung, et al., 2001).

Based on the above Bayesian network, we decided to create AHP model in order to evaluate tourists' satisfaction. If we consider tourists' interests in our environment, we could distinguish three alternatives: Rural tourism, Cultural tourism and Business tourism. Our goal is to satisfied tourists' preferences if we identify criteria as the relevant factors. These factors include the price of corresponding arrangement, satisfaction with supply quality and the location of the attraction. Figure 3 shows the AHP hierarchy for this decision problem.

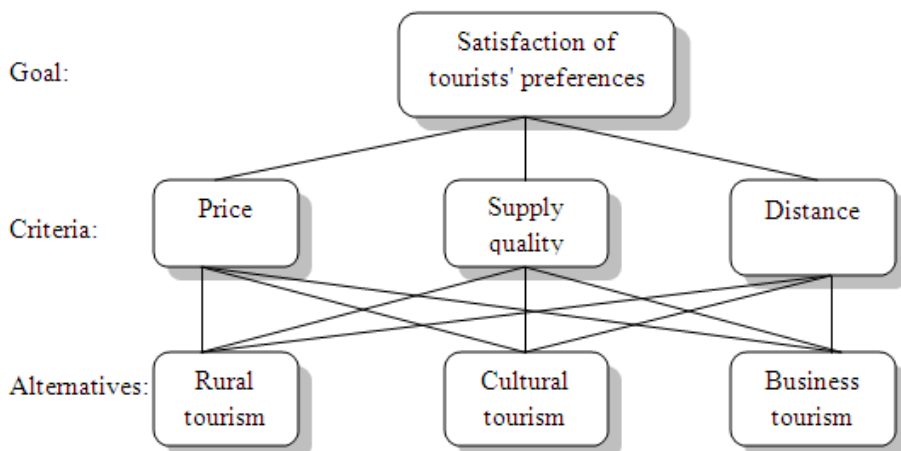


Figure 3. AHP model for evaluation tourists' satisfaction

In the decision making process with AHP, there is a need for determining priorities for the alternatives with respect to each decision criteria, and priorities for each criterion with respect to their importance in reaching the goal.

Criteria and alternatives comparison

The first step in AHP model is the comparison of each criterion and the calculation of their relative weight with respect to their importance in reaching the goal (Table 1). This part of the process requires much discussion and debate among the decision makers and in our example it is the result of authors' subjective assessment.

In this part of paper we assume that tourists would prefer to visit popular attractions in a region and if one attraction is not promoted quite often, we considered it like unpopular. Using Saaty's fundamental scale in assigning the weights, we get the comparison matrix:

Table 1. Comparison matrix for criterions

Criteria	Price	Supply quality	Distance	Priority (w_i)	Rank
Price	1	5	7	0.658	1
Supply quality	1/5	1	9	0.281	2
Distance	1/7	1/9	1	0.061	3
				1.000	

Application of AHP model showed that the largest weight coefficient has the price of corresponding arrangement (0.658), so we can conclude that the Price is the most relevant criterion in choosing type of touristic attraction.

In the next stage, we estimate each alternative compared to every criterion.

Table 2. Comparison matrix with respect to price

PRICE	Rural tourism	Cultural tourism	Business tourism	Priority (w_i)
Rural tourism	1	1/7	1/9	0.057
Cultural tourism	7	1	1/3	0.294
Business tourism	9	3	1	0.649
				1.000

Table 2 presents the judgment matrix, where we can see that the Business tourism is the most sensitive on the criterion Price, because its weight coefficient is 0.649.

Table 3. Comparison matrix with respect to supply quality

SUPPLY QUALITY	Rural tourism	Cultural tourism	Business tourism	Priority (w_i)
Rural tourism	1	1/9	1/9	0.052
Cultural tourism	9	1	1	0.474
Business tourism	9	1	1	0.474
				1.000

Table 4. Comparison matrix with respect to distance

DISTANCE	Rural tourism	Cultural tourism	Business tourism	Priority (w_i)
Rural tourism	1	1/9	1/9	0.052
Cultural tourism	9	1	3	0.632
Business tourism	9	1/3	1	0.316
				1.000

In the Table 3 is shown that the best Supply quality have two kind of tourism: Business and Cultural, because its weight coefficients are the same (0.474) and in the fourth table, Cultural tourism is presented as the closest one because, with respect to Distance, its weight coefficient is 0.632.

Now when we know the priorities of the criteria with respect to the goal, and the priorities of the alternatives with respect to the criteria, we can calculate the priorities of the alternatives with respect to the goal (Table 5). This is a straightforward matter of multiplying and adding, carried out over the whole of the hierarchy.

Table 5. Weighting coefficients of alternatives with respect to goal

	Price	Supply quality	Distance	Priority (w_i)	Rank
Rural tourism	0.038	0.015	0.003	0.056	3
Cultural tourism	0.193	0.133	0.039	0.365	2
Business tourism	0.427	0.133	0.019	0.579	1
Totals:	0.658	0.281	0.061	1.000	

Table 5 contains the final results of applied AHP method. Of three considered alternatives, according to given criteria, the tourists are the most satisfied with Business tourism, because it takes 57.9 percent from total. On the second place is Cultural tourism (36.5%) and on the last, third place is Rural tourism with only 5.6%.

Conclusion

Among the multicriteria methods, analytic hierarchy process takes very important place, so the presented model could be used as a valuable support for decision making in tourist area. The aim of the paper was to verify how the AHP model can be used in ranking tourist attractions and the results provided an insight into the attributes of tourists' preferences. Applying this method we got that Business tourism attracts mostly, because its weight coefficient is highest one (0.579). In combination with presented Bayesian network it could be a useful framework for managing tourism competitiveness.

Of course, the choice of criterions might be different, but we left that for future research. Coupled with the results of this current study, there is now some evidence that would help us to identify what factors may be more important or influential than others. This information can therefore serve as a guideline for improvement destination performance.

The research was based on the synthesis of 'expert' judgment. In future the tourism industry needs to develop objective measures and indicators of destination performance and competitiveness spanning all of the competitiveness attributes. At present this is not a practical possibility due to the lack of suitable, comparable, comprehensive data (Crouch, 2007).

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Thematic Tourism- Motives Profiling and Global Code of Ethic for Tourism

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Abstract

Mass tourism, as a planetary phenomenon, has undergone a total transformation in terms of new - diversified forms of tourism. Their number is unknown, and, in terms of profiling, the process has a trend of growth by geometrical progression. The motives of tourist movements are the dominant factors, profiling tourism. "Tourist motivation is a hybrid concept: made up of individual orientations and applied to a specific area of human activity ... The motivation is the key to understanding changes in the tourism practice... "(Pearce, 1993:113).

The topic of this article is a correlation between the motives, which respond to tourism profiling and Global Code of Ethics for Tourism. In this paper, we analyze some examples of new types of tourism, which we believe to be unethical for tourism (sex tourism, drug tourism, dark tourism, tanatos tourism). The aim is to highlight the risks in the current profiling of tourism, starting from the Global Code of Ethics for Tourism and to suggest a basis model for profiling of tourism. The conceptual framework is contained in the title of the paper, and requires the use of combined research methods: analytical methods, the benchmark method, desk research methods, and synthetic methods.

Keywords: thematic tourism, tourism motives, ethics in tourism

Introduction

Tourism is now one of the most profitable activities, with the predominant human function, dedicated man and his psycho-physical and spiritual satisfaction, on the concept of sustainable development.

According to current data on a global scale, in the year 2010, tourism involved 940 million international tourists worldwide, and has generated revenue of 693 billion euro (UNWTO World Tourism Barometer, June, 2011, www.unwto.org). According to the document of the World Tourism Organization: "Tourism 2020 Vision", by the year 2020 1 500 million tourists will take part in the international travels (www.unwto.org).

It is possible to expect limits in the development of tourism in the future, due to global: unforeseen economic developments, climate change, political unrest, the energy crisis.

Changes in the tourism system are exceptionally large and fast, especially with regard to profiling new types of tourism.

XXI century is a century of new types of tourism and their profiling will continue in the future, as well.

However, among the new types of tourism, there are also types of travel which misapply the word: "tourism", seeing as the motives for these travels are not tourist in nature. In this paper, we cite some examples of such travel, which pose risks in tourism and bring it harm.

Goals

The aim of this paper is: (1) to point to the profiling of new types of tourism, in terms of the Global Code of Ethics for Tourism, (2) propose a model of touristification - a term that denotes the work process of the transformation of scientific products into a tourist product, as a reliable protection of tourism from risk profiling.

Methodology

In preparing the work I used different methods. Analytical method was studied profiling of tourism, based on experts' researches. This method, combined with desk research method and the benchmark method used in presenting examples of profiling tourism, which cannot be called tourism.

In this study, we analyzed the thinking of world experts in the field of tourism, which are published in prestigious scientific journals: *Annals of Tourism Research*, *Journal of Tourism Theory & Practice*, *Tourism Analysis*, *Journal of Tourism Trends and Challenges*, *Journal Anthropology of Tourism (IJTA)*, as well as *Encyclopedia of Tourism* (Editor: Jafar Jafary); publications: Union United UNWTO World Tourism Organization; Aiest e-Association of Scientific Experts in Tourism, World Travel and Tourism Council WTTC, EUROSTAT.

A model of touristification was prepared through a Synthetic method, opinions were expressed and conclusions were made.

Research

Mass tourism, as a planetary phenomenon, has reached, not demise, but a total transformation in terms of new - diversified forms of tourism. Their number is unknown, and the process has a trend of growth by a geometric progression, in terms of profiling. This radical shift in the tourism industry took place between 1970 and 1980 (Jafar, A, 1989.2003). It was a specific and fierce response to the clashes in the tourist market - a real revolution.

On the tourism market, conventional tourism offer in mass tourism, based on the concept of sun-sea-sand, expected or unexpected (as far as the speed of changes is concerned), has been redirected by the tourist demand towards the concept of satisfaction of tourists with the selective choice and particular motives.

Satisfaction of the tourists is the focus of new forms of tourism and predominantly determines their profiling and relations on the tourism market.

We will point out some of the profound changes in the satisfaction of tourists:

- Changes in respect to the content of tourist attractions. For demonstrative purposes, we will use an example of spa tourism. Namely, for the satisfaction of tourists in new forms of spa tourism, luxuriously outfitted and equipped spa centers no longer suffice. Those are now spa centers, which are still all of that, but profiled according to an extremely sensitive satisfaction of tourists. The needs of tourists for the new tourist attractions influenced the way the spa tourism profiled, according to a specialized tourist industry, to: golf spas, tennis spas, spas for the ladies - lady spas, medical spas, wellness spas, etc.

- Changes regarding the value characteristics of the motivators, regardless of whether they are of natural or antropogenic origin, must be: authentic, specific, unrepeatable, unforgettable, always new and different.

In satisfaction of tourists in the tourism practice, not only one, but more heterogeneous motivators are important. They are expected to provide active and creative holiday to the tourists in the spiritual and the physical-recreational sense.

Scientific literature on new forms of tourism is very big and thematically varied, with methodological novelties. We analyzed the consequences of new forms of tourism from various aspects: sociological, cultural, economic, political, and environmental (Douglas, P, 1992, Jamal, T., 2003, Williams, S., editor, 2004).

However, all these changes in the theory of tourism are changed by the tourist practice, with an exceptional speed. This facilitates the research, but also poses a risk.

It is an open question whether the practice of travel is always based on professional and scientific basis and whether the theory in tourism respects the tourist practice sufficiently? We estimate that, for complex structures in the functioning of the system of tourism, tourist practices are not bothered by theory: ambiguity and vagueness.

In support of this is the research on the topic of this paper.

For new forms of tourism the following terms are used: alternative tourism, selective tourism, specific forms of tourism, special forms of tourism, the current forms of tourism, adjectival tourism, thematic tourism, etc..

Of the many definitions of new forms of tourism, we quote the following:

- "Alternative tourism can be broadly defined as a form of tourism that is consistent with the natural, social and societal values, which allow the host and guest to enjoy the positive interaction and shared experience" (Wearing & Neil, 1999:3).
- Poon (1997:47) proposes that "... Tourism is defined as a phenomenon of large non-standardized package of entertainment and services at competitive prices, depending on the demands of tourism and socio-economic and social needs of destination"(taken from: Special Interest Tourism, Edited by Norman Douglas, et al. , 2001).

The authors of the book: *"Tourism Alternatives - Potentials and Problems in the Development of Tourism"*, editors: Smith and Eadington (1995), write that Jafar Jafary collected many **works in** all the field of tourism and systematized them, chronologically into **four groups, as a platform**. Through these works, it is possible to follow the development of tourism in all aspects, a motive profiling of tourism is one of the key content of these works. These **four groups of works** are as follows (Smith, Eadington, editors: 1997:11):

- The Advocacy Platform. The works focus on tourism development in terms of economy.
- Cautionary Platform. Research on the impact of tourism and negative sides.
- The Adaptancy Platform. The works are looking for a new tourism strategy, the new forms of tourism, such as indigenous tourism, soft tourism, green tourism, sensitive tourism, responsible tourism, alternative tourism, weekend tourism, local tourism.

- The Knowledge - Based Platform. Novelty of tourist development aim to position themselves on the scientific basis. This platform is "raison d'etre" for the International Academy for the Study of Tourism.

In the research articles on tourism, the motives are the focus of study in many papers (Jafari, editor: 1989, 2003; Parrinello, 1993; Hezberg, 1959, Smith, Eadington, editors, 1995; Cohen, 1974, 1979, Krippendorf, 1997; Gnothi, 1997; Pandora, 2003, Page, 2001; Hall, 2005; Gyan et al., 2006; Robinson, Gammon, 2011), etc.

Among the criteria for the classification of forms of tourism, the authors start from the most common motive, as a factor in their profiling. Motives are considered as important identifiers and by selective tourism, such as primary motives, their names are derived, too. Motives have a multidimensional feature, as in tourist destinations they appear in mixed forms.

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 et al., 1993:113).

The word: "motive" has its roots in Latin and comes from the word: "motivus" - meaning "moving from" . A motive is a psychological feature that arouses an organism to an action towards a desired goal, and the reason for the action, giving purpose and direction of behaviour. Motive is the reason for the course of action, the reason to move. (www.dictionary.reference.com, www.audioenglish.net, www.definitions.net).

The typology of motives, according to the sources, is as follows: for the rational motives, motives are: irrational motives, impulsive motives, instinctive motives, ethical motives.

Tourist motives - it is a psychological function that arouses an organism to action toward a desired goal, and the reason for the action, giving purpose and direction behaviour, consider: rational motives and ethical motives. Action and movement, inspired by the tourism motives, leading to a selected: tourist destination, tourist places, tourist site.

For some tourists, the motives stem from a deep psychological need for which there is often no explanation and some motivation for travelling to equate choice for a holiday (Robinson, Gammon, 2011: 59).

Jost Krippendorf (1997) writes that many motives are hidden, subconscious and can not be brought to light and explains that: "...many of the quoted motives are nothing but empty boxes, which every individual may fill with quite different contents".

By analyzing the interaction of motives and satisfactions of tourists, Cohen (1979) singled out a few models: "recreational model", "experimental model", "diversionary model" and "existential model".

Mcintosh, Goeldner and Ritchie (1995), gave the following division of motivators:

- a) The physical motivators / recreational activities /
- b) Cultural motivators
- c) Interpersonal motivators

d) The status motivators / educational needs.

Types of tourism are named according to the profiling motives. This will be illustrated by the following examples:

- According to the natural motives, the following types of tourism are profiled: speleology tourism, volcano- , island- , recreation- , river- , lake- , sea- , yachting- , cruising- , spa- , wellness- , health- , environmental- , hunting- , fishing-tourism, etc.

-According to cultural heritage, the following types of tourism are profiled: cultural tourism, urban tourism, religious tourism, museum tourism, music tourism, literary tourism, ethno tourism, craft tourism, manifestation tourism, educational tourism, etc.

- According to other motives, profiled the following types of tourism: MICE tourism, rural- , wine- , garden- , sports- , adventure- , weekend- , transit- , nuclear- , space- , industrial tourism, etc.

In addition to these types of tourism, there are also trips that are not motivated by tourist motives, but contain the word "tourism" in the name although they are essentially not tourist in nature. These types of tourism are opposite of tourism and are harmful for tourism. These types of tourism are: "sex tourism", "drug tourism", "disaster tourism", "dark tourism", etc.

These types of "tourism", we will write under quotation marks. We propose to delete the word tourism from their name. The common point of this travel with tourism lies only in the movement.

The motives of these types of movement are not tourist in nature, their motives are: urge motives and pathological motives.

These motives are contrary to the Global Code of Ethics for Tourism.

The main motifs in "drug tourism" are, as Uriely wrote:

"Drug tourism is defined by Valdez and Sifaneck as ...the phenomenon by which persons become attracted to a particular location, because of the accessibility of licit or illicit drugs and related services" (Uriely, 2006:341).

According to Uriely, the main motives for "sex tourism" are :

- That drug consumption functions as a major motivation for user and that they have previous knowledge about the accessibility of drugs at the chosen destination. Such an approach, in which tourists are defined according to their main motivation and previously planned activity was recently criticized with regard to definition of Sex tourism (Oppermann1999,Ryan 2000).
- Specifically, the latter study suggests that the inclination to reduce the definition of „ sex - tourism `` - the main motivation are commercial sexual activities , excludes many cases and settings in which this phenomenon occurs.
- "Similarly, Oppermann criticism regarding the notion of sex-tourist as "the one who travels only for sex" is based on his assumption that "...the purpose of travel and the activities engaged in by the tourist are rarely if ever, the sole purpose and activity" (1999,256) (Uriely, 2006 : 342)

„ In sex tourism, hence, women's-and children's, and young men's-bodies become a part of the trade, as do buyers' bodies. But, surprisingly, tourism studies seem to have shared social sciences' reluctance to engage with the body (Pettman , 2008: 97).

These are the irrational motives, whose origins are: urge, accidents, evil, death.

Discussion

Ethics in tourism is an important factor in tourism development and is based on the philosophical tradition, to develop a correct attitude towards the values of tourism: the ethical, economic, aesthetic (Smith, Duffy, 2003; Fennell, Malloy, 2007).

Ethics in tourism is a sophisticated segment of tourism. However, it seems that a rule in tourism remains, that the tourist practice is faster than the tourism theory and that the ethics in tourism is often forgotten.

Fennell (2007) wrote: “Decades of tourism research have allowed the researchers to understand the myriad social, ecological, and economic impacts that are derived from tourism. We know the results of tourism, indeed, we can predict them, but we still have trouble stemming from the tides of such negative change. Unfortunately, the preoccupation with impacts research has pulled us far behind other disciplines which have progressed theoretically, conceptually and empirically through an interdisciplinary agenda that includes ethics“.

The Global Ethic Code for Tourism (1999, UNWTO) gives: ethical guidelines, principles, the responsibilities of tourists and of those responsible for tourism.

In Article 2, point 1 in the Global Code of Ethics for Tourism, there is a quote:

„ 1. Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practised as a privileged means of individual and collective fulfilment; when practised with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity “.

These examples of new types of tourism: "drug tourism", "sex tourism", "disaster tourism", "dark tourism" and the number could be extended further : "gay tourism" , "suicide tourism", and many other species are completely contrary to this definition of tourism.

The Global Code of Ethics for Tourism, literally states:

" 3. The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combatted with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad". In the same article, in paragraph (6) writes: 'The press, ...in the case of the media, should in no way promote "sex tourism"'.
"

In Article 1, point 5, the Code of Ethics for Tourism states:

"5. When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs."

The fight for ethics in tourism is very strenuous, it is confirmed by the slow implementation and the adopted documents and alerts of the UN WTO - World Tourism Organization, on the topic of this work, without any significant change. We think the adoption documents:

- The Resolution of the eleventh session of the General Assembly of WTO (Cairo) on the prevention of organized sex tourism (22 October 1995),
- - Stockholm Declaration, against the commercial sexual exploitation of children (28 August 1996).

It is not ethical to manipulate with the motives in tourism, and "The number of different processes (including marketing) can be used to encourage potential tourists to recognize the importance of certain needs and / or to emphasize the importance of one motive over another " (Jafari, editor, 2003: 396).

We believe that these very years are crucial to:

- Explicitly determine that this type of travel is not tourism, although they appropriated the word in their names, and that that is regulated by the Global Code of Ethics for Tourism,
- Demand of the organizers of such travels, not to realise them under the pretense of Tourism, because they are contrary to ethics in tourism,
- Delete the word "tourism" from their names on the internet, where they are promoted and to prevent their promotion.

Proposed Model of Touristification

Among the many different types of tourism that exist, there is no dominant form, but it is necessary to systematize the basis for distinguishing and classifying these different forms of tourism (Pearce, 1995:15).

Ethics in tourism should be the mainstay of profiling all types of tourism and science should be "raison d'être". Tourism is right now at the stage of The Knowledge - Based Platform (Smith, Eadington, editors: 1997:11).

Because of this, we propose a model of touristification as one of the possible models of protection of tourism from the unethical profiling in tourism.

"A model is an attempt to identify key variables in a situation and the relationship that exists among them. Model building in tourism seeks to understand a complex relationship and to aid the management of a place or process. For example in econometric forecasting of tourism flows, the purpose is to help estimate future numbers of tourists so as to print informed decisions" (Jafari, editor, 2003:391).

According to Article 6, of Global Ethnic Code for Tourism writes:

"1. Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality".

We believe that the tourism product in the profiling of tourism, current and future, must be based on scientific - professional product.

Ethical and scientific-research product must be the basis for the tourism product.

For the transformation of scientific product into the tourism product, we use the term : touristification.

Model of touristification is a sure protection for tourism from abuse and risk .

Model of touristification is a process that has three basic components (Figure 1):

- The first component: a scientific product .
- The second component: factors affecting touristification.
- The third component: the tourism product in profiling the type of tourism.

The first components-examples. The main content of the tourism product is a scientific product, with: scientific genesis, scientific facts, and scientific description (Figure 1).

Examples:

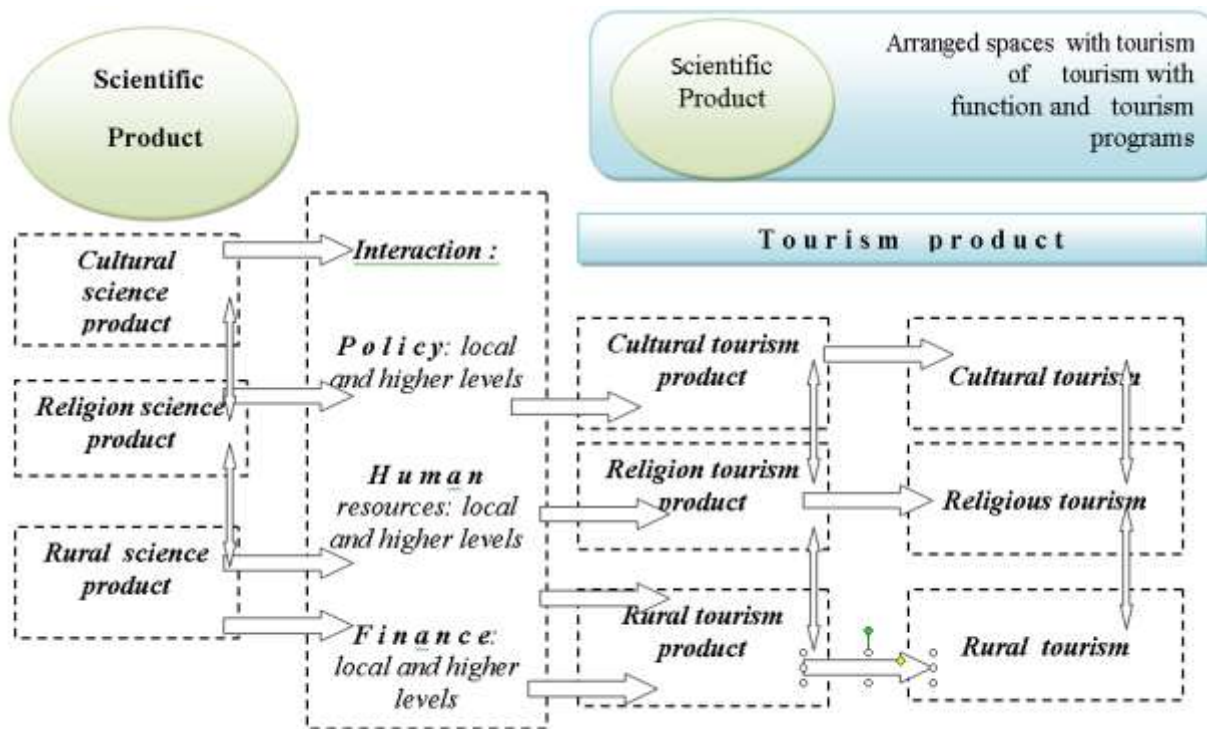
In cultural tourism, the main component is the product of a cultural science product, in religious tourism, the main component is a religious science product; in rural tourism, the main component is a rural science product (Figure 1).

The second components-examples.. The transformation of scientific products to the tourism product, affected by many factors, of which we deduce: policy, human resources and finance to the local level to the highest level (Figure 1).

Harmonization of relations between the decisions: policy, human resources and finance is necessary to regulate the area around tourist products with scientific functions-programs and facilities: tourism infrastructure, tourism superstructure, tourism management, tourism marketing, travel monitoring, travel network. We emphasize that in doing so, research the product should remain protected.

The third component - tourism product consists of a scientific product with: arranged spaces with a tourism function and tourism programs. The success of the transformation of scientific products into the tourism product, depending on the harmonization of the factors within the other components (Figure 1).

Figure 1 Model of touristification - transform scientific products into the tourism product – examples



Source: Author

Tourist motives should have a scientific component and, based on these components, tourism should be profiling. This scientific component is the basic factor for the differentiation of tourist movements from all others.

According to this model of touristification , tourism is not :

- "Drug tourism" , because it is drug trafficking, not tourism. What is a scientific product in "Drug tourism"?
- "Sex tourism", because it is a sale - trade in human body. What is a scientific product in "Sex tourism"?
- "Dark Tourism" or "disaster tourism", because they are traveling for some pathological motives, not tourism, etc. What is a scientific product in "Dark tourism" or "Disaster tourism", etc?

Tourism product is an interdisciplinary scientific product.

Conclusions

In the second half of the XXI century, mass tourism has transformed into many types of tourism, for which the following names are used: selective tourism, alternative tourism or thematic tourism, etc.

Scientific researches of tourism are trying to follow investigative practice and most theoretical works stem precisely from the specific case studies. Analysis of expert research shows, that the motives of tourist movements are the basis on which the profiling of new types of tourism is done.

It was observed that the motives appear in combination and, according to the dominant motive of profiling, the new types of tourism are named. For example: in cultural tourism, at a certain tourist destination, the cultural motive is dominant. At the same time, if that very tourist destination is located in the outstanding natural area, other types of tourism can be profiled in parallel: mountain tourism, yachting tourism, etc. The XXI century is the century of selective tourism and in the future the profiling of tourism will continue.

However, the profiling of tourism, there are tourist movements, whose motives are not tourist in nature, but have appropriated the word "tourism". For example, these types of tourism are: "sex tourism", whose motive for travelling is the trade of human body - prostitution; "drug tourism", whose motive for travelling is drug trafficking; and "dark tourism" or "disaster tourism", whose motives are based on the pathological nature of evil and misfortune.

There are many other similar examples. All these examples are contrary to the Global Code of Ethics for Tourism and this work is devoted to this issue.

According to tourist experts, we are now at the stage of tourism development, whose platform should be knowledge - scientific knowledge. In view of this and of the Global Code of Ethics for Tourism, in this paper we proposed a model of touristification in tourism. This term means the transformation of a scientific product into a tourism product (Figure 1).

We believe that should this model of touristification be applied, it would serve to differentiate between all types of tourism from those trends, which are not tourist in nature.

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Business Ethics in Providing Tourism Services

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Abstract

This paper attempts to answer the usually neglected ethical questions of the interaction between tourism workers and participants in tourism movements, as well as between tourism workers and users of tourism services in general. Contact with numerous people in the work place, dynamic work with customers, continuous phone calls and stress due to constant responsibility and so on, are just some of the conditions which tourism workers encounter on the daily basis and which sometimes make them ask themselves: Am I really able to do this job? Will their behavior with each customer be ethical? Will they be able to hide from the customers their stress, nervousness and mental fatigue? Have all the employees of all the travel agencies attended the training courses in communication and in behavior with customers, or does everything depend on their own decisions and home upbringing? Is it worth taking risk and putting one's reputation, as well as the reputation of the whole company, at stake? Which moral dilemmas do the tour guides and group-travel companions encounter on the journeys? These are just some of the questions which will be put in the spotlight in this paper.

Keywords: Ethics, Tourism, Services, Travel agencies, Communication, Sales

Introduction

Ethics is a well-known science in our civilization and numerous books have been written on this matter through the centuries. Ethical questions were first introduced to our civilization by the Greek philosophers, taking a form of religious norms of behaviour and today they still have the equal relevance. The contemporary understanding of what is ethical is mostly reduced to the modern man's individual vision which depends on numerous factors, such as home upbringing, personality, and the influence of the environment.

We should not consider tourism merely as an economic category, but also as a collection of human activities and interactions which influences everyone's everyday life. This paper will focus our attention specifically on the analysis of the ethical questions of selling tourism products, starting with advertising, and then the first, the second and all subsequent encounters with the customer, sales, follow through and finally, with communication after the accomplished journey. A number of practical examples will describe in a vivid way different situations in which the tourism workers and their customers can find themselves.

Business ethics of tourism companies

Due to the fast growing competition, only those companies which adopt higher ethical standards and which try to meet even the smallest customer's needs, will be able to stay in the race. Although the majority of tourism companies tend to provide flawless services, it is impossible to totally eliminate the possibility of making mistakes, because there are numerous factors which influence their occurrences. The way in which the efforts are made to prevent errors and to smooth out their consequences distinguishes successful companies from the unsuccessful ones. These efforts can be considered crucial

in business conduct and they can be seen as a tendency to satisfy the customers' needs and to maintain their loyalty, as well as to maintain the company's good reputation.

The very fact that one is brought up properly does not provide enough arguments for the fight against countless challenges. Even the best workers can easily succumb to the negative influence of the competition, their colleagues, family problems, etc. They become fed up with their job, and over the years their personalities change. When we analyze the person in this context we should take into consideration one's ability to control himself and to react in the appropriate way in the critical situations, one's manageability, religion, age, working experience and nationality. The general manager should be the moral leader and a model to his/her subordinates. He/She should control their ethical behaviour as well as the company's business decisions. By imitating the behaviour of persons who have important roles in our lives, we learn how to be responsible. The importance of the general manager's role to his employees is doubtless, and consequently, the general manager's ethical attitude directly influences their own ethical behaviour. The employees who come into direct contact with the customers must have certain characteristics such as kindness, patience, communication skills, which will leave a good impression on the customer.

Advertising of tourism products

When we are talking about marketing in tourism, the most common ethical dilemmas are those connected to the presentation and advertising of the tourism products and services. Examples of these are the photos of the hotels and the beaches digitally processed and manipulated that often appear in travel agencies' catalogues and on their web-pages. It is almost a rule that hotels will publish just the photos of their biggest and the most beautiful rooms on their websites, even if, in reality, they have five or six different room categories. Is this the correct behaviour? Who profits and who loses from such behaviour? The dissatisfied customer who will not again visit the same hotel and potentially spread bad rumours or the hotel (the agency) which sold the package to the customer and will perhaps have to deal with customer complaints or court proceedings? These are the typical ethical questions which the tourism workers encounter every day. Each unhappy customer will convey his/her negative impression to at least 13 potential travellers!

Case study no. 1: "Photoshop"

In one renowned reservation system, designed for the professional use around the world, there is a presentation of a hotel in Novi Sad. Among the photos of the hotel's interior, it is possible to find the photo shown below can be found:

The landmark of one European city, which is trying to insert itself onto the global tourist map, is ruined by this photograph.

If it is so easy to manipulate with the photos of the city's symbols, what is then being done with the photos of hotel rooms and apartments?

How to deal with such situations and how to protect yourself from similar experiences? Could this also happen to you or to your customer? Some tourism experts recommend reading the comments of previous guests and users of tourism services written on the websites of the hotels and the travel agencies, and that is not a bad advice. Travelling to places recommended by our friends is also a good

idea, but it is necessary to take into consideration the differences in tastes and needs, as well as the time that has passed from their last visit.

Case study no. 2: "Non-existent package"

A few years ago a scandal happened in our country. A travel agency had sold a great number of travel packages for one summer holiday destination, and when the travellers landed, the hotel refused to accommodate them due to "overbooking". Later, it turned out that the reason was that travel agency hasn't paid its debts to the hotelier. The travellers were left on their own to look for the accommodation on spot. This agency lost its tour operator license, but soon after, the same owner founded a new agency, with another name, and continued working at the same office location, with same personnel.

It seems that everything is possible in countries where the law allows the entrepreneurs to continue their activity after committing fraud.

Case study no. 3: Journey to Rome

*The advertisement in newspapers and on television: **ROME FROM 10 EUR!!!***

Seeing the advertisement, the customer comes to the travel agency and asks the agent for the plane ticket to Rome for 10 EUR. The agent explained that he will also be charged for the airport taxes and for the ticket issuing, that 10 EUR is the price for a one-way ticket, and that the customer will also need a return flight, and finally, the agent informs the customer that the total price is 120 EUR. The customer, struck by this information, asks the agent if she reads newspapers and watches television, accuses the agency of stealing customers' money.

Ethics in communication with users of tourism services

Tourists are willing to allocate more money for their vacations as compared to how much they spend in their place of residence for the same period of time. For them, that long awaited period of the year is from an escape from reality, something they have been dreaming of for months, separation from work and stress of the everyday life. When choosing a destination for their vacations, tourists unconditionally expect to get a maximum for the money they have paid, to be treated with respect and to have an unforgettably pleasant experience. While sometimes these expectations go beyond realistic possibilities, sellers and providers of tourist services must do their best.

A Successful sale is not just a quantitative category, but also includes the ability of sellers to gain the trust of their customers. Regardless of the company's reputation, customers relate to persons that inspire confidence. Sellers have to gain this confidence by ethically sound behaviour and sincere effort to meet all the client's wishes.

Customer's first contact with travel agency

The customer's first contact with the agency is achieved through marketing and advertisements in media or by word of mouth. That is usually the first time the customer hears the name of the agency or makes a visual connection to its logo. The first direct contact is usually by phone, or by visiting the website and finally by coming to the agency itself.

The first phone contact will leave the strongest impression on a client, therefore it's very important that it is pleasant and positive. The customer expects to feel appreciated and respected, not to wait on the line for more than 10 seconds, not to have the line transferred more than once and also doesn't want to listen to irritating music whilst waiting on line.

Case study no.4: Chinese whispers

All the agents are busy doing their jobs. The customer is waiting for someone to pick up the phone. He is nervous because he urgently needs to book the plane tickets for tomorrow's flight.

Finally, somebody answers the phone, apologizing for not being able to transfer the line to someone from the airline service, because all the operators are busy. He asks the customer to call back a little bit later. A few minutes later, the same situation is being repeated. The customer loses his nerve, and searches for the number of another travel agency.

Situations like this happen every day and they can be easily prevented. Companies involved in providing services and information, should install answering machines. In case where the agency does not have an automatic answering system, the phone should not ring more than four times before one of the agents answers it. Agent should not talk with his mouth full, not chew gum while talking with the customer, not talk simultaneously with other persons, speech has to be distinct and clear, without saying inappropriate phrases, speed of speech must be adequate. If the agent takes the message for his colleague, he has to check if the colleague has received it etc.

The first visit to the agency makes an impression on every customer. First of all, the agency's window should not be cluttered with colourful papers and ads, especially not with those in hand writing. Chaotic, untidy and dusty windows, absence of any concept in advertisement organization, etc. are unacceptable. These scenes can easily make the customer turn around and leave without even entering.

When entering the agency, the customer first notices the general atmosphere, the interior, the agents' appearance, sounds, smells, music, colours, etc. Smiles and immediate eye contact with the agent, even if the agent cannot to be of immediate assistance to the customer, will make a positive impression, especially if the agent signals to the customer to take a seat and wait for a moment.

Lack of wheelchair access ramps is a common problem in almost all agencies in our country.

Ethics in selling tourism products

In dealing with a potential customer the most important thing is to be honest and accurate about the information provided. The customers want to feel secure and trust the agent. If the agent does not have certain information at the moment, the best thing to do is to apologize. It is extremely important to keep the promise and find an answer, otherwise, the damage could be immense: once lost, the customer's trust is more difficult to regain.

Comparison of competitive products should be done realistically and fairly. Criticizing others can easily cause damage to our selves, and it is not ethical. If the seller of the tourism product has any doubts concerning its quality or there is a possibility of its cancellation, he should warn the customer immediately. This way the any potential negative effects will be greatly reduced.

It is also risky to try to persuade the customer to pay for additional services, which most likely he will not need. The problems arise when it comes to complaints and demands for compensation. That is the defining moment which clearly shows how big of an effort the company is ready to make in order to preserve its good reputation.

Case study no. 5: Holiday that meets your needs

An agency has a fixed lease of a certain capacity in one resort in Greece. Sales are not going well. The general manager of the agency has arranged a meeting and has advised his employees to push for the sale of the rented object in any way possible with the reduced price, according to the "full for empty" principle. The accommodation facility is in the centre of a tourist place, in a busy and noisy street, approximately 50 metres, as the crow flies, from the beach, but it takes about 10 min. to reach the beach on foot because it is necessary to walk round a fenced hotel which occupies a large part of the coast.

On the map of that tourist place published in the catalogue, the facility is marked at its actual position, but neither is the fenced hotel in the vicinity marked, nor is it mentioned that there are many bars and restaurants in the street, and very noisy until late at night.

An elderly married couple comes to the agency and asks for a peaceful place to spend their holiday with their two grandchildren. "That is exactly what we are looking for, they thought: comfortable, quiet, and almost on the beach", they thought while making the reservation.

Upon returning from the holiday, the couple filed a complaint.

Large tour-operators ask their customers fairly often (when they come to the agency) to fill in a questionnaire, composed of a dozen of questions about where, how and with whom they plan to spend their holidays or desired journey. The questionnaire also contains questions about the type of desired accommodation, its location, category, catering, transport and travel insurance. At the end of the questionnaire, the customer is asked to leave his personal data: date of birth, contact phone number and address, information about his profession, hobbies, and interests.

Relationship with the customers during the journey

During the journey, the travellers often feel anxious and insecure. Foreign country, foreign people, fear of being lost, fear of theft, fear of physical attack and diseases and other stressful events or circumstances may be hindering factors during the journey. The tour guide, or the travel agency's representative becomes the only person who represents security, connection to "reality" and can be relied upon for assistance, day or night. He/She is obliged at any moment to know where his passengers are, whether they are safe, or they need something and at the same time to keep the whole situation under control during the journey.

The stress of working as a tour guide is illustrated in case studies in which former tourist workers, who travelled with the group as ordinary passengers, created unpleasant situations for the actual tour guides in order to observe their reactions. Certainly, they are not the only ones to do it – there are people who enjoy testing someone's patience.

Case study no. 6: A pilgrim to one's destiny

One passenger, a former tour guide, during a seven day visit to Israel, was pretending to be lost and robbed, was separating himself from the group during sightseeing, and was creating unpleasant scenes at the airport.

Upon returning to Belgrade, he thanked the tour guide for her patience and announced that he had always dreamt of ill-treating someone "as he had been mistreated during the years".

Tourists want to relax and have fun during their holidays, which is to be expected, but that entertainment could have consequences for the destination. It is the tour guides' moral responsibility to inform their customers about acceptable norms of behaviour at certain destination, and inform them about the local culture and customs before and during the journey. At the end of each tour the guide should thank the passengers for their trust in the agency. He could ask them to fill in a questionnaire where the passengers could express their opinion regarding the accommodation, the sights, the services, as well as offer their suggestions for any changes to the tour schedule, and which destinations they would like to visit in the future.

Case study no. 7: "Let me see Tahiti, and then I can die"

When he was young, one gentleman from Zagreb saw a TV program on Tahiti, which left a great impression on him. Since he did not have children, he decided each month to put aside a certain amount of his modest income and save it. When he got older, he realized that he had saved enough money for a journey of his dreams, and he paid for a twenty day travel package to the Pacific islands.

The group was moving from one island to another and spending one or two days on each of them. The day when they were returning from Tahiti, the gentleman was standing on the deck, waiting for his turn to disembark, when suddenly a wire that was holding the sail unhooked, hit him on the head, and killed him on the spot.

The ethical dilemma of the tour guide reached its peak. Death of the passenger is the worst thing that can happen to a tour guide. Corpse transport procedures, complicated administration in a foreign country, and continuation of the trip, which had not ended for all of the passengers, had to be coordinated. The family of deceased was unable to bear the costs of corpse transportation, so tour guide had to organize the funeral right there and then.

Each tour guide and group companion has to receive adequate training regarding reactions in critical situations at the beginning of his career, and has to obtain a license. Every unpleasant situation will become even worse given an inappropriate or delayed reaction.

Reacting on the complaints and appeals of passengers and communication with the passengers after the journey

As mentioned earlier, the ways in which efforts are made to prevent errors and to smooth out their consequences distinguishes successful companies from the unsuccessful ones.

Conduct, politeness, and evident efforts which the employees make in order to resolve a problem, show the level of their ethical status and form an image of reliability of the entire company. The efforts that are made must have visible results – otherwise, everything might appear as staged. An unsatisfied passenger represents a potential "bomb" full of negative comments and emotions, and its explosion could seriously damage the company's reputation, so it is necessary that tourist agents are capable of recognizing critical situations and taking emergency actions to resolve problems. Action must be IMMEDIATE!

Case study no. 8: "Who is right (I)?"

A customer booked hotel accommodation in one Austrian ski resort at the agency. He insisted on the facility belonging to a certain hotel chain. The agent confirmed the reservation, the passenger signed the travel contract, and collected the voucher in rush, without checking the voucher data.

A few days later, the agent received the phone call from the customer who was desperate for help. In fact, the booked hotel belonged to the desired hotel chain, had the desired name but was situated in another ski resort, almost 300km away, in the snow swept Alps.

Case study no. 9: "Who is right (II)?"

A customer booked a plane ticket by phone, the reservation was sent to him by e-mail then he collected it in person.

The day before the trip, customer returns to the agency claiming that the issued ticket was not for the date he wanted. He accuses the agency of mistaking and the following dialogue takes place:

-I asked for the return on April 12th, and you gave me the ticket for the 13th!

-But, Sir, your reservation was for April 13th from the beginning, besides the reservation was also sent to your email. Why didn't you call us immediately?

-I didn't notice. I saw it just yesterday, but I am travelling with your agency for years, this should not have happened to you!

-All right. According to the ticket conditions, you are able to change the date of the ticket with an additional payment of 120 euros.

-Excuse me?! Who has to pay 120 euros? Me or you who made the mistake? Please, call your supervisor immediately!

Unfortunately, unpleasant situations like this are very common in practice. People are not ready to admit their mistake, and they will do anything, using any means possible, to turn the situation to their advantage. An agent has to remain cool-headed and has to treat the customer with the respect whatever the circumstances are. How he will react in such situation depends on his resourcefulness, character, upbringing and personal experience. In any case, in order to prevent such situations, the agents should protect themselves by providing as many written proofs as possible, which show that the customer had agreed with the purchase, and whenever possible, that should be confirmed by his/her signature.

Passengers' complaints are not always realistic. Sometimes the customers complain that there were jellyfish in the sea and therefore, they could not swim for two days, that the hotel was excellent, but their room had a view of a construction site or of a graveyard, that on a plane they were seated close to the toilet, etc. Those situations are not always predictable, and the agency should not be held responsible for them. It depends on the agent's experience whether he will be capable to recognize potential risks and to warn the passenger, as well as to book in advance a certain room or a seat on a plane.

Some agencies have the policy to contact their former passengers at least six times a year, sending short appreciation letters upon returning from the journey is ethically correct and is a good marketing strategy.

Practice has shown that an insignificant number of satisfied passengers contact the agency after the journey to thank and congratulate them for good organization. The next time they visit the agency is when they are planning a new journey. Sometimes, they will recommend the agency to their friends. The situation with dissatisfied passengers is completely different – the vast majority of them will “raise the alarm” as soon as they return.

Case study no. 10: Mrs. Nervous Doctor

There are people who, during the journeys or during the preparation for journeys, are followed by “bad karma”, as it is said in jargon. One very respected doctor is among them. At each of her hotel booking, plane ticket, transfer or any other service, the agency faced problems, which normally rarely happen, such as overbooked hotel, cancelled flight, driver who was late, etc.

The same lady travelled with the same agency to the congress in London. From the start, she has complaining: on the plane seat, roommate, hotel location, she got separated from the group and got lost, the tour guide neglected her, and so on. On the way back, the guide distributed questionnaires to the passengers. The lady had filled it, then she read it again and tore it. She asked the guide for a new one. Then she wrote positive comments. Of course, she continued to travel with the same agency.

By analysing surveys and completed questionnaires, the agents should create their personal, as well as company's databases, from which they could obtain, on a daily basis, information regarding regular customers' birthdays, important dates for corporate customers, etc. Sending of birthday and holiday cards, letters of gratitude for loyalty, coupons for discounts, organizing raffles, parties, presentations of the offers for the upcoming season, and similar activities can be considered an excellent ethical and marketing strategy if properly designed and executed.

Nurturing customer's loyalty

In order for the customer to remain loyal to the agency it is necessary to nurture a good business relationship and pleasant interpersonal contacts so that they feel respected and appreciated.

Numerous agencies organize holiday parties with raffles, or they even have personal reward systems. These actions motivate customers to favour certain service providers. However, these reward systems should be ethically correct.

Case study no. 11: Who is going to Greece on holidays?

The agency traditionally offers its unoccupied apartments in Greece, free of charge, to its most valued customers. The agency sends a letter to its long-time corporate customer stating that they would gladly organize a tour package for two persons, for some of their employees in order to express their gratitude for good cooperation. It is up to the company's management to decide which employees will be chosen.

Soon afterwards, the agency receives a rather unpleasant response from one large pharmaceutical company, in which a department manager demands that the agency stops sending such letters to her company, with the explanation that she cannot favour and choose one of her employees over others and she considers the agency's offer inappropriate.

However, responses from all other companies were completely different – the employees are left to decide between themselves and each time someone else would get the prize.

Conclusion

Tourism can be analyzed to the same extent as an economic as well as a social phenomenon. It creates countless connections between buyers of tourism services and all those who are involved in the sales, marketing, and provision of services. Tourism is one of the global industries, which has a great impact on people, and therefore, its goal should be their satisfaction in each of its phase.

In this paper, using typical examples, from an everyday practice, showing situations which tourist workers and their customers can encounter any time. Extensive working experience and adaptability is needed in order to resolve critical situation quickly and positively to both parties.

In order to gain that experience as quickly and as painlessly as possible, it would be useful to introduce the young tourist workers, at the beginning of their careers, to the positive, as well as to the less pleasant aspects of the relationships with customers. Greater the practical knowledge they gain at the beginning, the better results they will have in the future. If we consider it from the ethical point of view, it is necessary to put yourself in the position of the other person.

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Tourism Destination Management: Human Resources in Montenegro

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Abstract

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 labour 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 it’s 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 analyze 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.

Key words: tourism planning, human resources in tourism, balanced development, employment

Introduction

Tourism is a labour intensive industry. Directly and indirectly it has a huge impact on the destination’s employment. It is especially important for the social balance in the country as it tend to employ women, young and low qualification labour force – categories that are traditionally unemployed. But, it is not a perfect remedy for the destination unemployment. High seasonality of tourism implicates high participation of season work force and high fluctuation of labour force. Furthermore, it causes many economical, organizational and social problems for the destination management. High fluctuation of labour force means difficulties in supply of qualified employees, troubles in work education, low wages, etc. In the end, long and anti-social working hours, pressure at work and similar characteristic made work in tourism very unpopular carrier choice.

Montenegro's main industry is tourism. The direct contribution of travel and tourism to GDP is expected to be EUR 278.3mn in 2011 (8.1% of GDP). The total contribution of travel and tourism to GDP is expected to be EUR 593.8mn in 2011 (17.2 % of GDP) (Travel & Tourism economic impact Montenegro, 2011)

There are three regions in Montenegro, which are different according to the natural characteristics, way of the spatial use and development, economic activities and different comparative advantages for development: 1) Southern region (municipalities Herceg Novi, Kotor, Tivat, Budva, Bar and Ulcinj). 2) Central region (municipalities Podgorica, Danilovgrad, Nikšić and Cetinje). 3) Northern region (municipalities Plužine, Šavnik, Žabljak, Pljevlja, Mojkovac, Kolašin, Bijelo Polje, Berane, Andrijevica, Plav and Rožaje) (Spatial Plan of Montenegro until 2020). Tourism is highly concentrated in the southern region, making 95% of total tourism turnover in Montenegro.

According to the 2003 census, Montenegro had the population of 620,145. Population density is very heterogeneous in Montenegro, especially by regions. Average population density is 26.6 inhabitants per km² but population concentration in the central and Southern part is higher with the population density rates of 56.8 inhabitants per km² for the Central region and 91.8 inhabitants per km² for the Montenegrin coast.

Unbalanced development of three main regions in Montenegro caused a lot of problems for destination management. Among them is a tourism employment. Since the beginning of intensive tourism development in 1960s, trend of migrations from northern to southern region is very high. All coastal municipalities had positive migration influx, except Ulcinj. Also Montenegro is facing ageing population and further slowing of total number of inhabitants.

Destination management has a difficult task. It has to tune up demand-supply of tourism labour force, cooperating with all stakeholders of this fragmented industry and public institutions that are creation education policy. At the same time, in order to establish quality work force it has to overcome not so popular image tourism has among population, especially young.

Tourism planning and employment

Tourism, as an important global economy, cannot be analyzed without essential role of human resources, the significant factor that has huge impact on its development. One of the major characteristics of tourism, as a service industry, is that demand for labour force is extremely high and non-elastic. Even the rapid technology development couldn't lower the importance of work force in tourism, due to the specificity of this industry. People are "key factor" of this industry because of the intensive and personal relationship with the customer – tourist. They are creating and delivering the major product of tourism "tourist experience". Such relationship, typical for tourism, is almost impossible in other industries, or doesn't have such crucial effect.

The contribution of travel and tourism economy to total employment is expected to rise from 8.1%, 235,758,000 jobs or 1 in every 12.3 jobs in 2010, to 9.3% of total employment, 303,019,000 jobs, or 1 in every 10.9 jobs by 2020 (World Travel & Tourism Council, 2010). These figures are higher for countries where tourism is major industry. Increasing tourism turnover proved very effective on employment of destination inhabitants. This is especially visible at the beginning of tourism development and in the undeveloped countries, where unemployment is high. For destination planners, in such cases, tourism is

a solution to many economical and social problems. Tourism, particularly at the begging of destination “life cycle” can have several benefits for destination management:

Tourism increases employment directly and indirectly. It creates jobs in all industries more or less connected to travel and hospitality. At the begging, when major investments are made, it can create number of jobs in economies not related to travel and tourism at all – construction business, infrastructure, finance sector etc.

Tourism can solve problems of uneven country development. Tourism usually starts at pure, unspoiled locations where country is either, not so populated, or inhabitants are engaged in low developed sectors – agriculture, fishing, etc.

Tourism employs categories of inhabitant that are traditionally unemployed – women, young, low educated...

Despite these advantages, and although the quantity of jobs that tourism creates is not questionable, quality of jobs in tourism is very concerning. Destination planner must have in mind that “working conditions in tourism are often problematic and can be summarized as:

Low paid – in many countries tourism jobs pay up to 20 per cent below the average wage.

Demanding anti-social hours – often involving work on holidays, weekends and over meal times. This can impact on the balance between family and work life.

Creating emotional pressures, not only in the terms of the pressure to deliver good service and always to be smiling – but also in terms of attitudes in working environment such as kitchens. Whilst this may be common to other service sector jobs, it may be that the pressure in the tourism environment are particularly acute and demand coping strategies by employees.

Having health and safety issues – for example there are many accidents in the kitchens and workers face safety issues on the way to home after late shifts” (Cooper & Hall, 2008)

It seems that the notion that people are most precious in the tourism industry is questionable in practice. What creates this contrast? Why are human resources of tourism in such fissure? There are several structural characteristics of tourism that creates pressure for lower wages and poor working conditions:

Tourism industry is very fragmented. It integrates many sub-activities, besides travel and hospitality, and much of business that is involved is small businesses – SMEs. They usually lack management experience for human resource management and they do not have enough power to impose any serious measurement for mitigate poor working conditions in tourism.

High seasonality. Fluctuations between periods where demand for extra labour force is high and periods where demand for labour force is low. It makes human resource planning and organizing very difficult, especially for SMEs.

Competition between destinations creates pressure for lowering costs.

Above mentioned causes that much of the tourism labour force comes from marginalized groups, ones that do not have good negotiating position: young, students, women, low educated, etc. It makes circle of low wages and poor working conditions goes further and further. For instance, people who are interested in having a carrier, people with better education and negotiating position, tend to avoid tourism due to its high seasonality.

When it comes to human resources, what is destination management faced with? First, birth rates are slowing, especially in developed countries, and there is a shortage of labour force. Second, tourism industry, as an employer, has poor image. Third, fluctuation of employees in tourism is extremely high. Forth, lack of educated employees, especially at management level. Fifth, quality of human resources in tourism is very connected to the quality of main tourism product – tourist experience.

For Chris Cooper and C Michael Hall solution to the HR crisis in tourism includes following:

Greater understanding of the operation of tourism labour market.

Recognition that tourism is in the knowledge economy and needs to invest in and develop its workforce rather than exploiting it.

At the destination level, destination marketing organization (DMOs) can encourage SMEs to work together to create career paths across companies and begin to thing beyond managing people in organizations and make jump to manage people in destinations.

Education and training for tourism is often mired in the final quarter of the twentieth century and for business and destinations to be competitive it needs to embrace new contemporary tourism environment and educate the workforce to deal with the change and to be competent in the areas demanded by “post tourist”.

Finally, there is a need for government and international agencies to encourage quality jobs in tourism and to move away from simply treating tourism as means to generate jobs with no eye for quality (Cooper & Hall, 2008).

Management of tourism human resources in Montenegro

Direct tourism industry employment is expected to create 12,000 jobs in 2011, representing 6.9% of total employment, rising by 8% up to 25,000 jobs in 2021 (13.3% of total employment). If all sectors that tourism and travel are indirectly connected are included, the impact is bigger. Employment is estimated at 26,000, representing the 15.1% of total employment. It is forecast to rise by 9.4% up to 62,000 (33.2% of total employment) by 2021. Montenegro is above world average for Travel & Tourism direct and indirect contribution to employment, as table below shows (Travel & Tourism economic impact Montenegro 2011):

Table 1. Travel & Tourism direct and indirect contribution to employment

Direct contribution to employment	2011 % of share	Indirect contribution to employment	2011% of share
37 Montenegro	6.9	44 Montenegro	15.1
World average	5.2	World average	13.6

Source: World Travel & Tourism Council, Travel & Tourism economic impact Montenegro 2011, February 2011

When the real growth of direct and indirect contribution of Travel & Tourism to employment is compared Montenegro is first in the world ranking:

Table 2. Travel & Tourism direct and indirect contribution to employment 10-year real growth per annum

Direct contribution to employment	2001-2011 10-year real growth % pa	Indirect contribution to employment	2001-2011 10-year real growth % pa
1 Montenegro	8.0	1 Montenegro	9.4
World average	1.9	World average	2.2

According to Statistical Office of Montenegro in 2010 hotels and restaurants employed 13131 employees, 8.12% of total employees in Montenegro. This is slightly more than WTTC estimation. In 2006 Human Resource Development Strategy of Montenegro (Human Resource Development Strategy of Montenegro, 2006) estimated that in 2011 hotel and catering sector would employ 17.000 workers. It is clear that this would hardly come true. Estimation that hotel and catering sector in Montenegro would employ 20.500 workers forecasted in the same strategy is also questionable. Although forecasted growth was a slower than expected, employment in hotels and restaurants is still considerably bigger than in 2000. Hotel and restaurant sector employed 9391 workers in 2000, 39.8% less than today. HRD Strategy estimated that in 2016 other sector of tourism industry would employ 4000 workers (tourist agencies and operators, tour guides, airlines, transport companies, and destination management sector) but it is very hard to verify this data as official statistics doesn't publish data from these sectors. It is interesting that, although tourism is Montenegro's main industry, hotels and restaurants aren't biggest employers in this country. Single main sector that employees' greatest number of workers is wholesale and retail trade – 22.8%, although this sector can indirectly be connected to tourism. Also, it should be mentioned that real estate sector employs 5.73%, number very close to hotels and restaurants. This can be indicator that land use in Montenegro is slightly shifted from tourism to real estate business.

Salaries in hotel and restaurant sector are lower than national average. Average earning in 2010 in this sector was EUR 361, where national average was EUR 479. It was 24.6% lower than the national level, which is similar to the world average – 20% lower wages in tourism industry. According to the Statistical Office of Montenegro publication "Wages in Republic of Montenegro 1965 - 2005" average earnings in hospitality and tourism were lower than the national average during whole period. In analyzing wages in Montenegro, one should always have in mind impact of "grey" market, in the sense that: a) there is lot of illegal employees, b) registered employees often receive minimal wages legally, and the rest of money "cash on hands". "Grey" market is especially present in human resources tourism industry (as well as in other parts of this industry), due to its seasonality, high fluctuation and many foreign workers. Nevertheless, above mention statistical data could give researcher some orientation of contemporary human resources in Montenegro.

Being a country with a small population density, ageing population and lowering birth rates it is interesting to analyze origin of employees in tourism industry. Apart from that, Montenegro is a country with three very different regions, where Southern region have almost 95% of tourism turnover in the country. Together with Podgorica, capital, Southern region is also most developed part of Montenegro.

Therefore, it should be analyzed cash flow of net salaries to different regions – Northern, Central and Southern. Finally, as with other Mediterranean destinations tourism turnover between peak (in the summer) and in the offseason period dramatically differs. Winter season in the Northern region also have its peak but it's not so big difference, mainly because that region is not so developed in tourism.

As figure below shows, local employees dominate in Central and Mountain (Northern) region where tourism is not so developed and in the hotels with lower categories (1 & 2 stars), which is a point destination planner should be concerned of.

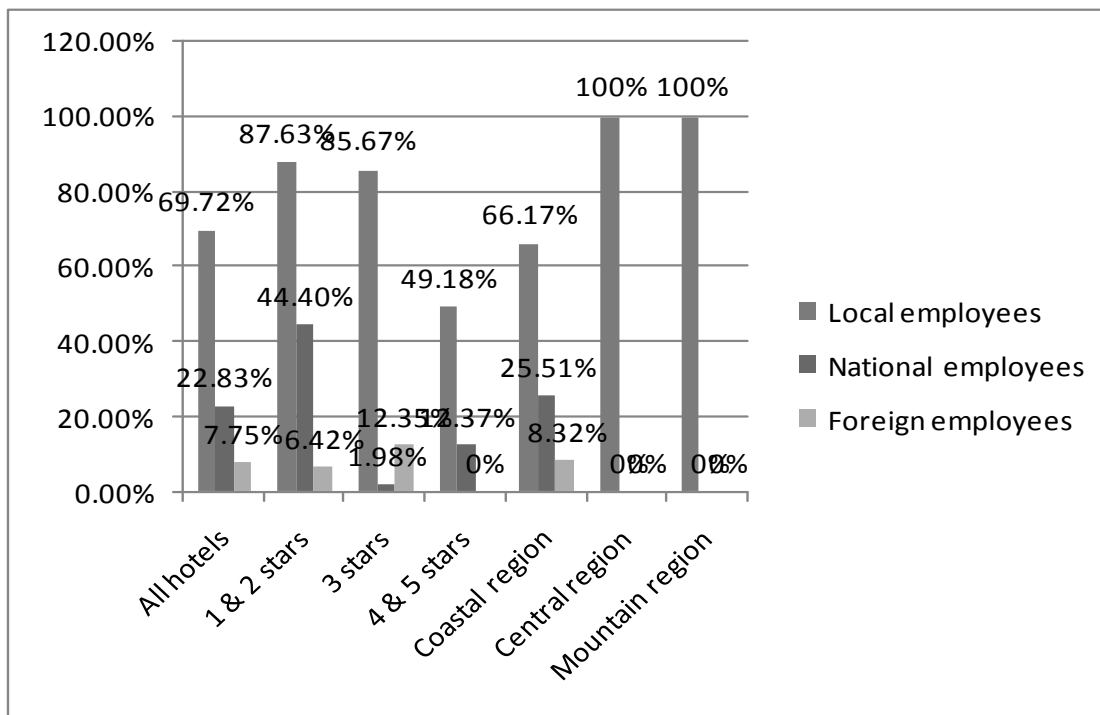


Figure 1 Origin of employees, hotels

Source: “The Research of the Contribution of Tourism to Social-Economic Development of Montenegro” Government of Republic Montenegro – Ministry of Tourism, GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit, „Mediterranean“ University Podgorica – Montenegro Tourism School Bar, 2009.

Private accommodation (Figure 2) has relatively high number of local employees, but being a family business in most cases PA doesn't have any registered employees. Members of family are engaged in work without formal contract. Also, that is why they usually don't have foreign employees.

In restaurants local employees are 60.1%, nationals 31.6% and foreign 8.3%, which is even lowest number of locals and nationals than in hotels. Similarly to hotels, lowest number of local employees is in the Southern region and in restaurants with higher categories.

Highest number of local employees in all three regions is in tour operators: Northern and Central 100%, Southern 91.5%.

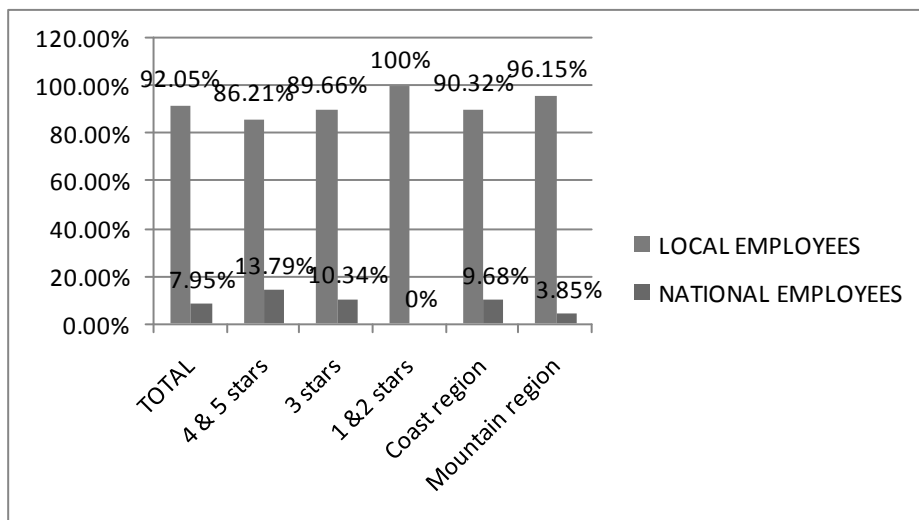


Figure 2 Origin of employees, private accommodation

Source: “The Research of the Contribution of Tourism to Social-Economic Development of Montenegro” Government of Republic Montenegro – Ministry of Tourism, GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit, „Mediterranean“ University Podgorica – Montenegro Tourism School Bar, 2009.

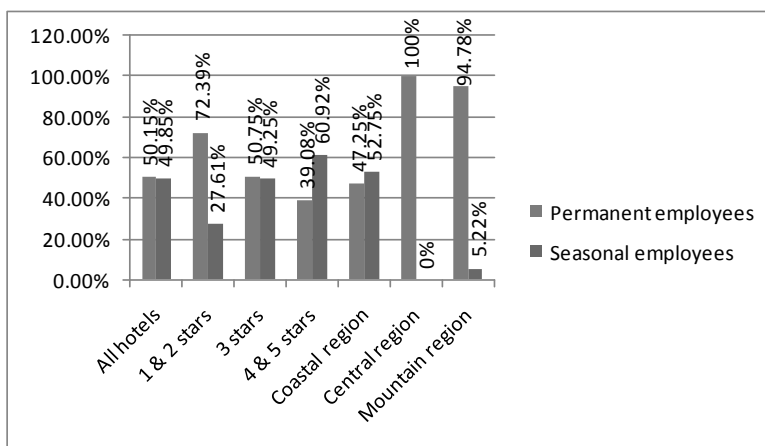


Figure 3 Type of contract, hotels

Source: “The Research of the Contribution of Tourism to Social-Economic Development of Montenegro” Government of Republic Montenegro – Ministry of Tourism, GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit, „Mediterranean“ University Podgorica – Montenegro Tourism School Bar, 2009.

Same as origin of employees, lowest number of permanent employees is in the hotels of Southern region and 4&5 star hotels. Due to the specific situation with employment in private accommodation, being a family business, number of permanent employees is far more balanced in whole Montenegro and different categories of PA, and it ranges between 65% and 78%. Expectably, tour operators have more permanent employees in the Southern region (82%) then in the Northern region (43.3%), where Central region is balance between those two (70%). Only restaurants have opposite trend where Central

region have most permanent employees – 88.6%, where Southern region have only 65.2%. This is probably because of administrative center Podgorica have year around season for restaurant.

Finally, cash flow of net salaries (hotel employees) to different regions shows that most of the money goes to the Southern region.

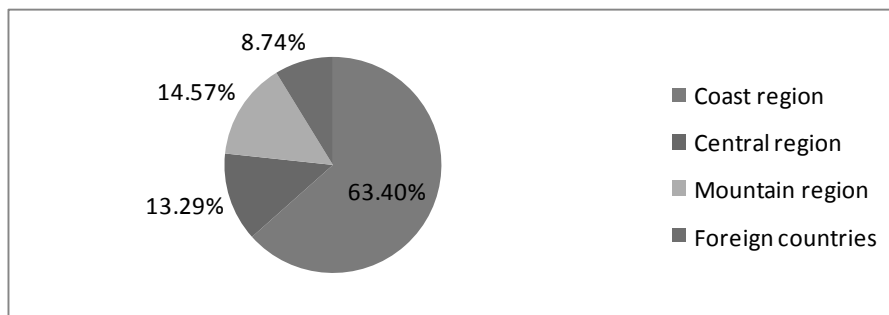


Figure 4 Cash flow of net salaries to different regions, hotels

Source: “The Research of the Contribution of Tourism to Social-Economic Development of Montenegro” Government of Republic Montenegro – Ministry of Tourism, GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit, „Mediterranean „University Podgorica – Montenegro Tourism School Bar, 2009.

Same survey shows that salaries earned in Central and Northern region almost 100% stay within the same region, where salaries earned in the Southern region stay with the same region 88.2%.

Situation is almost the same with private accommodation, but Northern region took the greater part of net salaries – 33.7% (14.57% in hotels). This shows that development of private accommodation brings revenue to the North.

With tour operators situation is far more balanced. The same applies with the restaurants where to Southern region goes 36.3%, to Central region 29.3%, to Northern region 8.2% and to foreign countries, surprisingly, 26.2%.

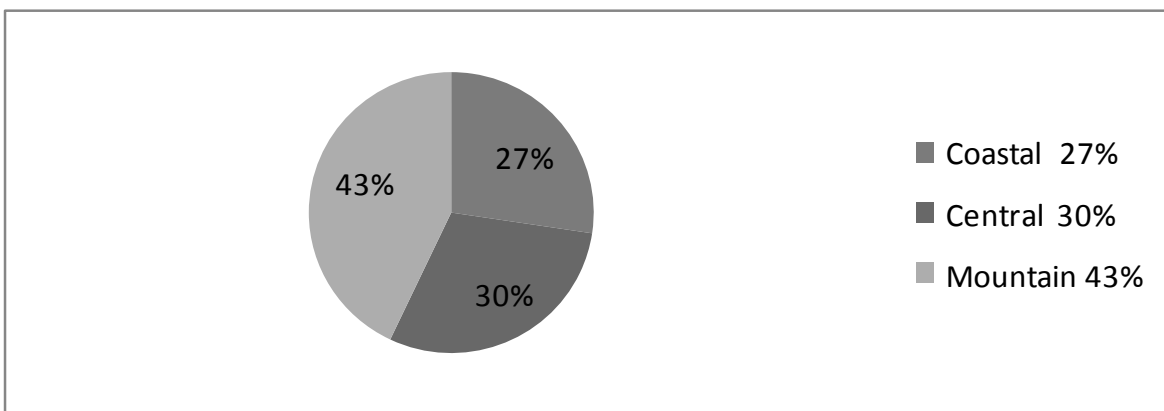


Figure 5 Cash flow of net salaries to different regions, tour operators

Source: "The Research of the Contribution of Tourism to Social-Economic Development of Montenegro" Government of Republic Montenegro – Ministry of Tourism, GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit, „Mediterranean „University Podgorica – Montenegro Tourism School Bar, 2009.

Future concept for human resource development in Montenegro's tourism

Over the last twenty years there has been movement towards, not only recognizing the importance of human resources in tourism, but practical steps to improve its status (on theoretical and industry level). Still, it is very hard to find, in theory and in practice, movement on the destination level. All the improvements have been done at managerial level, helping (mostly) hotel and other tourism industries to deal with the problems discussed in previous sections. Tourism as a service industry has some characteristics, like high seasonality and fragmentation, that unable business to deal with the problems of human resources without broader intervention on destination level. This is an especially important if we have in mind that most of the business in tourism is SMEs – up to 10 employees, often family members. "One of the consequences of a fragmented public and private sector interest in tourism and hospitality is that there is rarely a clear, single authority with responsibility for the management and direction of education, training and development initiatives in support of the sector. In reality, there is frequently a range of organizations and agencies which have some involvement but also have loyalties and interests which lie out with the domain of tourism and hospitality." (Baum et al., 1997)

Therefore, for countries like Montenegro, what can be done for human resources development at destination level? "It suggests a model which can permit convergence of policy formulation and implementation with respect to, on the one hand, tourism and hospitality and, on the other, education, training and development, and introduces examples of good practice in this respect" (Baum et al., 1997). Furthermore, "increasing global competition and globalization of products and consumer expectations suggest that competitive edge, for organizations and destinations, will increasingly depend on the human factor, the ability to deliver quality products and services within all areas of tourism and hospitality. In other words, the people dimension is likely to feature, with increased centrality, in corporate mission focus and destination objectives. Integrating policy development in the tourism and hospitality industry with that of its key support area, human resource development, is an important route to be taken at national and local levels within the tourism economy" (Baum et al., 1997).

From the beginning of tourism development in Montenegro, it has been subject to many strategies. From the first Regulatory plan in 1930 to the South Adriatic Strategy from 1968, most of the destination planning was concentrated on subventions, tax beneficications and investments (mostly large ones - hotels and infrastructure) necessary to boost tourism development in its beginnings. They were replaced by series of tourism plans in 70s and 80s, which were actually parts of spatial planning or broader Republic development plans. In the 90s destination planning was, more or less stopped, because of the unfavourable circumstances in region (this doesn't mean that tourism stopped, it just developed without destination plan). First integrated strategy Masterplan "Tourism development strategy of Montenegro until 2020" from 2001, treated labour force only on page 53 – "Additional work places", emphasizing tourism as a potential for greater employment in the Republic. In 2006, Human Resource Development Strategy of Montenegro, GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit, was established. Although this HRD strategy relied to some extent on Masterplan development plan, it was not definitely part of an integral plan. It was based on other resources, like WTTC forecasts and differentiation of profession that would Montenegro need in 2020 was not based on Masterplan. HRD strategy was brought 5 years later than the Masterplan, which means that precious years for education and training of labour force were lost. At the end, as we analyzed in previous section HRD strategy predicted at least 4000 work places more than it actually exists today. Finally, Masterplan from 2001

was revised in 2008. In the revised version human resource was treated in the section "Effect on work places and training". This two page section mainly analyzed HRD strategy and WTTC prediction, with the comment that HRD strategy failed to include some work places that are connected with tourism (employees in bars, café's, culture, entertainment and some niche activities). Additionally, this strategy devoted couple paragraph to trainings for tourism industry, emphasizing need for international experience.

It is clear that there is a strong need to develop detailed human resource strategy, one that would rely and be implemented together with tourism development strategy.

At the beginning of the summer season of 2011 Employment Agency of Montenegro issued a public call to all employers for subvention of new employment of young Montenegrin citizens. For the four summer months subvention in this contest is EUR 100 per month. Considering the average wage in Montenegro hotel and restaurant sector in 2010 was EUR 361, this was worthy action. But is this lonely action enough to solve system problems of work and employment in tourist destination of Montenegro? Therefore, what tourism policies should be implemented and what effect they would have on the employment in tourism sector?

Deregulatory measures. Overregulated sector discourage employment. This especially burden SMEs and in final extent is leads to avoiding rules. Since tourism consists of so many different sectors, each one with different regulatory measures, it is hard to find one single document where small entrepreneurs would find all regulations where they should comply. It leads to confusion and payment of penalties, which reflect wages and employment. Also, high cost of administrative procedures is difficult for small business.

Taxation in tourism. There is a much debate whether reducing taxes would create new jobs in tourism industry. „Recent WTTC figures reveal, however, that between 1994 and 1999, taxes increased in 42 out of 52 destinations, stayed level in two and decreased in eight. The WTTC is of the opinion that industry growth, investment and job creation is most likely to occur in destinations with supportive tax regimes“ (International labour organization, 2001). It is clear that WTTC whose members are private companies would argue tax reduction, but also, the European Union allows a lower rate of value added tax (VAT) on accommodation and certain other tourism and leisure facilities. Ireland chose to lower VAT on accommodation and restaurants in the 1980s, and it is estimated that this led to the creation of 30,000 jobs in the industry. A 1997 study by Deloitte and Touche concluded that reducing VAT in all sectors of the tourism industry would result in the creation of 50,000 jobs“ (International labour organization, 2001). It is interesting to see that same source considered that Montenegro, being Eastern European and Mediterranean country, regarding tax policy have competitive advantage as destination over European Union: „the 1999 Joint ECF-IUF and HOTREC Declaration for the promotion of employment in the European hotel and restaurant sector 61 refers (in section II.2a) to the need for a "level playing field", stating that many countries now competing with the European Union as tourist destinations, particularly the non-European Union Central and Eastern European and Mediterranean countries, "do not pay European Union level VAT, energy taxes, environmental taxes, social charges and the numerous other taxes and charges which burden European enterprises“ (International labour organization, 2001).

Positive discrimination of SMEs. SMES are very important for the employment in tourism sector. But, they usually lack management and marketing skills and they cannot benefit from the economy of scale. Therefore government should facilitate access to training and education for them. SMEs also have difficulties upgrading employee's skills, as they do not have funds for training. As „The Research of the Contribution of Tourism to Social-Economic Development of Montenegro“ shows expenditures for

training of employees are small in all tourism core business. For example, hotels pay only EUR 21.57 per employee, per year (just in the South region, in other two regions cost is 0). Average expenditure per year per employee for private accommodation is EUR 18.75. It is clear that private accommodations, with small number of employees, usually family members pay proportionally far bigger price than hotel. This is an area where government and destination planner should act. SMEs also have difficulties in promotion and marketing as this is something they cannot afford. It is up to destination management to find way to include small business, for example, in joint reservation system (for private accommodation) or give them support for access to international promotion.

Financial support. Since 1991 Employment Agency of Montenegro have program for crediting self-employment in small and medium sized companies. In 2011 for this purpose Agency had EUR 1.000.000, but this is 60% lower budget than for 2010. This measure is not directly related to tourism, it refers to all industries in Montenegro. Regarding tourism, Employment Agency of Montenegro offers mediation for the seasonal employment.

„Grey market“ and illegal employment. High taxes and administrative procedures for the employment, together with lack of systematic control lead to illegal employment. In the end, it worsens the work conditions for the employees. Connected to that is that there is a great need for additional work force in the season, usually foreign work force from the region. With the low population density and birth rates, together with the ageing population in Montenegro, it is inevitably to seek for foreign workers. Employment of foreign workers comes with additional tax, as a measure for protection of domestic employees. But, even though expensive to employ Montenegro tourism depend on this „import“ of human resources and measure that didn't prove effective, just increases the number of illegal employees.

Off season period for training. It is estimated that currently for seasonal work force in Montenegro tourism and hospitality 12.000 workers are hired each year. It is almost double the number of permanent employees in tourism and hospitality (13.131). Apart from the problem of finding such, for Montenegro standards, huge work force, there is a problem of training it. Unqualified employees lower the quality of the destination and the „tourist experience“ as its main product. For SMEs training is expensive, as well as paying wages for employees in the off season period. Solution can be found in the organized training of the employees in the off season period, but it can only be done with the support of destination management.

Certification – where formal training doesn't exist, especially with lower education workers. „Greater international recognition of certification is needed where economic integration creates greater mobility within the labour market. (...) The European sector social partners are considering a proposal to make the description of acquired skills compatible between the European Union countries. The ECF-IUF and HOTREC are examining the possibility of implementing a “European qualifications passport” for the hotel and restaurant sector. Objections have been voiced on the grounds that certified skills for migrant workers might lead to higher wage claims; however, a qualifications passport could also help employers to find and recruit the right personnel much more easily“ (International labour organization, 2001). As stated in the previous paragraph, with such huge number of seasonal work force in Montenegro it is necessary to set standards of service quality through certification programs at destination level.

Recognizing the need for quality tourism education and training – is it valuable practical experience rather than formal training or vice versa? „Tourism-related degree programs have been slow to acquire recognition as a truly academic discipline although, given the increasing social and economic importance of tourism, a sound knowledge of its economic, social, cultural, environmental and political dimensions

is essential. This is particularly the case in countries, including developing countries, where tourism is growing rapidly“(International labour organization, 2001). Although tourism degree programs are recognized as an academic discipline in the education system of Montenegro, there is a need for some control of tourism programs in education (of course, respecting the academic freedom). Popularity of tourism in Montenegro, led to establishment of numerous academic and applied institution for tourism education. It is necessary to analyze whether there is a real need for so much institutions and whether their programs match the true needs of Montenegro’s tourism. Finally, can industry burden with high seasonality, fragmented and consisting mostly of SMEs pay the price for qualified and continuous education? There is a need for scholarships, especially international internship, as international experience is vary scarce among the tourism students.

Balanced development – From the beginnings of its development, tourism has been cause of strong internal migrations in the Montenegro. Need for human resources in tourism left numerous municipalities in the North region, like Andrejevica, Kolasin, Pluzine, Savnik and others, practically depopulated after II World War. During the same period, Southern municipalities had high influx of inhabitants. For example, in 1948 Budva had only 3.822 inhabitants and was one of the smallest municipalities in former Yugoslavia. In 2003 Budva had 15303 registered inhabitants, and many more unregistered. There is a strong need for development of other forms of tourism, apart from sun and beach tourism, which would bring more balanced development and stop this negative trend.

Conclusion

Human resource planning at destination level is still unknown in many aspects. As much as it is difficult to plan and organize employees at business level, especially for SMEs, it is even more difficult to do the same at destination level. How many workers will destination need in ten year period? What qualifications should they have? What is the best way to provide successful education and training? Is there a way to keep employment high in the off season period? These are just few, out of numerous questions, which burden destination planners. What both, theory and practice, agree on is that human resource are and will be one of the key factors in destination competitiveness. Employees make tourism experience to be pleasure or not, and cannot be replaced by technology.

First of all, human resource development plan have to be integral part of destination strategy. There is a strong need for close public – private sector cooperation in implementation of such integrated strategy. Government has to seek for new ways to support tourism industry, especially SMEs, to overcome human resource management problems: finding, organizing and training employees in this highly seasonal and fragmented sector. Key is to find a way to educate and keep quality employees throughout the all year, and make tourism desirable carrier path – especially for the young people of Montenegro. One of the solutions lies in the balanced tourism development between three main regions of Montenegro. Other is in the strong, high quality education sector that is able to produce kind of labour force industry really needs and education whose certificates would guarantee prospects of Montenegro’s tourism.

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

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Abstract

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 survival 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: Kulevijada, 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.

Key words: festival, “Slaninijada”, attitudes, local population

Introduction

Events have always played an important role in human society. The routine of daily life, with hard work and effort, has always been interrupted by a variety of happenings or events. In the past, traditional celebrations have often had strict customs and ceremonies that modern world regards as odd and unusual. Ever since the beginnings of tourism people were aware that holding events would attract more or less visitors to the place of events, and their arrival and consumption would increase the usual mass of consumers in stores and some service activities. Event tourism requires adequate infrastructure both in traditional tourist capacities for food and accommodation, and also in the area, activities and equipment that enable the running of certain events. Not only that organizing events works as the act of promotion for environment, but it also brings new customers to places, thus increasing employment, and enabling profit of local population. Every community, following the process of identification of their

differences, capacities and heritage has conditions to organize successfully a unique event (Bjeljac, 2006).

Authors Anton Shone and Bring Parry (2004) defined events as a phenomenon that originates from non-routine events that are aimed at leisure, cultural, personal or organized goals separated from the normal activities of daily life and whose purpose is to teach a group of people, to celebrate something and to amuse a group of people.

Tourists are very interested in the various events and they often in large number visit the destination where the events are held, that many countries have recognized as a chance for revitalization of especially tourist destinations, which are increasingly enriching their tourist offer with a variety of festivals, carnivals, fairs.

According to the research of Tourism Organisation of Serbia (TOS), the events occupy the first position on the list of foreign tourists' motives for arrival to Serbia. That is why event based tourism was addressed in "Tourism development strategy" in 2005 as a particularly significant segment of tourism development in Serbia and as competitive advantage of domestic tourism (Tourism development strategy, 2005)

In the researches of the event tourism in Serbia, the special importance of tradition, folklore, customs and old ways of doing business as part of ethnographic tourism events was pointed out. In rural areas, ethnographic tourism events stand out as a form of tourism that contributes to the revitalization of the area, and in underdeveloped areas, this type of tourist events represents a basis for general economic development (Bjeljac et al, 2009).

Event tourism in Vojvodina has a long tradition, developed on the basis of different ways of working, customs, beliefs, habits, and on ethnically and religiously heterogeneous region. The fact that Vojvodina is distinct agricultural region, has resulted in the largest number of about 600 tourist events, is closely connected to agriculture and industrial sectors like food industry. Also a significant part of events is based on ethnography, religion, folklore and traditions of living and working of multi-ethnic population of Vojvodina.

Traditional tourist-economical event Slaninijada

Slaninijada is an economical-folk event where people, with respect to the tradition of folklore and the way of working of population present their commercial products. It is the oldest event in Vojvodina, which is based on pork products. It represents the traditional culinary customs and cuisine of the population of southern Banat. The first Slaninijada was held in Kačarevo on January the 16th, 1988. That year the event was visited by thousands of guests, mainly from Belgrade (www.Kacarevo.org.rs). Tourism Association Kačarevo, as an organizer, wants Slaninijada as an event to be better every year and to establish commercial effect for all participants, as well as for local population.

Total effects of the Slaninijada event are really significant. About 100 tons of bacon and something around 300 to 400 tons of other delicatessen meat products are sold on Slaninijada (Slaninijada Tourist Club, 2011).

Slaninijada event has great significance for the village Kačarevo, which can be observed according to several facts:

- Promotion of village is exceptional also beyond the borders of Serbia. There are many villages around Kačarevo unknown to some people in other parts of Serbia, and especially abroad. It is not the case with Kačarevo, because Slaninijada is the world tourist event, so people have already heard about it, and also about the place where it is held.
- Slaninijada offers opportunity to residents to develop their own business and earn at the event, in a way that they exhibit their delicatessen meat products or other types of products, or it offers the opportunity to rent rooms if they have good conditions for it. A lot of Kačarevo residents have been engaged as helpers before the event, for preparations for the event, then on the event, or after it, when everything should be settled and returned to its original state. In that way many opportunities are provided for residents to earn money. People from Kačarevo certainly try and have motivation to increase production of both fattening pigs in the private sector, and improving the quality of meat, mostly bacon.
- It is the outstanding contribution of the event for the development of rural tourism. This is reflected primarily in the fact that this event is a tourist-commercial event, visited by 100,000 people in four days. And those are not just visitors from around Kačarevo, but from different parts of Serbia, as well as visitors from abroad. It is a remarkable achievement for the village, because the visitation is very high. Some of the visitors, helpers and exhibitors remain in the village during the event, so they spend their nights there, which is one of the essential facts of rural tourism.
- This year a novelty was that Slaninijada and Kačarevo were visited by “Association of Young Tourismologists”, which also proves that it is seen as a real and serious tourist event. They were well welcomed by the Council of the local community and the organizers of Slaninijada who talked to them about Kačarevo and its values, as well as the event itself. They have certainly left this place with good impressions, where they, in their own words, felt very comfortable, learned something new, and where they were greeted very nicely.
- Slaninijada also promotes rural development and its improvement so that the village would every year be more beautiful place and the pride of its residents when visitors come to it. Many television stations and journalists come to Kačarevo during the event. The best way to leave a positive impression on them as a complete environment in which Slaninijada takes place, is such that village should every year be better arranged so that a significant difference could be noticed considering the previous look of the village and the conditions for holding the event, compared to the present state and to the state it could achieve. And exactly the fact that it was constantly being built, Kačarevo has become a real urban-rural village and its residents can be proud of it.

Attitudes of local population about holding the event “Slaninijada”

During the 24th Slaninijada event a survey of visitors, exhibitors and local population was conducted. The special emphasis was placed on determining whether the respondents were satisfied with the event, as well as to gather their comments and suggestions to improve the event. During the event 134 visitors, 57 residents of Kačarevo and 50 exhibitors were interviewed. The survey was conducted randomly.

Table 1. Demographic information of tourists (n=57)

	Sample size	Percentage
Age		
≤ 20	5	8,8

21 - 30	15	26,3
31 - 40	11	19,3
41 - 50	12	21,1
51 - 60	8	14,0
61 ≥	6	10,5
Gender		
Male	20	35,1
Female	37	64,9
Education		
primary education	11	19,3
secondary education	30	52,6
higher education	11	19,3
Master's degree	4	7,0
Doctor's degree	1	1,8
Occupation		
pupil	5	8,8
student	8	14,0
employed	25	43,9
retired	10	17,5
unemployed	9	15,8
other	5	8,8
Average income		
≤ 200 €	26	45,6
201 – 400 €	29	50,9
401 – 600 €	1	1,8
601 – 1000 €	1	1,8

According to these data it can be concluded that in Kačarevo larger number of women compared to men were interviewed. As for the age structure of the population, all age categories were included in the survey, because it is very important to hear the opinion of every age and to make sure that their best suggestions come true. It can be concluded that the most of the surveyed population is employed, and the smallest number of them are high school and University students. While analyzing the educational level of the population who participated in the survey the results showed that the most of the population has secondary education. It is noticeable that most of the surveyed population has a monthly income of 201-400 euros a month, and then there are people who earn 200 euros a month, while there is almost insignificant number of those who are above 400 and 600 euros per month.

Table 2. Visit to the event

	Number of respondents	Percentage
regularly (every year)	26	45,6
often	13	22,8
rarely	16	28,1
I don't visit it	2	3,5
Total	57	100,0

Most of the surveyed population regularly visits Slaninijada, i.e. every year, while there is a small number of those who do not attend it. On Sundays there are usually the lowest prices of products, because it is the final day of the event, and the people like buying products then.

Table 3. During the event do you:

	Number of respondents	Percentage
Sell home-made products (bacon, meat, sausages, cheese...)	4	7,0
Provide services of accommodation	1	1,8
Provide some other specific services	1	1,8
Nothing listed	51	89,5
Total	57	100,0

The largest number of the surveyed population does not sell products at the event, does not provide accommodation, or any other services, while very few respondents do that.

Table 4. Satisfaction of local population with the event

	N	Minimum	Maximum	Mean	Std. Deviation
There are good tourist signs to Kačarevo-information boards.	57	2,00	5,00	3,8070	1,00780
There are plenty of easily accessible parking places.	57	1,00	5,00	2,5263	1,22628
Hygiene of the place where the event is held is extraordinary.	57	1,00	5,00	2,8947	1,04684
Infrastructure maintenance of Kačarevo for having the event is great.	57	2,00	5,00	3,3684	,87895
The content of the program of the event is extremely rich and varied.	57	1,00	5,00	3,2456	1,12251
The event is well-organized.	57	1,00	5,00	3,6316	,97526
Safety of visitors and exhibitors is very high.	57	1,00	5,00	3,7018	1,08504
The event has great importance for becoming familiar with the local culture.	57	1,00	5,00	3,3860	1,17647
The event has great significance for exploring the local cuisine.	57	1,00	5,00	3,4561	1,01893
Marketing of the event is excellent.	57	1,00	5,00	3,6140	1,01338

Hygiene and food quality is high.	57	2,00	5,00	3,7018	,80100
Prices of products sold at the event are much lower.	57	1,00	5,00	2,8772	1,16604
Local population is extremely kind.	57	2,00	5,00	4,2105	,74969
The possibility to make friendly contacts with visitors from Serbia and abroad is high.	57	1,00	5,00	3,5439	1,01893
Accommodation facilities are satisfactory.	57	1,00	5,00	2,6140	1,09796
Additional activities for children are diverse.	57	1,00	5,00	2,5614	1,19549
Exhibitors at the event are good, various and high quality.	57	2,00	5,00	3,8947	,90008
Valid N (listwise)	57				

The standard deviation ranges from 0.74969 (the local population is very kind) to 1.22628 (a sufficient number of easily accessible parking places).

Surveyed population believes that the exhibitors at the event are good, various and of high quality. Local people believe that there is an insufficient number of parking places, accommodation, that there are little activities for children, and that the prices of products sold at the event should be much lower.

Their recommendation is that all mentioned should be improved, as well as that new activities at the event should be introduced, so that the program would be more interesting and diverse. They think that hygiene should be better, and that more professional people should be engaged in the preparation of the event.

Table 5. Good and bad sides of holding the event

GOOD SIDES OF THE EVENT	N	Minimum	Maximum	Mean	Std. Deviation
Improving economic development and strengthening of rural budget	57	1,00	5,00	4,5439	2,14701
Opportunity to purchase delicatessen meat products at lower prices	57	1,00	5,00	3,6667	2,02954
Opportunity to run private business of the local population (sale of home-made products, souvenirs, renting rooms...)	57	1,00	5,00	3,9298	1,68883
Investment in infrastructure (the arrangement of roads, the place and the environment...)	57	1,00	5,00	4,2456	1,62877
Marketing the village abroad	57	1,00	5,00	4,3158	2,22933
Marketing of Serbia as a more developed, more interesting and safer destination	57	1,00	5,00	3,4737	1,92822

The establishing of better economic, business and cultural cooperation with other countries	57	1,00	5,00	3,7719	2,12987
BAD SIDES OF THE EVENT	N	Minimum	Maximum	Mean	Std. Deviation
There is a lot of rubbish and packaging which have a negative impact on the environment	57	1,00	5,00	4,1228	1,19628
Destinations are overcrowded with people, cars and buses	57	1,00	5,00	3,1930	1,34215
Inappropriate behaviour of visitors (arguing, aggression, and similar)	57	1,00	5,00	2,3158	1,24151
A lot of noise and disturbance of everyday life	57	1,00	5,00	2,7368	1,12641
Inability to use the sports hall for daily sports activities	57	1,00	5,00	2,6491	1,45763

As **good sides of Slaninijada** people specifically mentioned the improvement of economic development and strengthening of rural budget, promoting the village abroad, as well as increased investment in infrastructure. The good side is the opportunity to run a private business, i.e. the opportunity for population to exhibit and sell home-made delicatessen meat products. Young people have especially mentioned that they like very much “the night life” during the event, because at that time there are more organized activities, bands and similar. A large number of young people then come to visit their friends and relatives in Kačarevo, or just go out, so there are a lot of young people at night. The standard deviation for all questions exceeds the value of 1 and range from 1.62877 (investment in infrastructure-regulation of roads, the place itself and the environment) to 2.22933 (the marketing of the village abroad).

As **bad sides** population especially mentions the trash and huge crowd and thinks that more engagement is necessary. The standard deviation for all questions exceeds the value of 1 and ranges from 1.12641 (a lot of noise and disturbance of everyday life) to 1.45763 (inability to use sports hall for daily sports activities).

Conclusion

Slaninijada has lasted for twenty-four years and it is not a coincidence that it is being organized exactly in this place, bearing in mind that the pig breeding in this place is a natural consequence of the conditions here, for which organizers say “were given by the God”. Then the multi-ethnic composition of the population contributed to the sublimation of knowledge and experience in the processing of pork and bacon, so it was a matter of time when someone would come to the idea to organize the event, given the competitive spirit of our people. Kačarevo managed to create a festival that draws on ethnic heritage, and at the same time it is firmly remaining in the present time, which has become a recipe for the establishment of many similar events. Thanks to this event Kačarevo has become famous in the world.

Involving the local population is of great importance for promoting events and creating a recognizable brand. Thanks to the survey conducted among local residents the significant data has been received which can be used to improve the event. According to residents of Kačarevo in order to improve the quality of the event the most attention should be paid to increasing the number of parking places, enhancing and increasing accommodation capacity, improving hygiene, introducing the new interesting activities on Slaninijada, as well as to the introduction of activities for children. Local population also believes that product prices should be lower, because the essence of the event is in it, to offer a great choice of quality and various delicatessen meat products whose prices are competitive in the market. This would attract even more visitors and would increase their satisfaction and the satisfaction of exhibitors and the population.

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Hospitality & Gastronomy

Situation in Hospitality and Directions of Development of Serbian Hospitality Product

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Abstract

Hospitality is one of the most dynamic and the most intensive working sectors of the economy of each country, including Serbia. The process of recession was the first to hit this sector, but it was also the first to come out of the crisis and to 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 activities, as well as to examine the staff turnover, net and gross earnings and the total revenue over the past ten years. The attention will be aimed particularly at the trends of this parameters in the period from 2008. to 2011. to review the impact of recession factors and to make comparison of various parameters with trends in other industries. There will also be a comparison of certain parameters regarding the changes in EU with particular attention to Great Brittany which has the biggest incomes from hospitality in comparison with other European countries. The paper will highlight future trends in the development of food and beverage management as the founder of basic hospitality product.

Keywords: hospitality, food and beverage management, development

Introduction

Hospitality is one of the most dynamic industries. In developed countries the trend is even 5% per year. It is labour intensive industry with very high staff turnover. It is characterized with the complexity and fragmentation in a large number of family structured businesses where the number of catering shops are dynamically changing and growing. As the development of one country grows, the structures of restaurants are changing, in the direction of creating the big companies with numerous hotel and restaurant chains, which most often build powerful corporate enterprises and represent a leader in the industry.

Different forms of ownership, high complexity, different forms of organization, incorporation into other industries, social activities and government institutions, are the characteristics of hospitality which makes it a very complex industry. It spreads from the luxury hotels through the corporate chains and across the food service in prisons, hospitals, military, schools and "take away" shops to the tavern, buffets, bars, cafes, restaurants and a lot of other forms of organization and production of various utilities and styles of work. The paper will explore the classification of activities in order to show its size, complexity and organizational forms. It will make the attempt to determine the size and relationship between hotel and food and beverage industry, regarding the fact that the first group includes all forms and types of accommodation and the other food preparation and serving of drinks. It is assumed that national statistics did not classify all forms of businesses in the hospitality industry from a variety of objective and subjective reasons, which is why there cannot be created a realistic picture of the size and importance of this industry in Serbia.

Very often hospitality appears as a representative of a hotel industry, probably because of its presentation and significance in tourism, meanwhile it is expected that the majority of hospitality which does not include accommodation, and is called food and beverage industry, has a higher turnover, larger number of employees and objects than hotel industry. It will try to research and compare the data of developed countries. Also, it will try to explore changes in the number of employees and total revenue in hospitality of Serbia in the period from 2000 to 2010 with a special focus on trends since 2008, characterized by the beginning of the global economic crisis. It is expected that the economic crisis will have a significant impact on the hospitality. The consumer first gives up the things which it can, such as travel and dining out. Regardless of the current situation there are permanent changes in this industry. As food and drink is the primary product of hospitality, whether it is about hotel or food and beverage industries, this paper will point out the modern trends in design and creation of hospitality products.

Classification, complexity and types of hospitality organizations

Since it is difficult to draw the line between hospitality and other economic and social activities, clearly it is necessary to state its definition. Is hospitality considered to be the preparation and selling of food in supermarkets or is it the production and selling of food in the "take away" stores? It is clear that the business in city hotels or some other kind is hospitality business, but whether the placement of students in student dormitories is considered to be hospitality? In order to analyze classification and structure of hospitality it is necessary to define the term of hospitality itself. Many authors have given their definitions but there will be mentioned just a few of them. Brillat-Savarin (1864, 1994) is considered to be the father of gastronomic science as the main pillar of hospitality. He has indicated the importance of supply management, preparing raw materials and food, but also the importance of the guest and hospitality, when he pointed out: "To invite someone to be your guest, means to take responsibility for his happiness as long as he is in your home. In this aspiration to be a good host, the author has connected food, enjoyment and hosting which are the essences of hospitality. The modern understanding of the hospitality (Cavallar, 2002) implies that the hospitality is offering or giving a welcome, protecting and entertaining strangers, guests or visitors. This definition also highlights the financial components such as food, drink and accommodation of guests. Definition of Brotherton (1999) says that the hospitality is modern human exchange in which the participation is voluntary, designed to increase benefit of stakeholders by offering the accommodation, food and drink. It also points out the importance of food, drink and accommodation, but also implies that the guest's happiness is inseparable reciprocity in exchange.

King on the other hand (1995) confirms that the hospitality is relationship between individuals (host and guest) with the guest's obligation to pay and behave decently and host's obligation to offer quality

services. All of this implies that hospitality is a variety of social rituals that define the nature of guest-host relationship. These and other similar definitions given by theorists and practice of many developed countries have created a classification of hospitality represented in scheme no.1. It represents the basis of hospitality classification in UK, complied with the classification in EU which uses the data for the national economic statistics of Member States (Keynote Publication, 2007). This allows the uniform monitoring and valid comparison of data within EU.

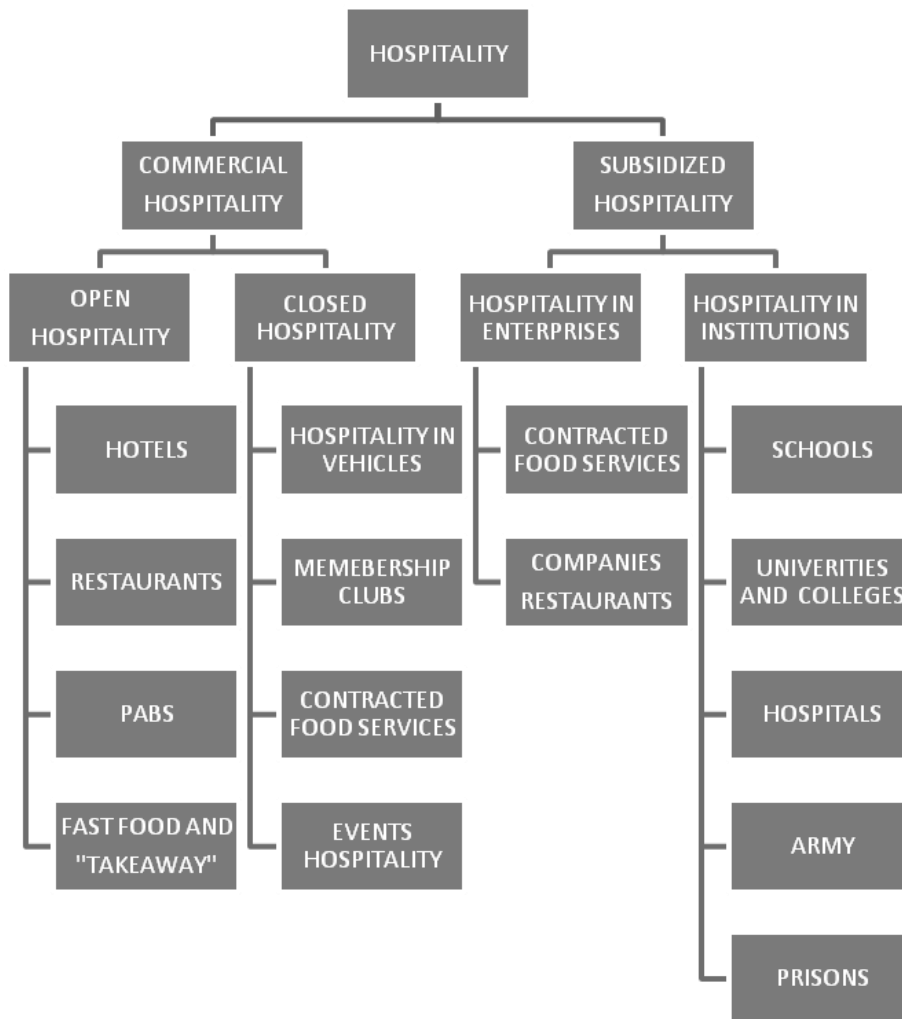


Figure 1. Complexity and types of organizations in hospitality (People1st, 2007)

This figure indicates that there is a difference between participants in hospitality, those who operate on commercial and market principles and those who are subsidized. Another difference relates to the diversity of the market. In some cases, the market is limited to users such as hospitals, prisons or cruisers, while the restaurants and similar are open daily for the public use. The third difference is the fact that for somebody the hospitality is the main business, such as in "a la card" restaurants or hotels, and for the others it is supporting activity (hospitals, schools, etc). The last difference appears between objects which are in public ownership and those which are private. In general, the subsidized sector is usually not available to the public and mainly provides services that are secondary to main job and available only to certain groups. This wide classification is rather generalized. As there are mixed forms of ownership there are mixed ways of financing and work organizations. Using the figure 1 the objects

can be classified into several broader sectors. Such classification usually starts by small number of large-group activities, which are later gradually divided into smaller groups so that classification could be used for various purposes. This classification is used in UK since 2008 and is adjusted with the classification in EU and it is similar to Serbian classification that also defines this sector in industry. In this case, that is "Accommodation and food services" that consists of two divisions: "Accommodation" and "Food and Beverage Industry."

Accommodation is defined as a group that provides a brief accommodation for guests, but also a longer accommodation for students, workers and similar individuals. All of them can also offer food, drink and recreation. This group further includes and precisely defines types of accommodation: 1) hotels and similar related, 2) holiday and other short stay accommodation, 3) centres and holiday villages, 4) youth hostels, 5) other similar accommodation for short stay, 6) camping grounds, recreational vehicle parks and trailer parks 7) other accommodation.

The "Food and Beverage Industry" is defined as activity that is producing and serving food and drinks. This group includes preparation and serving "takeaway" food as well as food delivery. It also contains: 1) licensed restaurants, 2) unlicensed restaurants and cafes, 3) food services activities in transport, 4) event catering activities, 5) other food services activities, and 6) beverage services activities (licensed clubs, taverns and bars).

It is noticeable that the classification and its description, exceeds the size of this paper, but represents a more detailed structure, diversity and better described types of some participants in hospitality compared to the currently valid classification in Serbia. It is wider and more comprehensive, although it did not completely cover the most of participants in hospitality, particularly those in the public sector. We can see the clear division between licensed and unlicensed restaurants. Licensed restaurants are those with permission to sell alcohol while unlicensed are not. Such division and regulations do not exist in Serbian standards. In order to create successful and uniform monitoring of all parameters it is necessarily to harmonize the nomenclature in Republic of Serbia and with that in the EU. This would create a more objective statistical basis for monitoring and comparing the results of business operations. The consequences of inequality will be stated in the next section of this paper when we are going to present hospitality business indicators in Serbia.

Situation in Serbian hospitality

There are a number of parameters that can indicate a condition of specific businesses for a shorter or longer period of observation. This paper will observe the number of employees and the total revenue of hospitality in Serbia from 2001 to 2010. The results will be compared with the results from other European countries, with special review to Great Britain as a country that achieved the highest revenue and has more employees in the hospitality industry from all the countries in Europe.

Scheme no. 2 shows that the hospitality in Serbia, according to dates of the National Statistical Office, is employing 20.000 people in this moment. Of course, this includes Hotel Industry and Food and Beverage Industry.

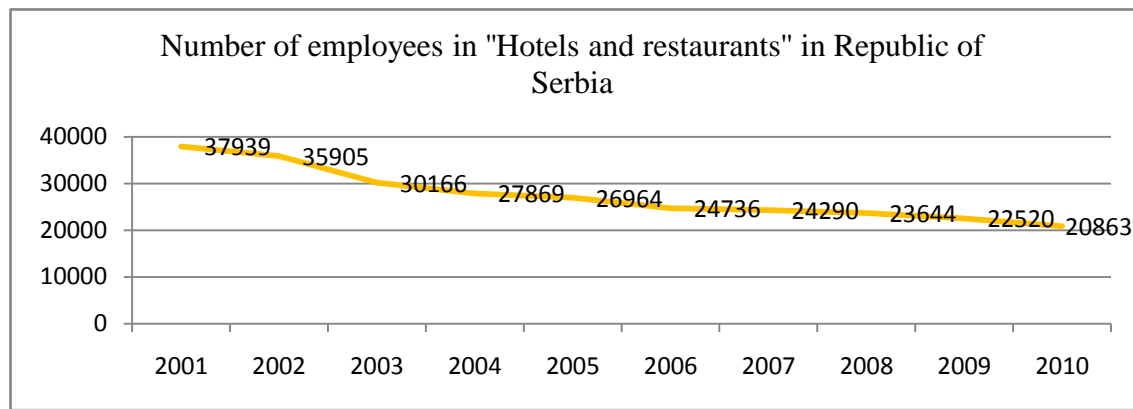


Figure 2. Number of employees in hotels and restaurants in the Republic of Serbia
Source: National Statistical Office of Serbia (2011)

Since 2001 this number reduced from 37,939 to 20,863 employees, as they were in 2010. So there was a reduction of about 17,000 employees. The decline was constant, but was the most pronounced in the period from 2001 to 2004 when there were 10,000 less employed in hospitality industry. Decrease was more intensive from 2008 to 2010 when for only 2 years the number of employees reduced for about 3,000 workers. During the other years that number declined by about 1,000 employees per year.

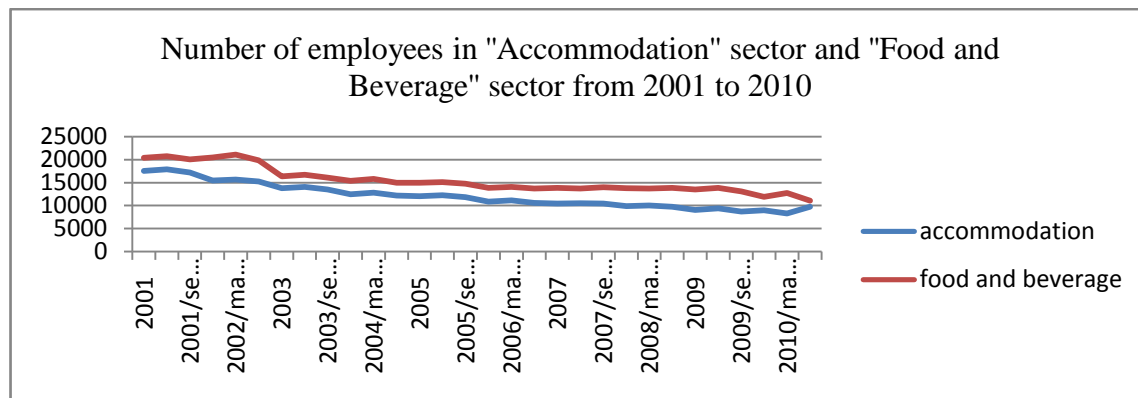


Figure no. 3 Number of employees in the Accommodation and Food & Beverage sector; Source: National Statistical Office of Serbia (2011).

If we analyze the data's by sectors, which show the figure no.2, we can see that the Food and Beverage sector, according the official statistics, employs more people which indicate that this sector is bigger than Accommodation sector. It is supported by the fact that in 2001 in Food and Beverage sector there was over 20,000 employees and in Accommodation sector approximately 17,000 employees. It is interesting to say that the number of employees in Food and Beverage sector has been increasing up to 2002 while it was decreasing in Accommodation sector. After that from 2002 to 2004 both sectors had substantial decrease of employees and that is why the number now stands at 20,000.

If we want to analyze the number of employees in the EU and establish the position of Serbian hospitality on that list, it is necessary to examine the data presented in the figure no.3. It is noticeable that in 2006 the UK had the largest number of employees in the hospitality industry. That number was

increased by almost 400,000 employees by 2010. Serbia, according to official statistics, had 25,000 employees that year whose number decreased at about 20,000 by 2010.

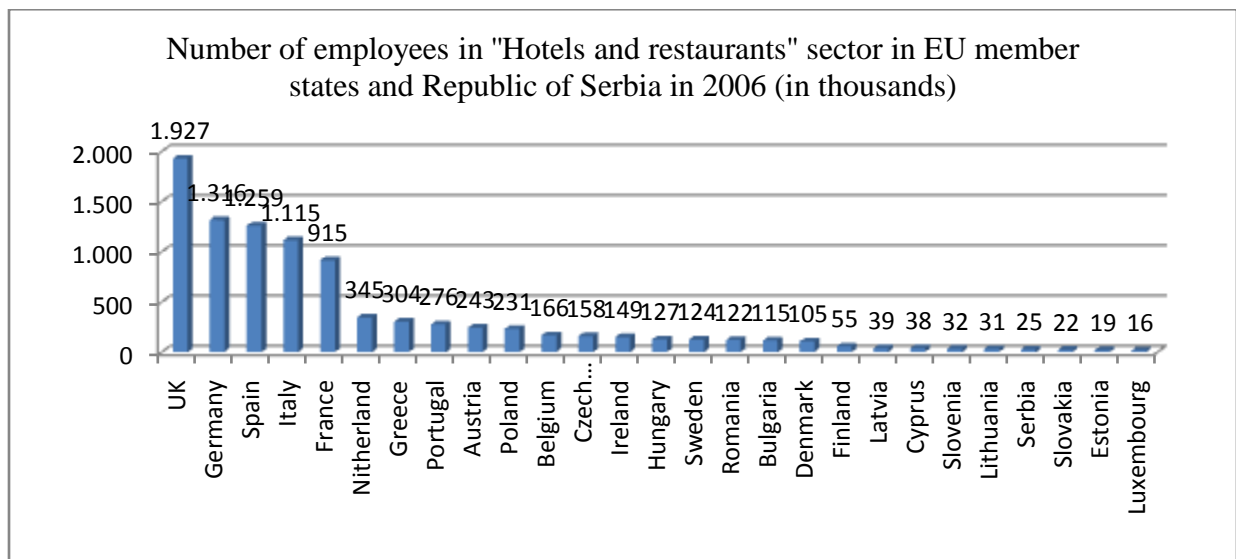


Figure no. 4 Number of employees in the sector "Hotels and restaurants" in the EU; Source: Eurostat (2009) / National Statistical Office of Serbia (2011).

That year Slovenia had 32,000 employees in hospitality, 7,000 more employees than Serbia. If we take into account the size of counties and population, regardless of a higher standard in Slovenia, these data are simply amazing. Belgrade has the same population like Slovenia which indicates that there are differences in the statistical presentation of industries or other problems which will try to be explored in this work and presented in discussion. In addition to analyzing trends in the number of employees, it is also interesting to analyze the total income in the hospitality of Serbia and to determine if the decline of employment causes the decline in turnover at the same period or maybe the situation is different. The answers should be found in figure no.5 which shows the annual turnover in hospitality from 2001 to 2009.

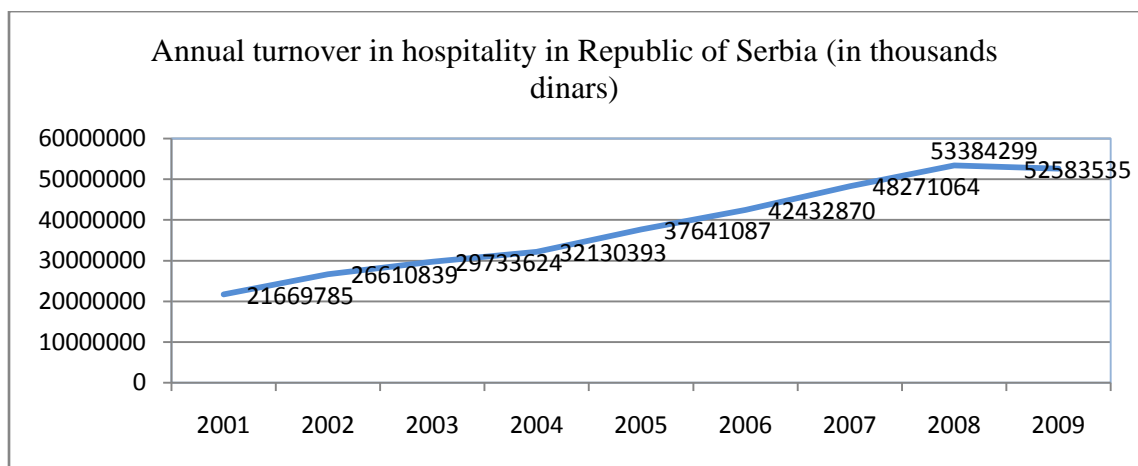


Figure no. 5 Annual turnover in hospitality in Republic of Serbia; Source: National Statistical Office of Serbia (2011)

From this figure we can see a constant increase in total revenue from 2001 to 2008 when it stops and declines in 2009. The observed increase was above the inflation rate which indicates that the revenue in hospitality grew due to the appearance of the international economic crisis. These data indicates a remarkable sensitivity of this industry to the decline in standards of living. Despite this, there has been a constant decrease in the number of employees while the total revenue has increased during the observation period. The reasons for this phenomenon should be sought in the change of ownership or in the privatization of a large number of hospitality companies which were followed statistically, especially those in the Hotel industry, and less in the Food and Beverage department where rationalization of labour has been conducted.

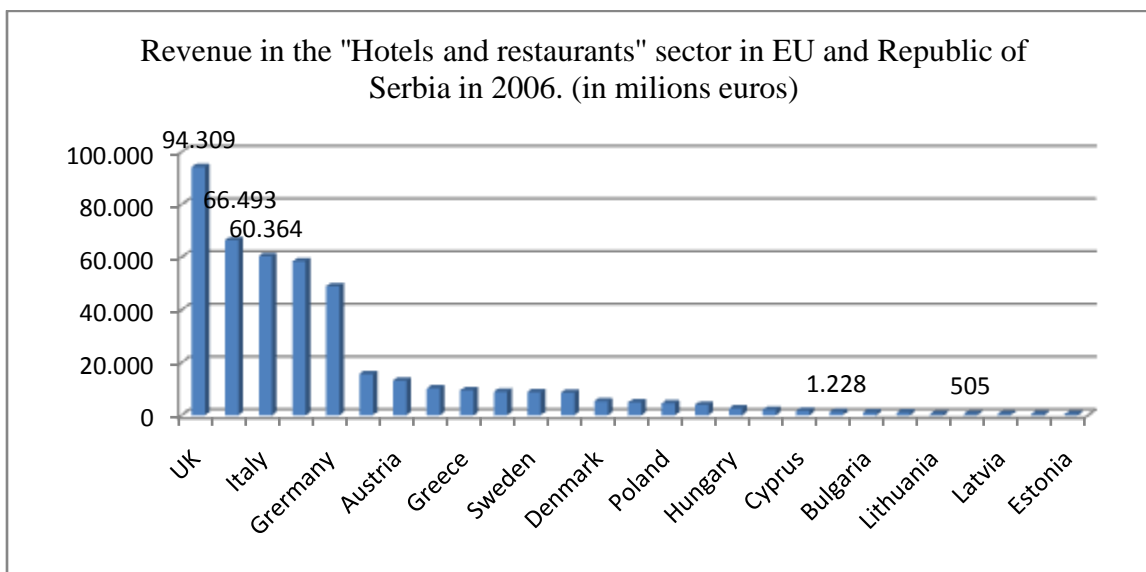


Figure no. 6 Revenue in the "Hotels and restaurants" department in the EU and Republic of Serbia;
Source: National Statistical Office of Serbia (2011).

When accepting the official statistical data of Serbia, both the data on the number of employees and the ones on the turnover from 2001 to 2010, it is necessary to point out the fact that they apply only to registered companies, which do not include small hospitality stores which dominate on the Serbian hospitality market. Current law does not require from small hospitality stores to report statistics. It is estimated that this department includes 60% of hospitality which is why are the results of the employee number and total revenue increased by the estimated percentage. Therefore, it is estimated that there is more than 30,000 hospitality industry employees in Serbia, and that the legal revenue amounts to 1 billion euros. If we consider a large number of illegal employees, which is one of the characteristic of hospitality caused by the seasonality of business operations, these numbers grow even bigger. This situation is even more expressed in Food and Beverage department. The fact that the Accommodation department in developed countries takes only 17% while Food and Beverage department takes 83% proves the aforesaid, which can be seen in figure no. 7.

So, if it turns out that the majority hotels and a small number of restaurants and such are included in statistical monitoring, then the percentage of 60% of hospitality stores does not seem unrealistic. This situation requires the adoption of EU standards and the introduction of new, more comprehensive activity nomenclatures and completes statistical monitoring. This will give hospitality a more significant role in evaluating its contribution to the country's economy, and will also take a higher position on the scale of statistics in European and other countries.

	1998 (000)	2010 (000)	1998%	2010%
Hotels & related	364	403	16%	17%
Hotels and similar accommodation	284	301	13%	12%
Holiday and other short stay accommodation	45	50	2%	2%
Camping grounds, recreational vehicle parks and trailer parks	19	29	1%	1%
Other accommodation	4	8	0%	0%
Temporary employment (estimate)	12	16	1%	1%
Restaurant & related	1136	1263	51%	52%
Licensed and unlicensed restaurants & cafes	426	558	19%	23%
Takeaway food shops	104	134	5%	5%
Licensed clubs	51	45	2%	2%
Public houses and bars	516	476	23%	19%
Temporary employment (estimate)	39	50	2%	2%
Catering	720	754	32%	31%
Events catering activities	260	254	12%	10%
Other food service activities	27	23	1%	1%
In-house catering	351	377	16%	15%
Temporary employment (estimate)	83	100	4%	4%
Event management	13	20	1%	1%
Convention and trade show organizers	13	19	1%	1%
Temporary employment (estimate)	1	1	0%	0%
Hospitality total	2234	2441	100%	100%

Figure no. 7 Number of employees in hospitality in the UK in 1998 and 2010; Source: Oxford Economics (2010).

According to Davis et al., 2008, in the 21 century, the increase in hospitality observed through an increase of turnover and profit was 3% in UK. This cause the Hotel industry grew by 2% and the Food and Beverage industry by 4%. Citing several authors, Tesanović (2009) points out that the increase in USA was 5%. If we consider only national statistics and hospitality in Serbia, observed through increase of turnover from 2001 to 2010, the recorded increase is 3%.

Contemporary trends that affect the development of the hospitality product

In order to recognize and preserve a positive tradition in the national hospitality, it is necessary to adopt global trends that affect forming and shaping of the hospitality product. Among all factors, four of them can be pointed out: 1) rapid changes in guests attitudes, 2) environmental protection (waste management and rational use of energy and water), 3) following trends in financing activities of the company and 4) the impact of equipment and high technology food. The guests' attitudes are changing and those who are not flexible enough will surely lose their business. TV shows, magazines and other

forms of mass communication through which users can learn about food, its types and characteristics, largely affect customers. Only in UK there are 40 separate cooking and food channels.

Mintel (2007) researched the effect of media on consumers' attitudes towards food and cooking. In general, guests receiving nutrition and healthy eating education, they are also being taught how to prepare and cook a certain type of food. This greatly influences the guests' decision what restaurant will they visit and what food will they order. This in turn has led to more restaurants publishing nutritional information on their menus or websites and offering more salads, vegetables and less fat options. Many fast-food restaurants have found that customers are increasingly critical of their product offer and have again tried to respond by offering healthier options. For example, Burger King offers a Garden Salad without dressing that has less than 35 calories and a range of low-fat dressings in honey and mustard, French, or tomato and basil flavours with less than 3% fat.

Similar to Mintel's research, Sloan (2007) tried to determine the attitude of customers for food and nutrition in the USA. He confirmed there is a trend towards fat free, dairy free, sugar free and caffeine free food and drinks, followed by a growing interest in locally sourced, gourmet and exotic food. Because guests differ in other regions, countries and cultures, they should therefore be explored and familiarized with, and the hospitality product should also be adjusted accordingly.

There are a number of environmental issues of which the hospitality industry must be aware. In order to achieve success, the environment where the business is located is an important factor, because the hospitality industry itself is a significant polluter (detergents, used oils, food, packaging etc). We will mention three of these issues firmly related to hospitality operations, and these are: waste management, energy and water consumption. The waste management includes: investment in waste minimization technology which reduces waste such as grinders, incinerators and similar, recycling glass, paper, aluminum and plastic, simultaneously evaluating the amounts of waste and educating staff. One of the measures is to create a new range of different portion sizes and prices in order to reduce organic waste. All this requires constant monitoring of technological trends in this area and their application in business. The usage of energy sources is related to growingly expensive energy and to "carbon tax" which is being introduced in EU to reduce transmission of harmful gases including CO₂, in order to obey the Kyoto Protocol. Energy and water expenses will grow significantly with the passing years, and although there may be alternative sources of energy, water could become a rare commodity in the not so distant future. Ensuring that an operations use of energy and water is efficient will reduce costs effectively increasing profits. Ways of reducing energy and water consumption can be achieved by: using energy efficient equipment and light bulbs, recycling of grey water, utilizing alternative energy sources, such as solar power, adjusting taps and toilet water tanks, training staff for the rational use of electricity and water. There are many examples of rational use of energy and water. One example in the UK McDonalds is planning to have its 155 strong delivery fleet running on a mixture of in-store cooking oil and rapeseed (Druce, 2007).

Environmental problem is supplying food from distant region whose distance increases from year to year. Mae Wan Ho and Gala (2005) points out to products that travelled thousands of miles by plane from one to another country may not be sustainable. The hospitality must take the lead and illustrate that procuring goods locally where possible is

a way of thinking about the global environment and reducing negative impacts. In addition to unnecessary emission and the problem of losing certain food properties due to long storage and transport, this trend should encourage the owners to use authentic local product. The development of hospitality same as in another sectors is related to find ways of business financing. Especially if we take

into account the fact that hospitality is in relation with big investments in buildings. There are some ways of financing that exists in USA and on the way to step into Europe. One way is Real Estate Investment Trusts (REIT) which has become a very popular way of investing in the hospitality. It is widespread in the last decade in small and medium enterprises. REIT allows individuals to invest in property listed on the stock exchange. The added bonus is that investing in REIT you effectively invest on property without having to pay corporation tax. Properties within the portfolio of the REIT must generate their own income and a person can own no more than 10% of each trust. According Hotel and Motel management (2007) there are a number of such companies like: Ashford Hospitality Trust Inc., Diamond Rock Hospitality Company, Highland Hospitality Corporation, Hospitality Properties Trust, Strategic Hotels & Resorts Inc., Supertel Hospitality Inc. The success of REIT' in the USA suggests that soon there will be a similar trend soon in the UK and possibly the rest of Europe.

Another popular form of financing is Operating Lease. It implies that owner would sell a building, but would retain operational control of the company and lease it back using the capital released to further expand the companies. This type of finance sees the asset transferred to the lessor whilst he rents the asset to the lessee over a period which may be from one to five years or in some cases more. As the lease expires the asset returns to the lessor who may sell or rent the property to a new person or the lease can be extended. A successful restaurant owner who may wish to open his second or even third property will often find this method of financing an attractive option, although it carries the commitment of a long-term contract.

Timesharing is a popular way of selling hotel rooms where guest buy and use room for a certain number of days per year, and in remaining period shall be used by hotel's guests. During this time the user of timesharing has a certain income. In similar way you can buy your own table in restaurant (Manson 2007).

Modern customers are also interested in ethical issues related to food and drink what in perspective must be taken into account. For example, foie gras is a French delicacy where geese are forced fed corn mash through a tube that is placed in the animal's esophagus. The result is an enlarged liver. A number of countries such as Denmark, Italy and Germany have banned force feeding whilst the EU is currently considering a ban on foie gras. Another example is that of white crated veal where calves are confined in veal crates no bigger than 2 ft wide, and the animals cannot turn or move at all or see day light in order to produce veal of a pale coloured flesh, which is effectively the product of induced borderline anemia. There are a number of procedures of catching fish, killing animals and similar that provides a series of ethical questions to which more and more customer responds negatively. These are trends that will not bypass the Serbian industry.

The next ethical issue in hospitality is giving tips what will not be discussed in this paper, but it shows a great diversity and the reason of giving tips throughout the world. There are drastic extremes that often undermine the integrity of customer, but often create humiliating approach to employees. It contributes to the discredit of hospitality, which was extensively written by Linn (2006).

New technologies now, and even more in the future will affect the establishment and development of hospitality product. High-tech food (processed or semi-processed) entered to kitchen either because of the lack of staff in kitchen or because of the lack of kitchen space or equipment, but also because of its desirable technological characteristics. However, modern technologies brought genetically modified food, food with artificial colours, additives, hormones etc.

Although the defending side in favours of such foods argues that it is the only possible approach to feed the ever-increasing population, the opposing side argues about the potential threats to both human health and the world ecological stability. The important point if one is looking at high tech foods in this way is that it can be extremely hard for any chef to guarantee that the menu is absolutely free of genetically modified goods. The effects of genetically modified goods have spurred a trend towards customers wanting more organic produce. Consumers are far more informed than ever before and their expectations are always on the rise. Customers will often expect Food and Beverage Managers to be able to trace to produce back on the farm it was produced at, and European Law has made it very specific as to what can be labeled as organic and what cannot.

Modern technologies have brought a revolution in equipment used by hospitality managers to establish a new product. In addition to the revolutionary progress in the hotels revolution is also came in other hospitality sectors. Equipment such as ovens can be linked to a PC for reporting, the equipment are installed with temperature and humidity probes and the PC can regulate these, ensuring the food is cooked to perfection and within the health and safety standards. One can take high tech foods even further and use the example of Mr. Cantu, the twenty-eight-year-old executive chef at Moto in Chicago, who prepares his sushi on a Cannon inkjet printer rather than a cutting board (Bernstein, 2005). He prints images of maki on pieces of edible paper made of soybeans and cornstarch, using organic, food-based inks of his own concoction. He then flavours the back of the paper, which is ordinarily used to put images onto birthday cakes, with powdered soy and seaweed seasonings.

It is already started to appear completely automated restaurants. One of them with fully automated service opened in Nuremberg, Germany (Petterson, 2007) in which the orders are making through the electronic menu on the table and the food is serving through automated vertical system, without waiters. The restaurant owner and inventor of the service technology claims to have saved millions of Euros on waiter costs whilst there are mixed feelings amongst consumers.

This is just a part of global trends that cannot pass the hospitality in Serbia, but neither undermines the authenticity of Serbian meals, hospitality, authentic ambience and wax of serving guests

Conclusions

Based on the examined literature and data's from national statistics, one can conclude the following:

Hospitality in Serbia is an important industry that is not pay attention as it deserves in economic policy

Nomenclature in hospitality in Serbia is not complete, which requires the acceptance of the EU nomenclature. It included just hospitality in tourism which represents a part of this industry, while those in public institution are neglected.

The official statistic data's presents results in hospitality companies, while there are no results from the shops in hospitality. Since the letter part of the sector is more comprehensive and dynamic, statistical indicators do not reflect the true of activities. In fact they are more favourable.

Despite the transitional changes from 2001 to 2010 the companies in hospitality business have shown the vitality and increased revenues by about 3%. The hospitality sector grew at rate of 2% and Food and Beverage sector 4%.

The recession and economic crisis has affected on the decline of total revenue and the number of employees that indicates the sensitivity of this industry on market disruption.

During the steady period the transitional changes have affected to decrease the number of employees which is the result of rationalization, but also poor privatization in some companies.

Research indicates that Food and Beverage sector contributes 83% and Accommodation sector 17% of hospitality industry.

In order to monitor trends in shaping of modern hospitality product of Serbia it is necessary to follow global trends including the changes in attitudes of the customers, environmental protection, ethical issues and introduced high-tech equipment and supplies.

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

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Abstract

The needs and desires of consumers are in the focus of any successful company. Company's ability to generate profit is truly connected with understanding of customer needs and continuously adjusting of 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, and the planning process cannot ignore the trends in the market needs. In this sense, tourism is an industry, which is characterized by a high degree of implementation of marketing strategies. On the other hand, the hospitality as a key area of tourism has a critical role in the overall tourist industry. The growing competition in the provision of hospitality services managers forced to devote maximum attention to understanding and meeting the needs and desires of consumers through the selection of optimal combinations of instruments of marketing mix. So, to a hotel facility to be successful and attract as many consumers must provide high quality service, agreeable price, when booking a variety of benefits, a pleasant atmosphere while providing services, as well as courteous and trained staff. The aim of this paper is to highlight the importance of adequate planning of individual marketing mix instruments in improving the quality of hospitality services, since those are the very instruments of the link between the company and its environment, as well as the basis for successful operations of hotel property. Also, the paper presents results of research of consumers and their opinions about the quality of products and services, price levels, the degree of pleasure and opportunities for improvement and improvement of hotel services.

Key words: marketing mix instruments, consumer satisfaction, hospitality

Introduction

Today, tourism is one of the fastest growing sectors, along with predictions that such trend will continue in the future as well. On the other hand, hospitality and hotel management industry is one of the largest industries in the world. Under previously mentioned conditions of an intensive and dynamic competitive battle, in order to enter the hotel market, large corporations have to change their usual manner of doing business and communication with consumers.

As a reaction to frequent competition pressures, hotel facilities today rely more on principles and knowledge from marketing domain. Accordingly, they try to build partner, long-term relationships with customers, to deliver not only value, but superior value for customers, through meeting and overcoming their expectations, in order to ensure long-term satisfaction and loyalty.

Continuous identification, anticipation and satisfaction of consumers' needs better than the competition is the ultimate goal of every hotel facility. However, strong competition, as well as growing awareness

and sophistication of users, force hotel companies to engage in careful planning of each and every marketing mix instrument, if they want to achieve their goals and obtain long-term survival in the competition on the market. Therefore, it is necessary to design an attractive and high quality product, develop and expand distribution channels, innovate and increase the scope of promotion and, of course, create a competitive price for products. In this way, by careful planning of each marketing mix instrument, hotel companies emphasize the need to achieve quality and the necessity to obtain its constant improvement as a key factor for achieving customer satisfaction and loyalty.

Satisfaction of users of hotel services

In order to obtain victory on the market today, hotel companies must focus their full attention to the users of their services, since a satisfied consumer is a goal that every company gravitates toward.

Satisfaction, i.e. pleasure of a service user is a measure of how well are his expectations fulfilled. If users receive what they expected, they will be satisfied. If their expectations are exceeded, they will be highly satisfied. However, if their expectations are not fulfilled, consumers will be dissatisfied, and that is highly likely to result in the loss of their trust.

A large number of researches have been devoted to the concept of consumer satisfaction. As for the hotel industry, the following elements of consumer satisfaction have been identified: expectations, quality of service and customer preferences. According to the second approach, consumer pleasure forms depending on the atmosphere, location, availability, flexibility and interaction with the service provider. Some researches point out that the most significant factors which affect the satisfaction of customers of a hotel facility are kindness and friendly affection of staff, location, cleanliness and comfort of the rooms, as well as safety.

In general, the conclusion is that quality of service is the key factor in obtaining customer satisfaction, but also in the achievement of business success of a hotel company. Therefore, service providers must exceed their consumers' expectations by providing high quality services and their continuous improvement, in order to obtain customer satisfaction.

So, today marketing orientation in the business of hotel facilities puts the following question in the centre of attention: "What do customers want to buy?", whereas getting to know their needs, desires and expectations is inevitable in the process of efficient planning of marketing mix instruments, which leads us to the central topic of this work.

Marketing mix planning in hotel management

In dynamic and competitive hotel management market, planning of marketing mix instruments and their adaptation to customer needs directly affect the business success of hotel companies. Therefore, identification and analysis of characteristics and expectations of consumers are a key activity in the formulation of an adequate marketing mix.

Previous experiences of hotels and hotel companies in Serbia have shown that examples of application of marketing mix are rare. In fact, except for hotels which belong to hotel chains, Serbian hotels do not have any institutionalized and systematically organized marketing concept. The attempts are mostly reduced to individual efforts of individuals in a hotel, while services which deal with marketing mix basically do not exist.

In hotel management industry, marketing mix is a combination of various methods and instruments used by the hotel facility in order to achieve the best possible sale of its products in the market. Accordingly, it includes four basic elements:

1. Hotel product
2. Price of hotel product
3. Promotion of hotel product and
4. Distribution of hotel product.

However, in the case of service industry, and thus hotel management, this traditional model of marketing mix, known as 4P (product, price, promotion, place) must be augmented with additional elements which make up the 7P model, which includes people, process and physical evidence, considering that they are crucial for providing services within the hotel industry.

Planning of a hotel product

In marketing theory, a product is defined as a set of physical, service and symbolic characteristics which provide consumer benefit and satisfaction. It is all that can be offered in the market and which meets the needs, wishes and preferences of consumers – a physical product, service, experience, event, place, ideas etc.

By accepting these ideas, a hotel product can be considered as a set of tangible and intangible elements whose goal is to satisfy the needs and wishes of consumers. Thus, a product that users of hospitality services consume is composed of a large or small number of various elements, and as a result of buying these elements we have a “package” which suits the preferences of different consumers.

During the planning of a product, as a primary instrument of marketing mix, hospitality managers must consider the product on four levels:

- Basic product is a substantial benefit that the consumer obtains by buying that product, and answers the question “what is the buyer actually buying?”
- Expected product allows the use of basic product. Therefore, special care must be taken to enable the users to use check-in and check-out services in the hotel, telephone, and restaurant,, etc. Accordingly, product planning involves identifying and understanding customer expectations in terms of services which they require.
- Additional products are used as a means of differentiation from competitors. This is the level at which the competitive battle is taking place, but which allows continuous introduction of innovations and improvement of quality of hospitality services (e.g., room service, luggage carriers, high quality beauty products etc.).
- Expanded product includes atmosphere, interaction between the customer and service organization, as well as mutual interaction between the customers. This level combines what is offered with the manner that it is offered in.

Therefore, the product planning process is an extremely complex and sensitive activity which directly affects the success of a hotel facility. To become recognizable in the market means to provide high

quality, attractive services, and their continuous innovation and improvement. In order to take a chance in the market, an increasing number of hotels base their offers on new production programmes, such as organizing everyday entertainment programmes for their guests, sporting activities and competitions, then amenities programmes, wellness weekends etc., in order to make one's stay in the hotel pleasant, while fighting for quality against other competitors.

Planning the price of a hotel product

All marketing mix instruments are mutually connected and dependent. Therefore, it is necessary to take care that, during the determination of a price in hotel management, it should be in line with the quality of the product/service, distribution and promotion decisions, in order to offer an efficient marketing programme to the users.

Before the commence of planning and price determination, special care has to be taken of the target market where the hotel facility wants to offer its services. In essence, price determination is the result of marketing research and reaching an answer to the question of how much are the buyers from the target market willing to pay for a certain product or service. On the other hand, the willingness of consumers to pay a certain amount of money for a certain product has been largely under the influence of pricing policy pursued by competitors in the given market.

Accordingly, it is necessary to obtain the following information:

- Data on trends of prices in the market, especially on the level of prices of the competition,
- Data on consumers' expectations regarding the levels of prices. Are they sensitive to price changes and how large that change might be?
- Is there any price elasticity in the market, and
- Data on the level of costs for certain components of the product.

During price determination, management of the hotel facility has to pay attention also to the fact that certain consumer groups are extremely sensitive to the price, and that it is the basic factor which sets their minds while deciding whether to buy a hotel product. On the other hand, there are consumers who stress the quality of provided services, where the price does not play a decisive role. Therefore, while determining the price, payment characteristics of the target market must be thoroughly analyzed and the movement of market demand must be monitored continuously.

When formulating the price in hospitality industry it is very important to make a decision regarding the price differentiation policy, i.e. sale of the same product at different prices. Hotel companies today are very creative when it comes to the criteria on which price differentiation is based. The most commonly used criterion is time, or seasonal differentiation, but other criteria are not far behind, such as price differentiation for group and individual stays, for domestic and foreign markets, for direct or indirect sale, price differentiation depending on the category of the facility and the quality of the hotel product, depending on the length of stay in the facility, and discounts in form of rebates, discounts for children and the like.

Planning the promotion of a hotel product

Contemporary, highly competitive market imposes the need for hotel companies to continuously communicate with their target market. In fact, sending the right message to right people today is one of

the most important factors that determines the success within hospitality sector. While doing so, what hotel companies need to know is that communication with consumers, i.e. promotion, must not be left unattended but should be subject to careful and detailed planning.

Promotion is the means by which hotel companies present their products to the target market (potential guests, travel agencies, companies, non-profit organizations etc.). The ultimate goal is reflected in stimulating dialogue with consumers, which will, in an ideal case, lead to repeated purchases. In particular, by using promotional activities a hotel company should introduce the quality and characteristics of its product to market subjects, create a positive image of the product and the company itself, and also to introduce all the differential advantages of the product and the company over the competition to the target market.

There is an extremely large number of promotional methods which are available to a hotel company today, whereas which combination of these methods will be selected is a key decision in the process of planning the promotional activities. Four basic promotion tools which are available to hotel facilities are:

- Advertising
- Personal selling
- Sale improvement and
- Public relations.

Advertising is a paid form of promotion of hotel products to mass audiences. This method of promotion is extremely efficient, since promotional messages can reach a wide range of consumers and at the same time it is one of the major factors in building the image of a hotel company and its products. On the other hand, the main disadvantage is reflected in rather high costs which accompany this type of promotion. Therefore, during the development of a promotion plan, hospitality managers must assess both positive and negative sides of advertising.

Personal selling involves immediate, direct contact between customers and sales team of a hotel. It is a highly effective form of promotion since the vendors may respond to the individual needs and desires of consumers and offer them customized and flexible solutions.

The service character of hospitality sector actually opens a large number of opportunities and situations in which the hotel staff is involved in the process of personal selling.

Sales improvement is a short term incentive to encourage consumers to purchase products and services. Hotel companies use a whole range of incentives in order to attract potential consumers and reward loyal ones. By careful planning of this type of promotion we can reach very creative solutions, some of which are free accommodation in a hotel, discounts, special packages (e.g. wellness weekend, relax weekend, family weekend etc.), loyalty rewards, gifts etc.

Public relations are gaining increasing importance in hospitality industry. Although in the past this form of communication with the target market was largely neglected, hotels have corrected this error by employing staff which are in charge of public relations. Public relations in the hospitality sector are most usually carried out by maintaining relations with national media (press conferences, interviews on business, reports on special offers and events etc.), organizing events, sponsorships and the like.

When we talk about promotion in Serbian hospitality market, the largest problem of many hotels is the fact that promotion and propaganda are usually individual efforts or efforts made through tourist organizations. However, what is missing is creating relations with travel agencies and a more aggressive access in the market. Indirect sale is used very rarely. The reasons for that are twofold: on one hand, hotels do not show sufficient elasticity in cooperation with travel agencies, especially when it comes to pricing policy, and on the other hand agencies do not represent Serbian touristic products and hotels well enough. Also, newer forms of promotion, such as Internet marketing, e-mail marketing, mobile marketing are still poorly represented in promotion plans of local hotels. It is therefore necessary to invest additional resources for the promotion of hotel capacities, facilities and activities, if we want the domestic hospitality market to keep up with world trends.

Planning of distribution of a hotel product

Distribution, as an element of marketing mix, is an integrity of business and organizational activities which ensure that the touristic product reaches the consumer in such a manner, time, place and at a price that will suit them best. Therefore, hotel companies may use direct or indirect distribution channels.

Direct distribution channels allow potential guests to buy a hotel product directly in the hotel facility through its front desk or marketing department, while indirect distribution channels, that is, intermediaries, bring together potential guests and a hotel enterprise. Direct distribution channels are mostly used by the individual guests of a hotel facility, while groups of potential guests tend to use indirect distribution channels such as travel agencies, tour operators, computerised information systems, the Internet, hotel representatives, etc. to buy a hotel product.

During making decisions regarding the manner of distribution, hotel companies must start from consumer preferences, since they are the ultimate users of hotel services. Wishes and demands of a consumer are the major factors which influence his decision on how to obtain the target service.

In modern business environment, the Internet is one of the most significant mediators in offering hospitality services to potential users. Most of the world's leading hotel chains offer the possibility of making reservations online. This distribution channel has experienced tremendous popularity due to its availability to consumers around the world, and enabling hotels to use images, videos and communication with potential users through e-mail. Potential users may use the Internet to get detailed information on hotel services, see photos of the exterior, rooms, food, beverages and the like in a very short period of time.

We may conclude that, during the creation of distribution plans, hotel companies, apart from traditional distribution channels (travel agencies, tour operators etc.) also have to pay attention to new trends and involve electronic channels which will raise the quality of their businesses to a new level.

7P concept in hospitality industry

Apart from careful planning of previous four marketing mix instruments, hospitality managers must pay special attention to three additional elements, which largely contribute to the success of a hotel facility. The additional three instruments are: ***people, process, physical evidence***.

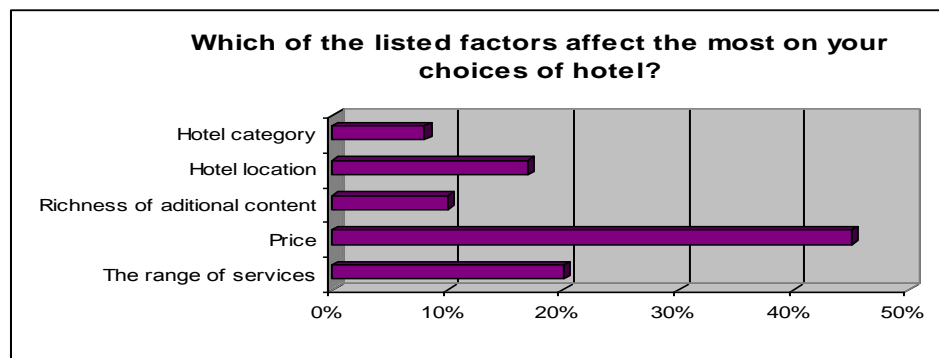
Hospitality services require personal interaction between customers and employees, and this interaction itself strongly influences a consumer's perception of quality of service. A person who delivers the service is of essential importance, both for the consumer and the employer, because that person represents him. In this way, consumers create their own image of a hotel facility based on the conduct and attitude of its staff. Bearing in mind that hotel staff is an important means of competition, it is necessary to pay great attention to this resource.

Service process is the way in which a service is delivered to the end customer. Generally speaking the trick is to make each and every process that customer goes through as easy for them as possible. Speed and precision of the process is of great importance, and so are positive interaction with hotel staff, comfort and obtaining compensation in case of unforeseen errors and the like.

Physical Evidence is the element of the service mix which allows the consumer again to make judgments on the organisation. The location of the hotel largely influences its attractiveness to visitors, i.e. its sales volume, service fees, revenue, effectiveness, profitability of investments. However, physical evidence is much more than just a location. The whole atmosphere is the key element in the provision of hotel services. It may be the reason why consumers choose to use the services of a hotel. Colour, brightness, size, sounds, smells, temperature etc. affect both the quality of a hotel product and the behaviour and feelings of satisfaction or dissatisfaction of a consumer. Therefore, hotel facilities must design all their items with utmost care, since they will play a major role in building consumers' impressions regarding the hotel.

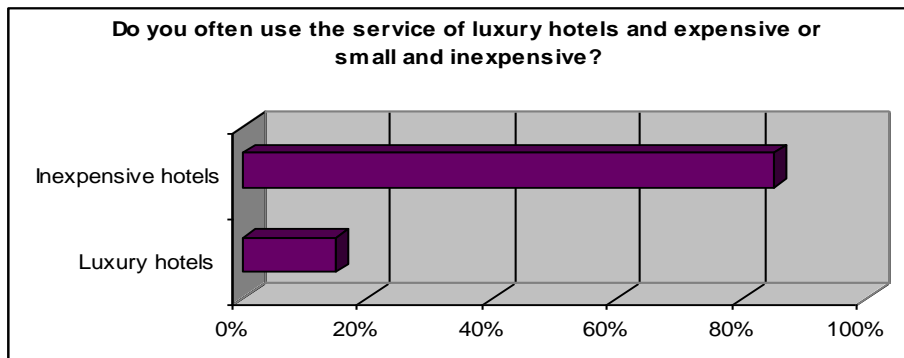
Research result

The decisions of consumers to buy the product / hotel service affects not only the quality and attractiveness of the product itself, but also all the other marketing mix instruments. To determine the opinion of consumers about what are their essential needs, the degree of satisfaction, as well as opportunities to improve hospitality services, survey was conducted which tried to get the answers to these questions. Data were collected during June and July 2011, and the results of the study will be presented in the continuation of this paper.

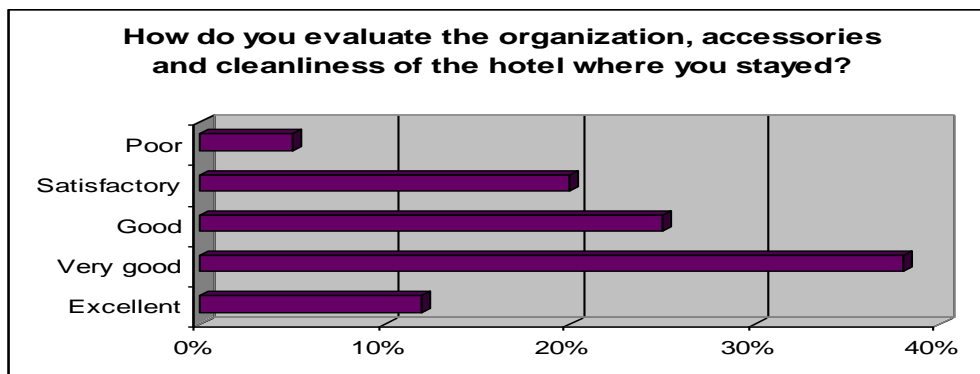


Based on collected data, we concluded that the deciding factor when choosing a hotel is price. Even 45% of consumers state that this is a key element in making purchasing decision. This high percentage is largely a result of personal income levels of consumers in Serbia and deteriorating living standards, given that the average salary in our country amounts to 39.127 RSD. On second place is the range of services offered by hotels (20%), then the location of the hotel (17%), richness of additional content (10%) and as the last factor mentioned is the category of hotels (8%).

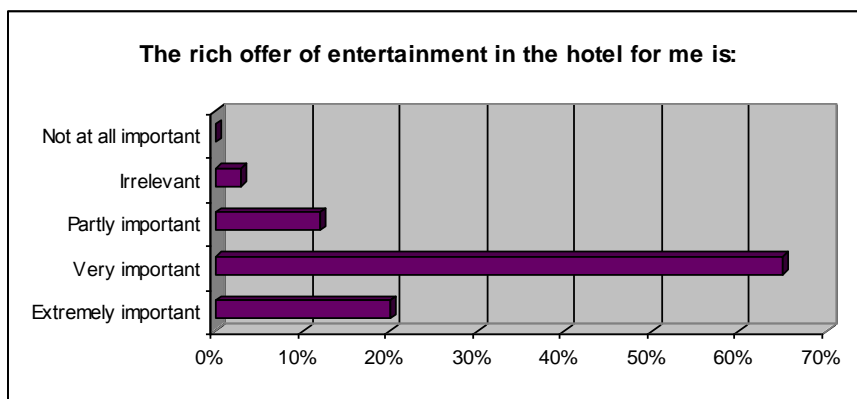
In addition to previously stated opinions of consumers that the price is a deciding factor when choosing a hotel, the fact is that 85% of consumers use the services of smaller and cheaper hotels, while only 15% decide for luxury hotels.



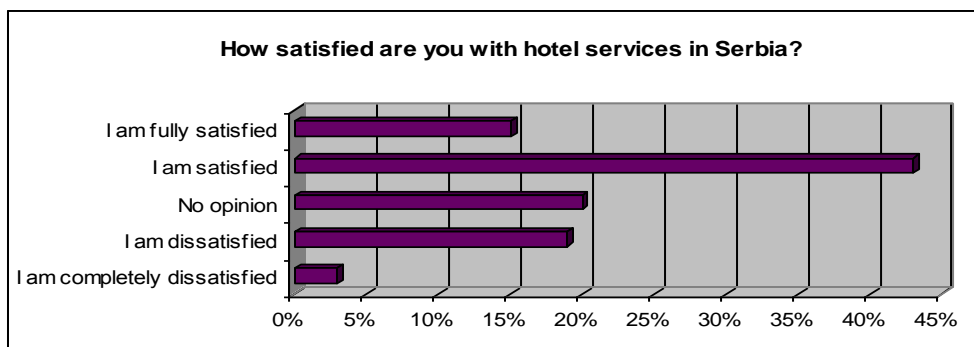
The next question is related to customer satisfaction with arrangements, equipment and cleanliness of the hotel where they stayed. At this question 38% of consumers responded that this elements of offer is very good, 25% estimates good, 20% satisfactory and 5% felt that tidiness and cleanliness of the hotel was on the low level. Another problem is that only 12% of users gave high mark to this extremely important element of offer, which indicates that hotel companies in the country must pay attention to improving the quality of their offer if they want to leave a positive impression on consumers.



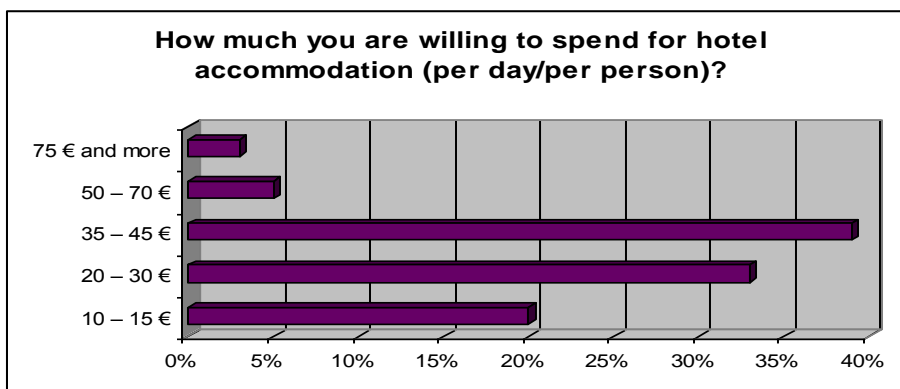
When asked how important for them offer of entertainment in the hotel is, as much as 65% of consumers gave the answer that this possibility is very important. This supports the fact that the customer satisfaction can only be achieved by extending and innovation of basic offers and continuous efforts to overcome their expectations.



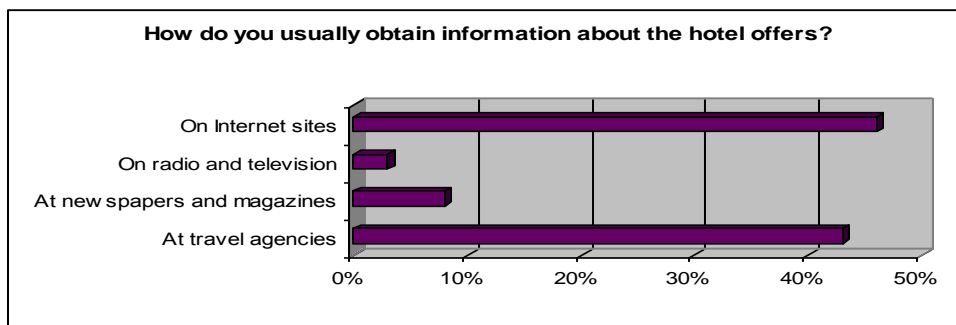
With offers of the hotel services in Serbia is fully satisfied only 15% of respondents, satisfied was 43% of users of these services, while 20% haven't give their opinions or was dissatisfied. Only 3% of consumers rated the hotel offers extremely unsatisfactory. Although it seems that the percentage of dissatisfied is very small, hotel companies should these cases to reduce to a minimum, especially if we know that is unsatisfied user is permanently lost user.



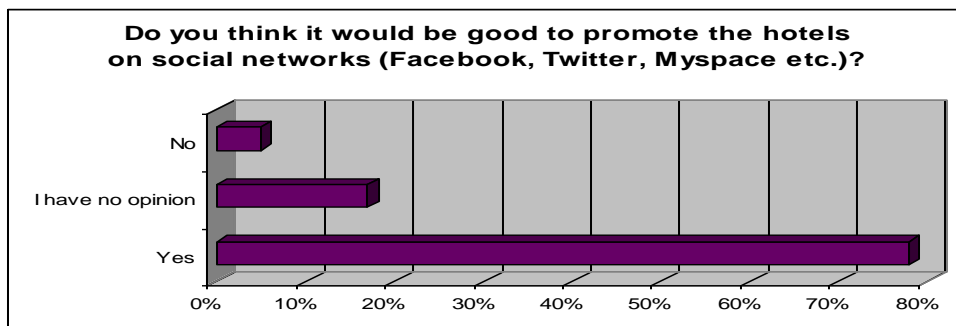
About the price that consumers are willing to pay for hotel accommodation, the highest percentage of respondents allocated 20 - 30 € (33%) and 35 - 45 € (39%). However, a significant percentage (20%) of those who can dispose between 10 and 20 €, indicate about pretty bad financial situation of consumers in our country. If you want to attract this consumer segment, hotel companies can introduce different price policy, offering different types of discounts, such as seasonal discounts etc.



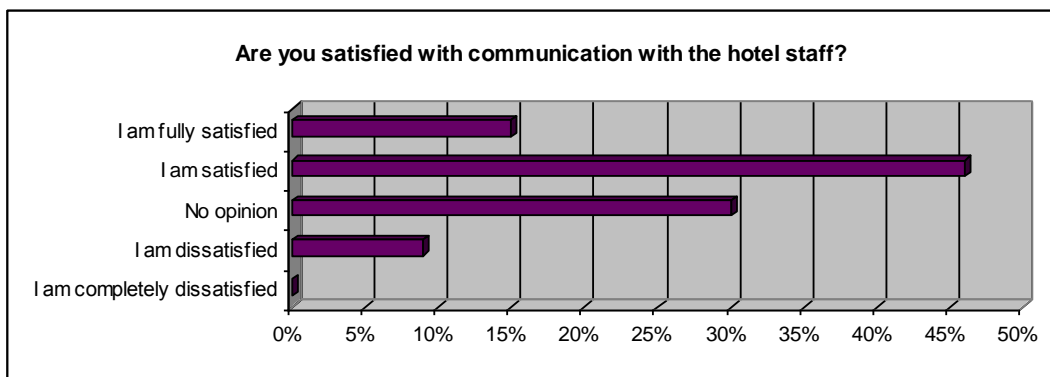
Information about the hotel offers 46% of consumers find on the Internet, which is not surprising given the continually increasing number of internet users thus making this form of promotion is gaining importance. Also, a important source of information are travel agencies that gives 43% confidence of consumers. Classic media promotions, such as radio and television and newspapers and magazines are less represented in the promotional strategy of hotel companies. This strategy, on the other hand can lead to loss of a significant number of consumers, the Internet non-users.



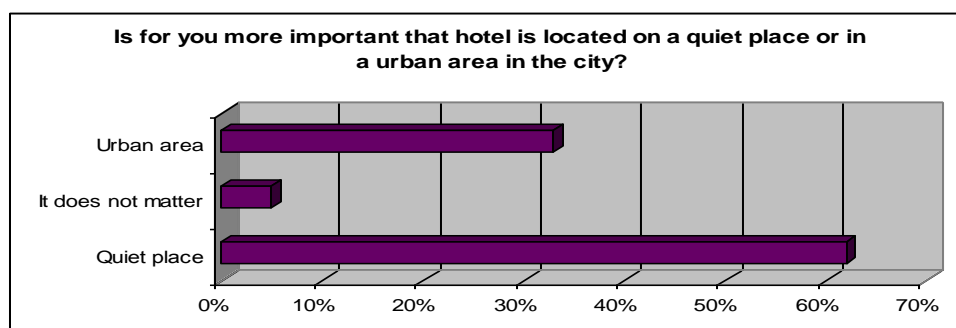
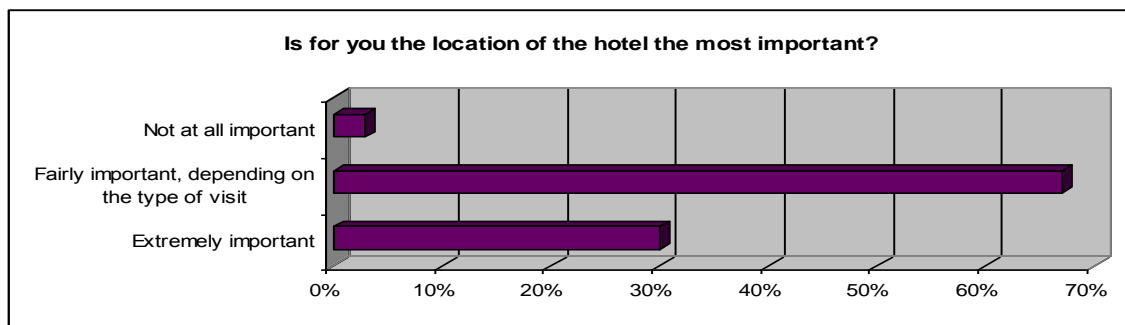
In line with the growing importance of the Internet as a modern media promotion, as well as the the appearance of social groups (Facebook, Twitter, etc..) that connect millions of people around the world, 78% of respondents expressed the view that hotel companies should be promoted in this way.



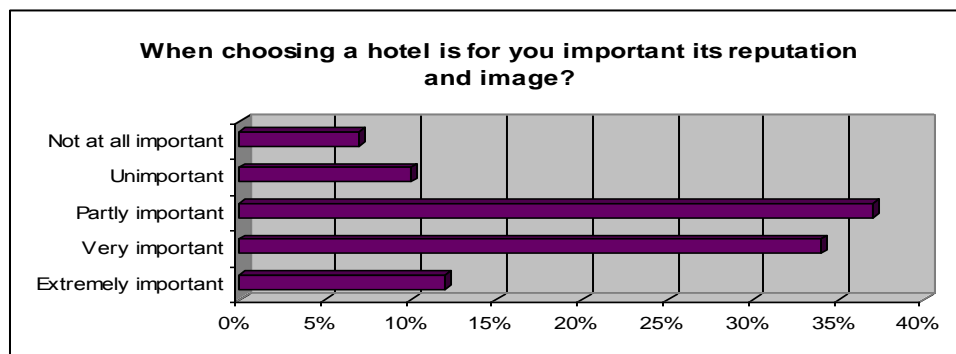
Regarding the assessment of the hotel staff, most consumers (46%) were satisfied with communication with staff, 30% have no opinion on this issue, 15% are fully satisfied, while only 9% rated as unsatisfactory communication. Based on the results we can conclude that significant progress has been created in this domain, and that hotel companies have realized the importance of staff as the primary connection to consumers, has in achieving their satisfaction and building the image of the hotel.

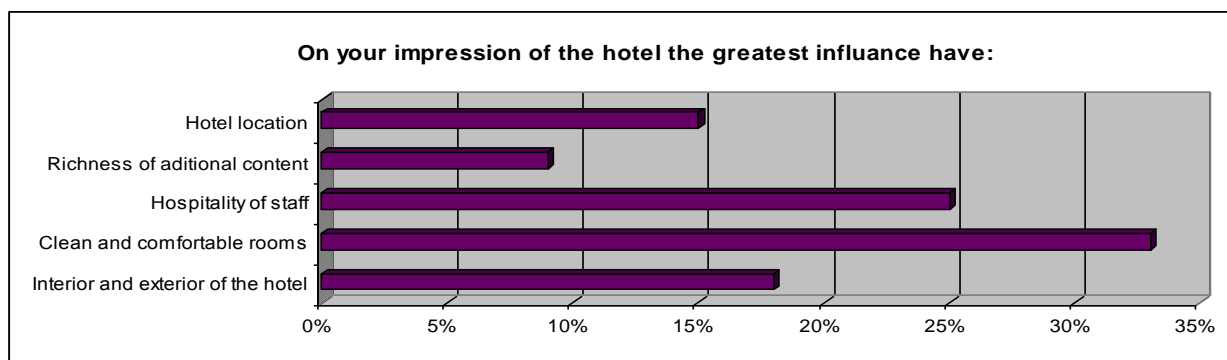


On the question how important the location where the hotel is located, 67% of consumers responded that it depends on the type of visit (business visit, holiday, entertainment, etc.), while for 30% of the users location is extremely important regardless of the reason for the visit. In addition, consumers prefer that the hotel is located in a quiet location in the town (62%) compared to urban areas (33%). However, in this question, must be considered that a calmer place can be found at the city centre and in the interpretation of the opinions of consumers must be extremely careful.



When choosing a hotel, for the consumer is of great importance the image which is a hotel company built in the target market. Over 70% of consumers defined this factor as very important or important part in deciding on the selection of hotels. The biggest impression on them have clean and comfortable rooms (33%), and hospitality of staff (25%), interior and exterior of the hotel (18%), location of the hotel (15%) and richness of additional and entertainment content (9%).





Based on the research we can conclude that if hotel company want to raise the quality of their offers to a level that follows the world trends, they need to pay attention on each of these elements that influence the construction of a positive image on the target market. Understanding the behaviour needs and preferences of consumer of hotel services, is essential for the management of hotel companies when formulating the optimal combination of marketing mix instruments.

Conclusion

The key feature of the contemporary hospitality market is very strong competition. In order to survive the competition in the market, a hotel company must continuously adapt to the needs and desires of consumers, which includes the adoption of marketing views in doing business. In addition, finding an optimal combination of instruments of marketing mix today represents an indispensable step in improving the quality of hotel business enterprises and providing satisfaction and loyalty of consumers.

Provision of adequate quality, attractiveness and innovation in the offer of hotel products/services, the formulation of adequate pricing policy, and using not just traditional but also contemporary, electronic channels of distribution, and introduction of new, creative promotional strategies requires careful planning of each marketing mix instrument, if the hotel company wants to differentiate from the competition and take the leading position in the market.

Modern consumers are getting more sophisticated and are extremely well informed. If hotel companies want to retain existing and attract potential users of their services, they must continuously introduce innovative strategies in their businesses. As the research has already shown, consumers increasingly expect to be provided with a number of additional, entertainment facilities apart from basic services, that their payments, booking and gathering information on the hotel offers by using contemporary means of communication, like the Internet, should be facilitated. Also, the four main instruments of marketing mix will not be sufficient to ensure consumer satisfaction if the hotel staff does not adapt a marketing approach and realize that the establishment of friendly relations with the consumers is one of the key factors of success. So, overall atmosphere in a hotel company influences the creation of image in the eyes of consumers.

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Integration of Hotel Companies

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Abstract

Consideration of the overall effects of internal and external growth of hotel companies is not only based on investments, capital transfers and changes in ownership structure. Changes in the spheres of decision-making become dominant. 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.

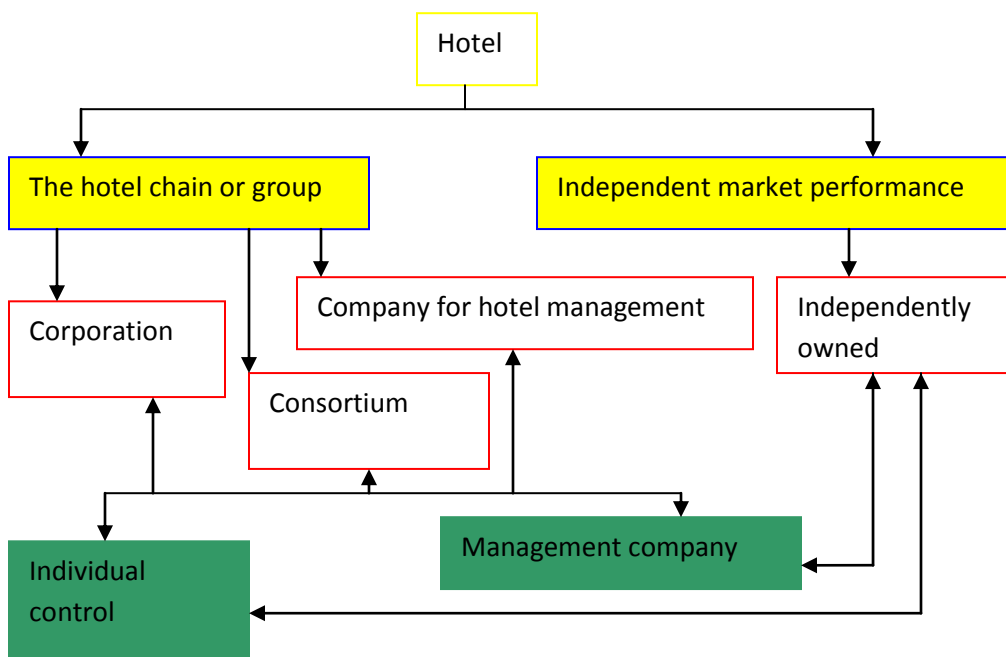
Keywords: network, hotel brand, chain, internet

Introduction

Successful implementation of individual business strategy allows hoteliers mutually agreeing opportunities and threats in the external environment, internal capabilities and intentions. Some of them are trying to appropriate compensation strategies or build on the obvious barriers to globalization. This means that a successful and proven hoteliers looking for the one strategy that enables an optimal relationship between their capabilities and projected goals, on the one hand, and the marketing environment on the other side. Hotel companies tend continuous expansion and promotion, and the greater part of a strategy directed to intensify efforts towards achieving the projected goals.

However, regardless of the complexity of networking and implement appropriate positioning strategy in the modern hotel business exists a number of manifestations, which depend on the internal and external growth, equity structure or management.

Graph No. 1 Possible forms of positioning in the hospitality industry



Source: Idea and realization by author

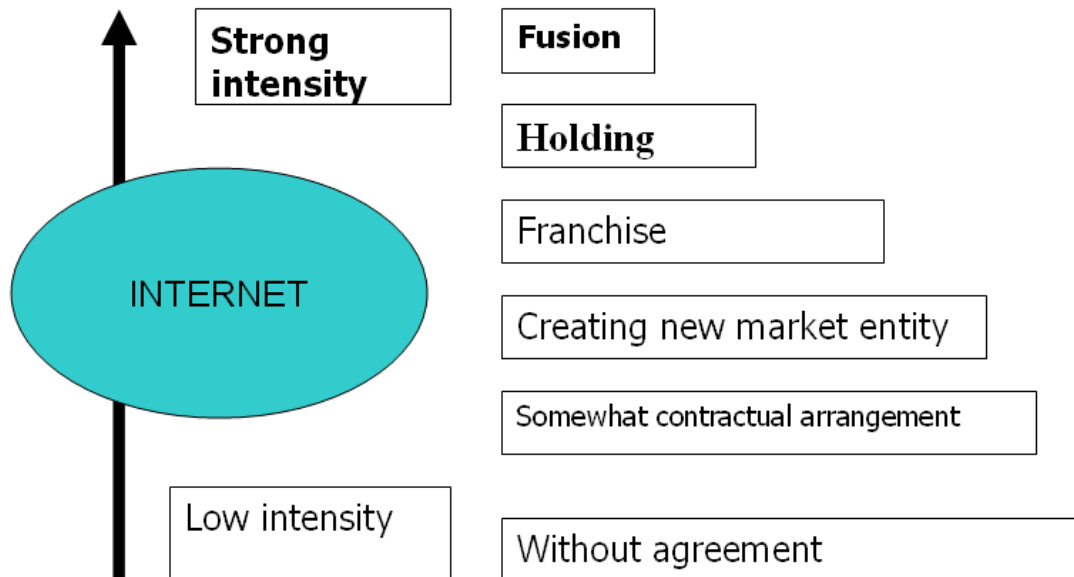
It is evident that different forms of networking are imperative for a modern business hotel. The orientation towards management excellence investigating most independent hoteliers and hotel companies to their developmental strategies camps are used to ensure the market competitiveness of the hotel product expressed through the brand, image and brand. Successful organization, which has resulted in positive financial results, the hotel is a permanent process. The choice of objectives, partners and strategies flowing continuously through the continuous necessary adaptations. The processes of growing individual segments of the hotel industry to higher forms of organization on the one hand, and the concentration of capital as logically consequences of networking with the other hand, the camps are used to study modern hospitality to new organizational forms. The hotel chain is technologically and organisationally uniform and market-affirmed the hotel corporation, distinctive business style and brand that operates on the domestic or international tourism market (Svorcan, 2009. P.57.).

The hotel Networking

International hotel chains are successfully implemented a double expansion. They are equally efficient use of available resources within the boundaries of an existing market with the inevitable upgrades core offering. At the same time, a high degree of adaptation to global trends and performances in foreign markets restricts the application of a strategy of diversification. The total effect of networking companies based on hotel investments, capital transfers and changes in ownership structure will inevitably initiate changes in the spheres of decision-making. Intensity generated links most directly

affected by the dedication positioning market or to individual discretion hoteliers. Graphic display of strength and form of networking would be the following:

Graph No. 2 Forms of networking, according to the intensity of ties



Source: Idea and realization by author

According to the intensity of linking different (Adapted from: Svorcan, 2011. P. 215-227.):

1. **Networking without contracts.** This is the simplest partnership. Hoteliers enter into implicit agreements based on coherent behaviour of partners. Rare cases are they growing into explicit contracts. Comes to the fore a high degree of mutual trust expressed through shared values, attitudes, norms and rules of conduct. Packages that do not have a contractual relationship based on strong personalities and their authority are able to prevent, hinder or overcome any adverse and emergency situations. Basis of the agreement are business protocols or simple documents such as letters of intent. Problems can be resolved amicably and beyond. They are often tied to seasonal business, overbooking problems capacity, protecting the immediate environment, or achieving some other less compelling benefits. As an illustration, in the countries of Central Europe, which is characterized by dominance of individual hoteliers like Swiss or German act or national associations (Verband Deutscher Hotelkooperationen) directed to assist and protect the interests of private hotel brands (www.hotel-online.com).
2. **Networking half contractual arrangement.** Based on partial connectivity hoteliers to achieve the projected goal. Cooperative relationship involves necessary compromises that are networked partners commit to your business moves to align with common interests. Characteristic greater openness and flexibility. Somewhat contractual arrangements include names, location, purpose, strategy, finance and network separation. In addition to independent hoteliers actors networking as hotel chains and groups and their particular trademarks or brands. Combine the marketing and commercial activities. In order to strengthen the relations are organized seminars improvement, motivational or narrowly specialized training courses. If it comes to networking at integrating

management control then we can talk about the group. The creation of the central government to help unite a market of independent hoteliers, hotel companies, chains, groups or their individual brands in a unique developmental course. Relais & Chateaux is one of the most prestigious independent French hotel chains. Over time they came to the fore a strict selection and conditions of membership, so that today a part of this network operating hotels refined looks and tastes like a historical palaces, mansions and castles have been remodelled in the accommodation and catering facilities. Within the chain there are four branded hotel and restaurant brands that are differentiated on the basis of market character identity features of (www.hotel-online.com).

3. **Networking market by creating a separate entity.** It is taller and stronger form of association that allows the institutionalization of the network. Synergistic effects are evident primarily directed towards greater competitiveness of networked partners. Success depends on the recruitment of professional management that is able to successfully operate in individual areas of action because of the complex that led to the creation of an independent market entity. Networked hoteliers time shift business functions, which strengthen the new company. In Germany there are a multitude of joint enterprises in the domestic and international level, whose number of members ranges from two (Stern Hotels) to three hundred (VIABONO GmbH) states (www.hotel-online.com).
4. **Networking signing a franchise agreement.** This is a very prevalent form of business and popular way of growth and development of many enterprises. It is sometimes used as a franchise sales system. Sixties of the last century turned into the production - product franchising, and shortly after the business concept of business format franchising product (Cunill, 2005. P.111-114). International Franchise Association (IFA) is defined as the continuous cooperation in the framework of the franchiser sets allowed the privilege of the business and helping in the organization, commercialization and management, with some reimbursement from franchisees (www.franchise.org). A higher form of networking in the industry realize the excellent marketing opportunities or privileges to hotel branding a product during a certain period and the specific site chosen (Svorcan, 2009. P.69.). The application of the franchise is the most common in the business of international hotel chains and groups who have found the standard form of contract. It is primarily attached to their company, Holiday Inn, which is using it has made the transformation of independent accommodation hotel-type facilities in the chain with a recognizable brand market verified. As an illustration, at the international level, 97% franchisee remains connected to a network after the first year compared to 62% of those who use other forms of networking. After five years, this ratio was 92% versus 23%, while after ten years of the most pronounced and amounts to 90% compared to 18% (www.franchise.org). Franchise networking individual notes are subordinated to the management concept hotel trademarks, or one of its brand. Branded hotel brand is a base on which to build quality hotel products. It represents a guarantee for both business customers and hotel products for networked partners in franchising. Outwardly speaking to a single whole, the shape of the concentration of benefits (knowledge, input, technology, patents), while the interior look reveals a very motivated, self-reliance. Choice Hotels International hotel franchising chain of stations after leaving a job with real estate. Separation from Sunburst Hospitality Corporation, operates as a pure franchising company. Business strategy is based on the development of a strategic marketing franchise in the territory of the United States. Management system operated by Choice Hotels International called Profit Manager is designed to help franchisee to reach the optimal level of profits and competitiveness. The success of this system is supported by a technology support program called the Technological Support Program that provides payments to interested members through leasing. As a special support was activated such internet management system. The rest of the world Choice Hotels International master franchise development strategy. Also, it offers its customers a system of finance, training and services in Silver Spring Training Centre, which belongs to the company. The centre is known for the course titled Total Lodging By Choice, which is

mandatory for all franchisee interested. Other courses related to marketing, reservation systems, human resources, public relations and financial management (www.choice.central.com).

5. **Networking in the holding.** Presents a more complex form of enlargement of capital based on the integration of legally independent hotel companies in a single market entity with common management. Holding a hotel company that manages and controls the second legally independent hotel companies through the participation of these companies have. Brings together all displayed forms of networking in the enlarged holding companies directing business to the area of finance and marketing capital. In this way, determined by the amount and intensity of participation of partners in the networked capital holding. Hotel financing deals with holding or lending the capital networked stakeholders under favourable conditions compared to other financial institutions. While hoteliers are reluctant to enter into these business relationships, primarily due to loss of independence and autonomy, the attractiveness of holding networking to raise achievement guarantee with credible institutions, to participate in them at the same time serve as an assurance to investors in the market. On the other hand, have large holdings with the top management which is able to respond to increasingly frequent crises caused by economic or uneconomic factors affecting the modern hotel business. Wyndham Worldwide hotel is a holding company that, according to data from 2011. year, has with 7,000 hotels and close to 600,000 units deployed in 66 countries around the world in six continents. It consists of Group RCI, Wyndham Hotel Group. Group RCI is known to be involved exclusively Time Share arrangements. Its core membership base seems to close to four million users are grouped in a hundred countries that use more than four thousands of destinations. Opposite her, Wyndham Hotel Group, according to available indicators, has the strongest program in the hotel industry loyalty directed to the hotels, casinos and resorts. Under the corporate brand operates twelve brands: Baymont Inn & Suites, Hawthorn Suites, Howard Johnson, Knights Inn, Microtel, Ramada, Super 8 Motels, Travelodge, Wingate Inn, Wyndham Hotels & Resorts (www.wyndhamworldwide.com).
6. **Networking in fusion.** Connecting independent hoteliers, companies, hotel chains, groups or individual brands is the narrowest and highest forms of networking for stakeholders lose their independence. They are wired up a new market entity with multiple profit centres. Fusion the form of holding on the basis of equity participation. Although when fusion networking implemented new hotel brand, there are frequent cases of detention of some proven market hotel brand. The Leading Hotels of the World is the most prestigious networked group of individual hotels. It was founded in the thirties of last century, with cooperation of several influential European hoteliers called Luxury Hotels. Their unique booking system that operates on the principle of real time represents the current dominant edge and backbone of this fusion, which according to data from 2011. the number of 460 members distributed in 80 countries (www.lhw.com).
7. **Networking through the Internet network.** Internet alliances are partnerships of two or more interested participants, regardless of market orientation. From the standpoint of manufacturing and service economy to a network of partnerships that are aimed at developing, marketing or sale of products, services, or their combination with the simultaneous pursuit of business and optimize business processes by using modern internet technologies. According to the forms and manner of functioning of the closest to the strategic alliances that operate in conjunction with the transfer of high technology. By its very appearance, the Internet has become the most complex medium that has ever created. The original structure has enabled the implementation of new marketing strategies (technology push and pull, and banners, emails and interactive content) (Svorcan, 2009. P.170.). The real shift in holistic computerization of the hotel industry has made the emergence of cheaper, more compact, smaller and more accessible (in-house) type of hotel computer systems. Easier to handle these computers allow the interconnection of all sectors within a hotel with a complete network of multiple units in a common chain. Networking various hotel companies, firms, sectors, departments and processes that greatly contributed to the consolidation of all hotel

operations. The advantages are mainly manifested through the increase of efficiency of functioning of all business units of the unique brand of hotel chain or any of its brands, and global and local (See more: Svorcan, 2009. P.165.). Networking through the Internet imposes great necessity of flexibility and adaptability in all parts of a computer system to the increasing and diverse demands of new clients in the hotel industry. The future lies in the possibility of adapting high-tech services to individual users and their flexibility in certain situations. Successful alliances can be considered only by those who are focused on achieving the goal of using electronic speed (e), and the immediate response through the timely implementation and realization of ideas, resources or projects. Unlike conventional and already described, networking, electronic connectivity is being developed in parallel with the process of networking of interested members. Since the time constant, decisive, and any additional supplemental questions and problems to solve on the fly during its implementation with a strong technological support. Numerous studies of electronic markets gave priority to those associations which are directed towards optimizing and improving the existing ways of earning more than those that are directed towards realisation novelties. Like the other guilds and alliances have their internet uniform rules on the basis of which establishes a mutual agreement, project objectives, rights and obligations, as well as the distribution of costs of revenue. Should be added to all flows of information between the entities on the Internet network that have the prefix Industry (sales, purchase, delivery, post, transfer, auctions, supply, and procurement). Internet alliances unify and permeate the entire above grade networking directing them to the capital turnover. This was subordinate to the length and intensity of connections. Since the Internet is not a transient phenomenon, but a sustainable business orientation, selection and establishment of appropriate strategies is increasingly becoming a question of competitiveness. Stankic states proven strategies (Stankic, 2008. P.18.):

- a. Electronic reimplementation which involves marketing and selling the existing product assortment (product, service or combination thereof) over the network while maintaining the projected strategies and business concepts.
- b. E-business strategy on which to develop a completely new business philosophy. All activities are aimed at the continued presence on the network with research and experiments that need to improve business results. Create completely new brands, products and services tailored and directed to the internet market.
- c. Combined model oriented towards adapting existing product assortment (product, service, or a combination) electronic commerce, some of his works (procurement, distribution, sales) or creating an entirely new that could be implemented into existing business strategies. Using resources available via the Internet network can be designed such an assortment that meets and creates new needs of customers, clients and consumers, or is oriented towards the creation of new markets.

The leading U.S. branded hotel brands like Marriott International, Hilton Hotels, Starwood Hotels & Resorts, Wyndham Worldwide and generate almost half of total revenue compared to the entire hotel industry in this country. External networking via the Internet allows them to average revenue per employee of about eighty thousand US dollars (www.marriott.com). As an illustration, the transformation of Marriott brands in the online dimension had increased as a consequence of reduced revenues while spending on marketing, distribution and promotion. According to available data, Marriott International plans on the basis of integration with the online dimensions of savings realized about ten percent during the purchase, five percent to control costs, three percent of the volume and quality of service and two percent on the implementation of collection (www.marriott.com).

Conclusion

The expansion of modern hotel industry is directly conditioned by different forms of connectivity and networking. Since both the hotel industry giants Hilton and Sheraton Corporation started fastest and most cost-effective strategy of expansion through the download market verified accommodation hotel-type facilities, and to this day, the efficiency of hotel chains and groups always have an adequate market verification. While strengthening their financial and competitive power of the imperial growing influence of certain groups of hotel management chains. In this way it is done favouring brand-names so that they become the undisputed market leader. They complement each other in practice and, as such, the new forms of business, it is very skilfully fit into the legality of certain markets, contributing to the new changes that initiate further ways of joining the association. In essence, it's about creating a singular control network of hotel brands that are spread across all countries and regions of the modern world.

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

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Abstract

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 has 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 centre 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.

Key words: tourism, service orientation, job satisfaction, hotel employees, motivation

Introduction

Tourism, as an extremely complex activity, orders and requires constant and long-term study of a large number of determinants that affect the successful business enterprises. Primary place in the research do not take the needs and demands of tourists, but tourists are satisfied with the most important factor and the essence of business enterprises in the tourism market.

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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.

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Review of the Literature

Definition of Service Orientation

There are numerous studies on the subject of service orientation and their roles to strengthen competitive advantages. The purpose of service orientation is to explain the company philosophy and culture of business to its employees in order to improve the quality of the provided adequate service. Hogan et al. (1984) defined service orientation as "the ability to be a useful, thoughtful, considerate and cooperative manner to provide services at the individual level of each individual".

In contrast, Lytle et al. (1998) defined service orientation as an "internal circuit characteristics such as organizational structure, conduct and culture at the organizational level to provide quality services". Bowen et al. (1989) suggested that companies use for service orientation, successfully implement its business strategy to improve competitive position through customer satisfaction. The authors continue to imply that service-oriented companies, in order to satisfy their customers, through specific service-oriented procedures, create greater competitive advantage in services. Schneider and Bowen (1993) have noted that perceptions of employees in the service sector, in connection with the practice of providing services associated with the perception of customers about the quality of used services. In other words, adequate organizational climate that is present among employees has a positive effect on consumers. The consequence of the closeness between employees and clients during the process of providing services could anticipate future employee needs.

Researchs conducted by Dienhart et al. (1992) suggest three dimensions of customer focus, organizational support and customer service under pressure, related to the measurement of cognitive behavioral dimensions and the dimensions of service orientation and its effectiveness in the process of creating customer satisfaction and meeting their needs. Numerous studies have shown that tourists as

the most important thing in evaluating service quality are kindness and accessibility of staff, and the last place are the incompetence or technical failures.

Given the numerous indications of the importance of human resource management, in recent years in the world is more and more emphasis on proper selection of employees in tourism (Kim et al., 2005). There are numerous studies which show that investing in staff certainly contributes to the quality of tourist services, and therefore the profits of companies. In addition to equipment modernization and introduction of new technologies, it is also necessary to educate staff on all levels, for a successful response to contemporary trends in tourist flows.

Some indicators suggest to all specific requirements of consumers and travel directions to improve the existing offer. Employees in tourism must have certain knowledge and skills in order to provide adequate service. This is primarily based on general culture, different expertise and specialist knowledge and communication and organizational skills (Galicic, Ivanovic, 2008). There are required also a certain psychological characteristics that will meet with increasingly complex demand. Within the company there must be a communications network that will enable the timely flow of information and creating the optimal business environment. Creating a pleasant working environment, management has largely created the basis for a successful business through service orientation and satisfied guests.

Customer Orientation

Orientation towards the study to the subject of numerous experts in a service business, with special emphasis on the tourism and hospitality. Orientation towards the customer, excellent work performance and workplace pride are the product of investment in human capital (Barsky, Dittman, 1990). Good employee relations on the line employee - customer, are sustainable and contributes to the quality of the competitive market position. The essential feature of a quality tourism services, from the standpoint of the organization's orientation towards the user, or a tendency of employees to provide exceptional service. The attitudes and behaviour of employees resulted in the perception of service quality by customers (Hartline, Ferrell, 1996). Establishing relationships with service users is crucial to building loyalty and improving the service delivery process.

Service orientation in the service sector consists of two dimensions:

- 1. dimensions of need** - which is the desire (motivation) of the employee to meet the needs of service users and
- 2. dimensions of pleasure** - which is the degree of enjoyment and personal satisfaction while the employee serves the user.

It is generally accepted that both dimensions are necessary to fully understand the capabilities and motivation of employees while providing the user the requested service. The first attempts to directly measure the service orientation comes from the authors Saxe and Weitz (1982). Today, the orientation of a user measured by a questionnaire filled in employee opting level of agreement with the statement on a certain scale questionnaire is a customized version of *Saxe-Weitz scale*, with six positions for the dimension and the dimension of satisfaction of needs. In this way it is possible to determine to what extent the employee is ready and willing to meet the needs of its users. With help of relation to the theory of personality dimensions of "Big Five" and customer orientation can determine which employee

properties are in accordance with the requirements of jobs that are characterized by direct contact with claimants' services.

Several researchers dealt with the issues of employee personality and their work performance in several cases. Hogan, Hogan, and Busch (1984) determined the customer orientation as a combination of three basic personality traits - comfort, openness and conscientiousness. Hurley (1989) found that there is a positive relationship between extraversion and comfort working with service staff, or orientation towards the user.

Hurley (1998), Spivey, Munson, Locander (1979) are the authors whose research shows that employees with high introversion reflected in the low level of orientation towards the user. Such workers do not enjoy working with customers or do not show enough interest in the client's needs.

Negative affectivity, which is manifested in frequent changes of mood, resulting in fluctuations in the quality of services, which negatively affects the user-orientation (Hogan, Hogan, and Busch 1984). Emotional instability may be the cause of a lack of motivation or ability to adequately provide services.

Conscientiousness, to some extent reflects the orientation towards a responsible and precise execution of tasks, which can also be seen as a good predictor of a high degree of service orientation. In the hospitality industry, research has shown that it mainly refers to regularly arriving to work, taking orders correctly and efficiently serving multiple users in a short period of time.

The study also indicated an unexpected negative correlation between comfort and user-orientation. Excessive comfort in many cases leads to increased interaction with customers, which has a large work-related and leads to neglect their duties. However, managers can focus on the positive aspects of comfort and staff training contributes to minimizing the negative effects of pleasure.

Development and encouragement of service orientation among the employees who are in direct contact with service users is very important. As part of the overall marketing strategy, managers must constantly improve the plans for the development of service orientation, and to efforts paid off, understanding the relationship between psychological characteristics of employees and the marketing concept is imperative.

Job Satisfaction of Service Employee

Turbulent events on the tourism market have led to a change of priority elements of business operations of tourism. In the centre of development policy, as already mentioned, the tourism businesses are increasingly putting the employees. It is no longer a priority only expertise, experience and special skills of employees (for example, communication skills) but also their psychological characteristics. In recent managerial literature emphasizes that success of the employees depends of some their psychological characteristics, especially in the service sector where is often long duration of the service encounter.

Job satisfaction is the extent to which "is measured by how many employees feel positive or negative when it comes to the job" (Odom et al., 1990). In a service business, job satisfaction ensures that employees are treated service users with maximum respect (Arnett et al., 2002). Because of the importance of contact with service users due to the development of relations with them, the

employees' job satisfaction is a major concern for service companies, which want to keep a large number of loyal customers.

Jerome and Kleiner (1995) find that companies which are working to improve employee job satisfaction, motivation and job dedication, can expect long-term benefits of corporate success, loyalty, productivity and retention of employees. Job satisfaction also has a positive correlation with a commitment to organizations (eg. Flescher and Williams, 1996; Javas and Bodur, 1999) and on performance (eg. Babin and Boles, 1996; Birnbaum and Sommers, 1993). Shaw (1999) argues that there is a strong negative relationship between job dissatisfaction and level of turnover which make employees. Moreover, Mobley (1977) believes that if employees are dissatisfied with their work, it is more likely to leave the organization and does not make expectations. Selection of adequate human resources becomes a crucial moment for the further advancement of the company and it will not stop the process of creating high-quality services. Management of tourist enterprises which want to create satisfied customers, must follow these guidelines (Galacic, Iavnovic, 2008):

- The existence of job satisfaction of employees,
- Guest requires accessibility to employees,
- Employees in direct contact with guests should be empowered to solve all the problems and
- Responsible access to the guests.

From the above we can see that the job satisfaction of employees are in the spotlight. In the chain of services the greatest impact on guest satisfaction have the employees. Attracting and keeping the guests is a priority task which can be fulfilled if you create a quality working environment. Recognizing and rewarding the contribution of business creates motivated employees and gives the impression that management cares about their staff.

Today, in the globe there are many models to create satisfied employees and improved quality of operations. By increasing the responsibilities of the employee creates a greater commitment and sense of usefulness and importance of the employee and the organization. More power to lead to timely resolution of unforeseen problems in working with guests, but is created and satisfaction. Employees must be aware of changes and innovations in business enterprises. Active involvement in multi-level saturation reduces the labour work.

Job Satisfaction and “Big Five” Personality Dimensions

Job satisfaction, as a set of different factors, is an important predictor of quality of tourism services. There are numerous studies of the determinants of job satisfaction. Some of them suggest that job satisfaction may be genetically determined (Arvey, Bouchard, Segal, Abraham, 1989). Findings are supported by previous research which found that job satisfaction remained constant over a five year period though many segments of business change.

There are various prerequisites for the degree of job satisfaction. For example, it is considered that people who have suffered more defeats in various walks of life pass on their dissatisfaction and the business sphere, i.e. their unhappiness is often a consequence of the real facts but their subjective experience (Hadzic, Nedeljkovic, 2008).

There are certain links between job satisfaction and personality dimensions. This is particularly evident in the example of negative affectivity. It is believed that persons with high negative affectivity have low job satisfaction, although experts are divided on this issue. There is a view that people with high negative affectivity, the overall environment viewed negatively and therefore the business, which results in low job satisfaction (Moyle, 1995).

Openness, as one dimension of personality to the “Big Five” theory, contributes a high level of job satisfaction. Open people are trying to establish quality social relationships within organization, which contributes to feeling of job satisfaction (Hadzic, Nedeljkovic, 2008).

Conscientiousness is positively related to job satisfaction, which is the result by Barrick and Mount. People with high conscientiousness fulfil tasks responsibly and motivated which leads to job satisfaction if their efforts are adequately rewarded.

Numerous studies have indicated that negative affectivity, low, or emotional stability, is a predictor of job satisfaction. Emotional stability diminishes the ability to create conflict and leads to rapid acceptance of emerging developments in the work process.

Researchs by Van de Berg and Pitariu, which were made in Romania, a country in transition, may be interesting from the standpoint of Serbia. Due to specific conditions in which the working process takes place in transition, there is a characteristic relationship of personality dimensions and job satisfaction. Interestingly, the correlation between job satisfaction and extraversion has not been confirmed. The reason for the lack of correlation can be found in the fact that Romania has long been under the totalitarian regime, where workers did not participate in the governance process and are not entitled to exercise the expression of opinions and ways of working (Hadzic, Nedeljkovic, 2008).

Job satisfaction among employees contributes to the creation and preservation of quality of service. However, the company management must be extremely careful in selecting staff only on the basis of personality dimensions to the “Big Five” theory. It is true that personality dimensions significantly affect subjective feeling of job satisfaction, but they are not crucial in that process. In the process of selecting candidates it is necessary to include a number of different methods to make satisfactory results.

Table 1. “Big Five” Personality Dimensions

Personality Dimensions	Personality Dimensions
Extraversion	excitability
	sociability
	talkativeness
	assertiveness
Conscientiousness	high levels of thoughtfulness
	with good impulse control
	goal-directed behaviors
	be organized and mindful of details
Neurotism	emotional instability
	anxiety
	moodiness
	sadness

	irritability
Openness	creative
	imagination and insight
	tend to have a broad range of interests
Agreeableness	trust
	altruism
	kindness
	affection
	other pro-social behaviour

Success in business and quality of tourism services do not depend only on the dimensions of personality and requirements of the work position. There are also the other factors that largely determine the impact of psychological characteristics of staff on the tourist services quality and the level of job performance quality. First of all, they are:

- Customer orientation,
- Organizational support,
- Feedback between the organization - employees and
- Job satisfaction.

Data analysis

In survey research it has been analyzed the correlation and mutual dependence of variables, such as service orientation and job satisfaction of employees. Aim of this study is to determine how these variables are related. In the tourism sector of Serbia has not paid sufficient attention to service orientation of employees, i.e. during the selection of potential employees do not examine their service orientation, which is essential for quality of service.

Organizational support, as a significant segment of business success, is rarely implemented marketing concepts in business enterprises of the tourism sector. During the next period must be taken more into account the above mentioned variables in order to keep pace with the much more competitive destination in the tourism market.

The problem that arises during the research variables of business is a relatively low level of readiness of employees to participate in similar surveys. This may be found in a small productivity in the economy as a whole, lack of jobs and fear of losing current job. The low level of job satisfaction clearly testified that employees are not the primary segment of business operations, and relatively few are concerned about the needs and demands of employees, even the dimensions of personality do come into play. The transition period has left its mark and in the future must work to improve and eliminate deficiencies.

During the research it has been used are as following survey questionnaires:

Questionnaire 1. Social-demographic data

1. City and Country:

2. Age:
3. Gender: 1 (Male), 2 (Female)
4. Work Position: 1 (Employers), 2 (Staff)
5. Level of Education: 1 (Primary School); 2 (High School); 3 (Advanced School); 4 (Faculty).

Questionnaire 2. Service Orientation of Employee

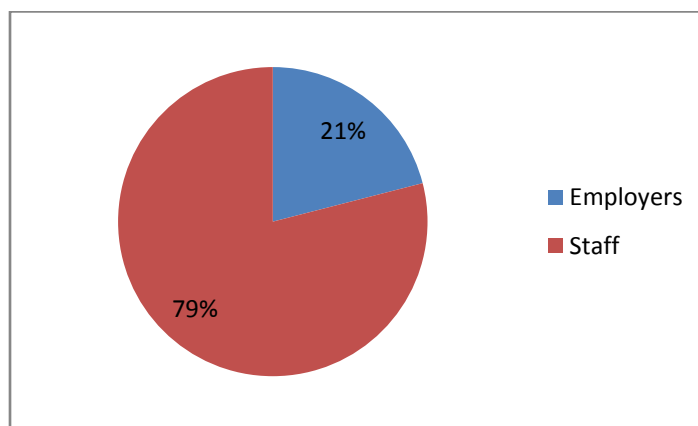
Service orientation: The service orientation scale developed by Dienhart et al. (1992) was used. The service orientation scale was comprised of nine items, which respondents evaluated with grades from 1 (strongly disagree) to 5 (strongly agree): (S1) interacting with customers is enjoyable, (S2) it is important to me that the customer is satisfied, (S3) the employees at my restaurant provide excellent service, (S4) my manager encourages me to provide excellent service, (S5) the training I received prepared me to provide excellent service, (S6) customers treat me with respect, (S7) at peak hours it is so busy that we cannot provide excellent service, (S8) our service procedures make it easy for me to give excellent service, and (S9) my manager expects us to always follow procedures, even if it means giving less than excellent service (Kim, W. G., Leonga, J. K. & Lee, Y.K., 2005, 178).

Questionnaire 3. Job Satisfaction of Employee

Job satisfaction: The job satisfaction scale, adapted from Lytle (1994), was comprised of five items, which respondents evaluated with grades from 1 (strongly disagree) to 5 (strongly agree): (P1) I consider my job pleasant, (P2) I feel fairly-well satisfied with my present job, (P3) I definitely like my work, (P4) my job is pretty interesting, and (P5) I find real enjoyment in my work (Kim, W. G., Leonga, J. K. & Lee, Y.K., 2005, 179).

The study included 55 employees at all business levels in six hotels in Novi Sad ("Mediterraneo", "Putnik", "Centar", "Zenit", "Vojvodina" and "Aurora"). Among the respondents, nearly 80% reside in the territory of Novi Sad, and the remainder in surrounding smaller towns who gravitate to Novi Sad, and the age of most respondents are less than 30, then between 30 and 40 years, and the smallest proportion of respondents are between 40 and 50 years. When analyzing the gender structure, it is evident that almost equal number of surveyed male and female.

Figure 1 Structure of respondents by work position



The previous figure shows the structure of respondents by the working position, which we define as managerial and executive (employers and staff). Figure clearly shows that the higher proportion of employees in the executive affairs of employees in managerial positions.

Figure 2 Structure of respondents by education level

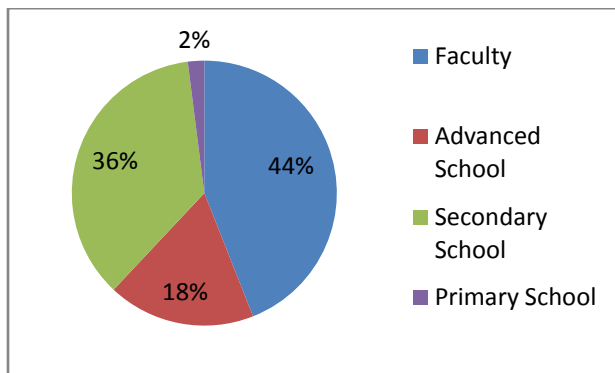


Figure presents the educational structure and clearly shows the highest percentage of respondents with faculty, ie, on the basis of this sample could be conclude that in observed hotels there are the most employees with a faculty and slightly less with a secondary school diploma. Only one respondent has a primary education (the maid) and nearly 1/5 of respondents who completed advanced school.

Results and Discussion

4.1. Correlation analysis between the results of the service orientation (Average S scale) and job satisfaction of the employees (Average scale P)

Table 2 Average values of correlation

		Average scale S	Average scale P
Average scale S	Pearson Correlation	1	,487(**)
	Sig. (2-tailed)	.	,000
	N	54	54
Average scale P	Pearson Correlation	,487(**)	1
	Sig. (2-tailed)	,000	.
	N	54	54

** Correlation is significant at the 0.01 level (2-tailed).

From the correlation matrix it could be concluded that two questionnaire moderately correlated and that the coefficient of the correlation between Average scale S and Average scale P are equal to 0.487, with significance level less of 0.01 ($p < 0.01$, $r = 0.49$), which means that the the correlation coefficient significantly different from zero.

Average values were obtained in the SPSS program where the individual items (questions) were formulated in the opposite direction to the questionnaire. For questions S7 and S9 was necessary to

reverse coding (ie. for example if an employee circled number 4, to enter the base you should put number 2, and where is number 1, you should enter the base with number 5).

4.2. Correlation analysis between service orientation (SO), which has nine segments (S1 - S9) and job satisfaction of the employee (JS) which consists of five segments (P1 - P5)

Table 3 Correlation matrix based on the overall sample

		P1	P2	P3	P4	P5
S1	Pearson Correlation	,152	,396(**)	,282(*)	,391(**)	,443(**)
	Sig. (2-tailed)	,269	,003	,037	,003	,001
	N	55	55	55	55	55
S2	Pearson Correlation	,271(*)	,345(**)	,237	,309(*)	,214
	Sig. (2-tailed)	,045	,010	,081	,022	,117
	N	55	55	55	55	55
S3	Pearson Correlation	,256	,403(**)	,244	,131	,302(*)
	Sig. (2-tailed)	,060	,002	,073	,339	,025
	N	55	55	55	55	55
S4	Pearson Correlation	,390(**)	,439(**)	,361(**)	,430(**)	,402(**)
	Sig. (2-tailed)	,003	,001	,007	,001	,002
	N	55	55	55	55	55
S5	Pearson Correlation	-,098	-,080	,024	,028	,062
	Sig. (2-tailed)	,478	,560	,862	,840	,651
	N	55	55	55	55	55
S6	Pearson Correlation	,377(**)	,409(**)	,378(**)	,455(**)	,540(**)
	Sig. (2-tailed)	,005	,002	,004	,000	,000
	N	55	55	55	55	55
S7	Pearson Correlation	,098	-,041	,044	,071	-,086
	Sig. (2-tailed)	,477	,764	,750	,608	,532
	N	55	55	55	55	55
S8	Pearson Correlation	,296(*)	,451(**)	,394(**)	,322(*)	,423(**)
	Sig. (2-tailed)	,028	,001	,003	,017	,001
	N	55	55	55	55	55
S9	Pearson Correlation	-,316(*)	-,334(*)	-,375(**)	-,397(**)	-,279(*)
	Sig. (2-tailed)	,019	,013	,005	,003	,039
	N	55	55	55	55	55

** Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Based on the above table can comment on issues important correlation between both questionnaires (SO and JS), or those that exceed a value of 0.400.

From the correlation matrix it can be concluded that the correlation coefficient between the variables S6 and variables P4 is equal to 0.455 with a significance level of less than 0.01, which means that the correlation coefficient are different from zero. A similar relationship with the observed variable and P5, which is equal to 0.540, which also confirms the above. These correlations suggest that the relationship between feelings of respect by the customer very highly correlated with the interesting job but also with pleasure that employees find at work.

From these correlation matrices it can be concluded that the correlation coefficient between the variables S8 and variables P2 is equal to 0.451 with a significance level of less than 0.01, which means that the correlation coefficient different from zero. On the basis stated above, we can conclude that the establishment of service procedures that facilitate the provision of quality services to establish a current job satisfaction.

The following correlation matrix leads to the conclusion that the correlation coefficient between the variables P2 and S3, are equal to 0.403, and the relationship of the same variable with the variable that is equal to 0.439 S4 and S6, which is 0.409. Thanks to the presented correlations can be concluded that the current job satisfaction highly correlated with a positive working environment, encouragement from managers, and appropriate behaviour by clients or guests.

From the following correlation matrix is observed that the correlation coefficient between the variables and variables P4 and S4 equal to 0.430, based on which we can conclude that attitudes about the interesting in job highly correlated with the encouragement of the manager, which is considered quite normal.

Finally, the last of the correlation matrix can be seen that the correlation coefficient between the variables and variables S1 and P5, equal to 0.443 with a significance level of less than 0.01, and the relationship of the same variable with variable S4 and S8, which is equal to the values of 0.402 and 0.423, which also suggests that this correlation coefficient significantly different from zero. These correlations suggest that the relationships between work pleasure of employees has high correlation with a pleasant interaction with the guests, with the encouragement of the manager and the appropriate service procedures established for the job.

Based on all presented correlation leads to the conclusion that service orientation through positive interaction with guests and superiors, adequate training and established procedures in service business is highly correlated to job satisfaction of employees which is reflected in comfort on the workplace, enjoyment and satisfaction that the job offers.

Conclusion

On the basis of the above, it can be concluded that the world attaches great importance to the problems of service orientation and job satisfaction of employees. This is due to turbulent changes in the tourism market and the increasingly complex demands of customers.

Travel services include not only fair and efficient service provided, but also a genuine human emotion, which becomes the object of exchange. The last twenty years in the world, intensive work to identify the

most important determinants of successful business, and experts agree that employees in this process have a crucial role.

In addition to education, experience and acquired skills for successful job performance are necessary and appropriate psychological characteristics and personality dimensions of employees. Perception of service, and the company, by the user of the service depends on contact with the employee. However, the previously disclosed requires a certain harmony between the personalities of tasks and employees. In recent years, it has been empirically proven mutual dependence of these factors. Travel companies on a global level, accept the facts and develop methods for the application of innovation in business. The selection of high quality and compatible human resources management becomes imperative for business organizations.

Research of many scientists has shown that the basic (according to the theory of Big Five) and contextual dimensions of personality (such as, for example, service orientation) have a major impact on the quality of employee performance. Special methods are established methods for efficient selection of quality staff, and utilizing a variety of training to increase the efficiency of existing staff.

Dimensions of personality, interact with other workflow variables such as service orientation of employees, organizational support, feedback and job satisfaction affect the quality of service delivery. If there is a disparity between individual or several variables, the service process manifests poorer quality and this notice the customer too.

Due to the complexity of the market situation of staff in tourism, it can be said to express a high level of employee satisfaction in service delivery and a high degree of need for adequate serviced users, and thus a high degree of job satisfaction. The point is driven by job satisfaction and personal characteristics of employees and organizational support in Novi Sad's hotels.

In the future, it is necessary to pay more attention to human resource development. The tourism industry must accept the fact that "happy employees create high-quality service" and accordingly take adequate measures to achieve this goal. Management of tourist organizations as the primary task must be set to examine the structure of investment in the tourism sector employees, based on several determinants, and on the basis of the results to develop methods, training programs and different ways to select good quality training and adequate staff.

It is necessary to understand and accept the importance of service orientation and job satisfaction of employees and monitoring the development of modern marketing concepts to respond to market demands and improve the current market position of Novi Sad's hotels.

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

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Abstract

The intensive construction of houses for rest and recreation in the municipality of Vršac 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 Vršac 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 "Vršačka kula" Mountaineering Association and Tourism Organisation of Vršac 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 „Vršačka kula” MA 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, Vršac Mountains, secondary residence

Introduction

“The number of apartments for vacation and recreation in the former Yugoslavia increased tenfold between 1960 and 1970, and five times in the period 1970-1980” (Naumović, 1990). Therefore, from the 1971 population census the statistical service is actively carrying out the process of defining, classifying and recording this phenomenon. Among other things, there are different criteria for the definition of holiday apartments and recreational facilities and their classifications. In the censuses since 1971 the apartments, that are used occasionally or more months of the year and are located in a separate house, a villa, in a family home, another type of building or in a small wooden house, are being classified as recreational dwellings.

The apartments, which were partly rented, and partly used for permanent residence, were also officially listed as apartment for recreation since the 2002 census. Given the shortcomings of these definitions, the analysis related to the number of apartments for recreation in this work are solely related to the field data.

In this paper was widely used the term “weekendhouse”, which refers to the term cottage. The term is considered as a housing unit for recreation / secondary housing that appears in the form of houses or

apartments, which are used during weekends and short holidays, and also for longer stay, which serve either for recreation or for commercial purposes. Thus, a weekendhouse is not a type of object according to its morphological characteristics, it is more a building with strongly recreational function. Before considering the physiognomic impact and consequences of the cottage owner excursionists (cottagers) on the Vršac Mountains, it should be noted that it is very difficult to detect the influence of individual secondary residence on hilly and mountainous areas. In our country, overlapping of receptive cottages and tourist areas is common. However, due to the fact that authorities at Vršac mountains are equally focused on recreational/excursion tourism and secondary residences (which is observed on the basis of the presence of cottages), the most frequent occurrence is the complete fusion of these phenomena. Namely, when vacationers are coming to the mountain, almost at the same time also increases the use of cottages. So cottagers use these objects for continuous residence (1) or for accommodation during their trips to the mountain sites (2).

In addition to quantitative data of the Republic Statistical Office, local authorities and field recordings, for more complete consideration of physiognomic implications of cottagers, in the analysis were proved as necessary also the qualitative data, so a survey was conducted amongst the cottage excursionists on Vršac Mountains, in the summer of 2010. The survey was conducted using systematic random sampling with minor variations, covering 54 residential units owned by people who, according to the internal data Vršac Municipality, had a registered place of abode within and outside the municipality. The sample covered more than 20% of the total housing units contingent that were analyzed. *“Physiognomic effects and consequences of cottagers on the receptive space are inextricably linked with the type of housing units for rest and recreation, their number, method and motive of their use” (Gartner, 1987).* These key elements determine the direct transformation of the space under the influence of the cottage tourism. *“Although evaluations of physiognomic consequences and impacts of this kind of tourism varies from case to case, it should be noted that as a rule, cottages occupy the highest quality, aesthetically attractive parts of the mountainous and rural areas, which often results in conflict with other activities that aspire to the same space, such as tourism, agriculture” (Pepeonik, 1977)* or forestry. Excessive agglomeration of diverse activities in the same area threatens its capacity (carrying capacity) and prospects for its further development in accordance with the principles of sustainable development. Since in the different parts of the Vršac Mountains the physiognomic characteristics of cottage settlements and related problems are differentially expressed, we have analysed all aspects of the process within each section separately.

Tourist-geographical position of the Vršac Mountains

The fieldwork covered the Vršac Mountains in Serbia. Due to its favourable geographical location for transportation and tourism aspects, as well as the benefits of tourist and recreational attraction base, Vršac mountains were early established itself as one of the leading tourism and as one of the leading centres of cottagers receptive area in southern Banat, and Banat in general. Tourist development has been accompanied by the development of periodical recreational housing, in all of its typical developmental stages, especially in Serbia and Vojvodina - from the spacious summer houses and villas with crossing 19th the 20th century, through the much more modest, family cottages after the Second World War, the more luxurious individual houses for rest that were built in the 1970s and 1980s and finally to the modern phase with the intensive construction of apartments and condominiums. With the strong popularization of the tourism during the socialist Yugoslavia, and especially in the last fifteen years, Vršac Mountains have become the true centre of cottager tourism, where the direct (physiognomic) and indirect (economic and socio-cultural) influences of the secondary housing have been clearly expressed and in that way creating a striking example of a “cottage landscape”. All above

mentioned influenced the choice of the authors to make detailed research of the physiognomic impacts and consequences of cottage tourism on the Vršac Mountains.



Fig. 1 - Tourist-geographical position of the Vršac Mountains

Vršac Mountains are located in the north-eastern part of Serbia and also in the south-eastern part of Vojvodina. Extending east from Vršac, running west - east through the Serbian-Romanian border to the River Cerne. The total area is 172 km² large, of which 122 km² is a territory of Serbia, 50 km² belongs to Romania. *“With its form, they are completely self-contained and clearly separated geomorphologic landscape that connects in the west with the Pannonian lowland and on the east and south through wavy land they are transforming into the Banat Mountains”* (Bukurov, 1950).

The natural geographic conditions for cottage and vineyard construction

“Morphometric characteristics of Vršac Mountains meet the needs not only of motorized tourists but also the categories of visitors that favors healthy recreational activities, and also recreation, which is adjacent to sports activity” (Plavša, Romelic, 1992). Vršac Mountains as a relief object with some uniqueness were sufficiently distinct and dynamic factor that influenced the formation of complex

compound of fundamental natural tourism resources. The south-facing part of the mountains has the most tourist attendance and it only has proper tourist sites. It has gentler slopes than the north side (in the mountain area from 58.4 to 125.0 ‰), spacious, it is morphologically more interesting and accessible, and it also has convenient conditions for cottage construction. *“The northern side of the mountain has larger slopes (202-315 ‰) and does not have adequate infrastructures”* (Zeremski, 1979). Here the cottages are built on the bend of the mountain and along depression which was termed as “Vršac trench” by M. Zeremski (1985). In the west – east line of the Vršac mountains stand out four mountain peaks: *Vršačka kula* (399 m.s.l.), *Vršac peak* (488 m.s.l.), *Gudurica peak* (641 m.s.l.), *Donji Vršišor peak* (463 m.s.l.), which are separated by the ridges of *Preval* (less than 380 m.s.l.), *Široko Bilo*, *Kulmea Mare* (389 m.s.l.) and *Korkana* (300 m.s.l.). As part of this entirety, follows abrasive surfaces, which represent the most important picnic areas and have good prerequisites for building cottage villages. There are good by their terrain configuration, flatter ground, which provides requirements for building hospitality objects, sport and recreational facilities. Landscapes with special significance, are: the *Crveni Krst* (between the peaks *Turske Glave* - 402 m.s.l., and *Đakov Vrh* - 449 m.s.l.), *Siroko Bilo* (part of *Preval* between peaks *Đakov vrh* and *Vršački vrh*), *Kozluk* and *Majdan* in the north, *Korkana* (between saddle of Vršac and *Gudurički vrh* mountain peak). The peak *Gudurički vrh*, although the highest peak of the Vršac Mountains, is low mountain peak, with an altitude difference of 536 m (from the flat valley of *Markovački* stream near the village *Gudurica* until *Gudurički vrh*, the highest mountain peak), it can be used for excursions, sports and recreation (hiking). There is also a significant number of mountain trails and paths, which can take you to the top of Vršac Mountains through slopes *Lešković*, *Afude*, *Teces brdo* hill, *Belo brdo* hill, or over the saddle. *“Tame, gentle or steeper valley side Markovačkog streams (width of the valley at Gudurica to 400 m), through which the rope down the valley intermittent streams, are also suitable space for various activities (slow or fast walking, walking, running, training a variety of sporting, riding a bicycle or motorcycle riding, helping in the work of the arable land, harvesting or collecting crops, helping to keeping livestock, learning the nature and rural life, etc.). From the valley Markovac streams to the north or to the border with Romania, crawl relatively narrow stream valley, which rises above the abrasive surface (altitude 70 to 90 m), with prominent strokes, Maric hill (174 m), Riesling (180 m), White Beach (190 m) and snails hill (191 m)”* (Romelić et al., 2005). On this part also passes the route of so-called *Vršac mountain transversal*. On the south side of the greatest importance is the abrasive surface *Mise* (250-270 m.s.l.), within which are located the most famous excursion areas and several weekend houses (cottages) that makes the continued part of the residential area of Vršac city.

Vršac Mountains are striking contrast of the surrounding plain, although they are low (641 m.s.l.), they have tourist and recreational significance. The population lives in monotonous environment of lowland landscape and therefore they appreciate the mountain as an aesthetic, recreational and curiosity full and more diverse areas. The positive component of the secondary residence in cottage facilities is just the extending of the stay of people in a healthy, natural environment, in which the urban population from cities does not have the opportunity to spend more time. For tourism on the Vršac Mountains, the best period is from late April to late September and early October. It is a significant fact for tourism, that a southeast wind dominates (*Košava*). The space of southeast Banat is a region with the highest frequency of winds in Vojvodina. *“A strong gust of winds adversely affects the physical condition of people primarily by increasing sense of coldness. The south-east wind, which dominates all year has the highest average wind speed”* (Bugarin, Tomic, 1989). The rich flora and fauna are a significant tourist value based on their specifics. As they are such representative, they are often used in the presentations of an attractive tourist area. In spite of this, they have a distinctive role in tourism. Correlation between flora and tourism, primarily depends on the level of agricultural development and conservation of indigenous plant ecosystems. *“On the Vršac Mountains there are 1024 species of trees, shrubs and herbaceous plants (22 plant communities - phytocenoses)”* (www.vrsac.com). *“On the territory of the*

Vršac Mountains there are relict and endemic floral species, which are characterized by a high degree of endemism, with 2.57 % Pannonian plants" (Romelić et al., 2004).

Criteria and flows of cottage settlements and winehouses construction

Intensive construction of houses for rest and recreation in the municipality of Vršac begins in the seventies. In the same period also occurs the construction of the vineyard houses. Since it was realized that it is necessary to regulate and direct the construction of these facilities, local authorities of Vršac city in 1972 made a decision about constructing of house for rest and recreation and vineyard houses. This decision determined the conditions for their construction and selection of parcels. The size of cottages is limited to 40 m² in the basis of the building. With three floors allowed, they could have an area of 120 m². Wine houses could be built on plots larger than 2000 m², if there would be also long term seedlings (an orchard or vineyard). The present decision was adjusted in 1976. The provisions of the new decision, limit the size of cottages on 240 m² of floor area, while for size of the winehouses is determined 30 m² of constructed area (Department of Urban of municipal Assembly Vršac, 2008).

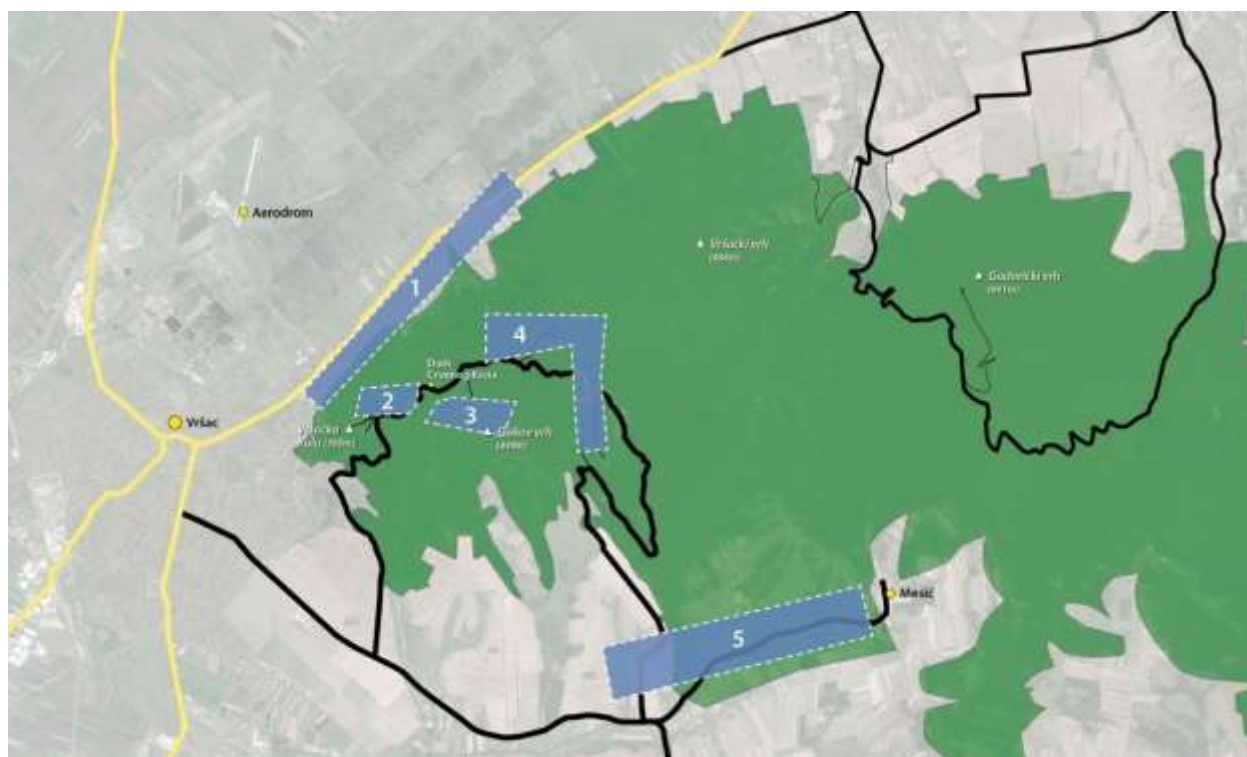


Fig. 2 - Localities of cottage settlements and winehouses

The sites for cottage construction on the Vršac Mountains, with boundaries accurately described the conditions of construction, are determined by developing a Regional Spatial plan of Vršac city. They have the following layout:

- Locality 1 - right side of the road Vršac – Veliko Središte,
- Locality 2 - line between the peaks of *Vršačka kula* and *Turska glava*,

- Locality 3 - line between Crveni krst and *Đakov vrh* peak,
- Locality 4 - part of *Široko Bilo* surface, south from the mountaineering lodge, and
- Locality 5 - *Dumbrava* line, left side of the road Vršac - Mesić.

The Regional Spatial Plan of the municipality of Vršac also indicates the future boundaries of the Regional Nature Park Vršac Mountains. As part of it, for cottage construction are determined sites 2, 3 and 4, while in the restricted zone of the Regional Nature Park determined the localities 1 and 5.

Wine houses can be built in areas that are intended for vineyard production. On Vršac Mountains those are the southern slopes – *Magareći breg* and *Pavliško brdo* hills. Care must be taken on the proportions of the building, the facade, the roof and the obligatory use of natural materials. Prohibits the construction of opaque fence of barbed wire, a fence is recommended to be built with hedge. Subsequent amendments to the Decision on the implementation of the Spatial Plan of Vršac, parcel area for cottage building was reduced from 1000 m² to 700 m² and 600 m² on 400 m² on the locality 3.

Minimum lot area for vineyard house construction was reduced from 2000 m² to 1400 m². It also increased the allowed size of the wine houses. Permission is granted for a wine house with ground floor and attic, and the maximum size allowed from 15 m² to 40 m² gross floor space. These changes in fact allowed the legalization of a number of existing cottages and vineyards, that cannot be done before, because the size of the plot or the size of the building, have not been able to be entrenched. Field studies have shown that such objects, whether formalized or not only served for primary residence. They are inhabited by younger members who were founded family, although in several cases they were settled by older people involved in horticulture, viticulture, vegetable crops or livestock, mostly goats. The survey found that houses were used for this purpose by members of large families who previously lived in the city. A simpler construction and lower costs at the lower parts of slopes influenced this kind of solving housing problems by divisioning of residence of a household. However, the building starts to wane in 1982, i.e. after the enactment of laws which were prohibiting any kind of construction on arable agricultural land (fields, meadows, orchards and vineyards) from the fifth cadastre class. Slow construction trends continued in the future. However it could be noticed unplanned construction of residential buildings under pressure of housing problems of the local population. This kind of actions were popular, because of the lower land rent rates in rural areas. Beside the above mentioned, the interviewing of the owners of these buildings showed that they approached the building with the optimistic attitude that the Vršac municipality will legalize their buildings which are used for living. Their prediction proved accurate at the location between the northern cliffs and bends of the Grand Vršac trench where instead of the planned green belt area of agricultural land urban settlements were built which were connected to the utility infrastructure system that was built earlier in the function of connecting Vršac and surrounding villages – *Veliko Središte* and *Gudurica*. (Zeremski, 1979)

Types, size and features of the cottage settlements

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.

Table 1 Basic information about the cottage settlements in the Vršac Mountains (September, 2010.)

Locality	Mean Sea Level	Area (ha)	Number of cottages	Distance from Vršac city (km)
Locality 1	120 m	65,0	102	2
Locality 2	355 m	0,4	13	3
Locality 3	240 m	2,0	25	5
Locality 4	190 m	20,0	51	8
Locality 5	160 m	20,0	48	7
Total	-	107,4	239	-

Department of Urban SO Vršac, 2010.

Cottage settlement at the locality #1

The site is located on the northwest part of the central mountain mass, periodically capturing cumulative sub-mountainous surface, on the right side of the road Vršac - Markovac. Includes area of *Kula* and *Kozluk*, an area of about 65 ha. The inclination of the terrain to the north to Vršac depression (Zeremski, 1977) or *Veliki rit* marsh (Bukurov, 1950) is striking, making it difficult to access particular facilities constructed right away under peaks *Vršačka kula* and *Vršački vrh*. Therefore, the construction of access roads used for local cuts in the form of gully. As a consequence, communication delays happen often during the activation of of the gully because of the torrential rains and the melting snow. The extension of the construction area in 1984 one part of this site (about 20 ha) was declared as city construction land. The remaining 45 ha are arable land, orchards and vineyards usually the first class, and third class fields, so since 1982 approvals for constructions on this site cannot be issue. However, in this period there were illegally built buildings, which were residential buildings according to their size. Today in this village there are hundreds of buildings and most have larger quadrature than allowed. This was the main factor why the city of Vršac suggested building site at the whole cottage area on the path of *Gudurica road*. Master Plan was adopted in the city of Vršac 1992 and thereby the whole Locality #1 along the *Gudurica road* was marked as construction land, although by that time there was actual belief that the function of this region will be green zone (grass). At this location there is only a first low-voltage network which was built by local citizens, owners of land and buildings. In the early nineties housing construction also starts the installation of the high voltage network. It took one whole year. The use of septic tanks is replaced by sewer collectors. This benefit is not used by all owners of buildings, some of them kept the old septic sewer systems, especially those owners who use their houses for rest and recreation purposes. Solid waste is collected on certain days of a week. Since the land is arable, the free areas around the houses retained their primary purposes: they are used as orchards, gardens and vineyards. Units vary in their appearance and the facade, which depends on the preferences and financial opportunities of the investors - owners. Land is fenced around the buildings in different ways. Although the regulations do not allow any kind of fences, there are fences made of brick, barbed wire and hedges also.

Cottage settlement at the locality #2

The last construction on this site was in the eighties of the twentieth century. It is located in the area between peaks *Vršačka Kula* and *Turska Glava*. A dozen of buildings were built on very small plots. Houses were built along the central road that leads to the hiker's lodge. Around the cottage is a pleasant forest area. The buildings are connected to the water pipeline that goes from Vršac to the children resort of *Red Cross*. Each house has a properly regulated septic tank. Solid waste is collected once a

week, for facilities that are located along the road to the Red children resort of *Red Cross*. At this locality, which has plenty of advantages, three cottages are used as various restaurants.

Cottage settlement at the locality #3

Area of the site is about 2 acres and it is located in the southwestern part of the mountain, between the resort of *Red Cross* and *Đakov vrh* peak. Construction of about 30 buildings is allowed, and there are 25 built. Through this settlement goes the local water supply network, which runs from the resort of *Red Cross* to the resort of the Serbian police named *13. Maj* to *Đakov vrh* peak, so the cottages are connected to the network. Houses are built with standards that are defined by resolution of the City Planning Department of Vršac, and the surfaces have allowable dimensions, proper septic tanks are used. There are many facilities noticed that are used for a long time, although they neither have plastered facades. Plots are not partitioned and free areas also cannot be cultivated, due to the forest cover. The respect of the norms of construction and land use is significantly influenced by the fact that the area belongs to Regional Nature Park. On this site, which is located at an altitude of about 240 m.s.l. there are many pine forests. The air is very clean, so cottagers their free time spend in walking through the forest, recreation in nature, collecting herbs or tidying floral gardens and lawns around their houses. Nature is preserved, and the scent of acacia, lime and other forest plants as well as the songs of birds make the stay very pleasant. There is no problem with waste disposal since that sewage disposal works in the same way as at the *locality #2*.

Cottage settlement at the locality #4

Locality 4 is located at the southern edge of the *Široko Bilo* abrasive terrace. The closest cottages to the mountaineering lodge are 50 meters far away. On an area of about 20 ha of pastures it is allowed to be built 150 objects, but there are about 50 so far built. Construction is still permitted but there are no interested citizens. With the exception of the economic crisis, the most important reasons are: quite a distance from the city, non-asphalted sections of the road that are difficult to access by cars in the rainy periods, water supply problems and other issues also. Specifically, of utility infrastructure in this location, there is only electricity supply network, while the water supplies are only the mountain springs and pools of rainwater. Wastewater is drained with long pipes at a distance of ten meters from the cottages into improvised septic tanks. The solid waste disposal is the concern of the tourists in the cottages. Paths have the character of the roads with clay, so they can be used only in dry days. During rains, due to the vertical erosion it becomes full of gully, so reconstruction is needed from time to time. However, these paths still got transformed to dry narrow valleys with a tendency of progressive deepening. Lately, because of the danger it will become a deep valley, along the road edge narrow channels were dug in order to direct the flow of water into the collector. These canals reduce the damage of erosion. Now, if it got damaged, the road can be easily repaired.

Open areas around the cottage houses are used as vegetable gardens and orchards, and there are lots under the decorative plantings of conifers and deciduous trees. Plots are gated. Fences, which sporadically occur, are built of concrete parapet, columns and iron wire. There are cases of houses of large dimensions, which are not harmonized with their purpose and local stylish ambiance. However, as there is no large number of them, they do not significantly disturb the harmony of the area. Due to few situation of such object, which appears at almost every locality, it cannot be said that the whole area is losing its appeal.

In the nearby of the mountaineering lodge is a group of prefabricated buildings situated on municipal land. The objects are small (on average about 16 m²), they are randomly located, squeezed together, so

there is no possibility of using the land around the home in a customary way. Otherwise, this group of prefabricated houses is not certain of the Spatial Plan of Vršac. Houses are on plots of 50 m². They have a favourable position relative to the main road, and they are near to the mountaineering lodge which has sports fields.

The aforementioned morphological specificity of the cottages at the locality comes from the fact, that the land on which they were built belongs to the "Vršačka kula" Mountaineering Association, who has assigned the land lots to its members. The association also has pre-defined the proposition of the cottage construction at the site. The main conditions was the use of lighter and cheaper materials as the ownership of

these objects could not be transferred to their creators, and to build low-quadrate objects. Another condition was the right for the utilization by the Association without compensation. The utilization is reflected through the use as accommodation facilities of for the organized groups of visitors, hikers and tourists who primarily come to participate in the marathon events or climbing the peaks of Vršac Mountain. Most cottage owners had built simpler objects because the strict regulations, although there are some exceptions, some member constructed multilevel houses (one floor or ground floor plus attic). Cottages can be sold, but neither the new owner can maintain the ownership. These kinds of uniformed simple cottages, actually fits very well in modest surround of the mountaineering lodge and the jointing bungalow settlement, which is used as additional accommodation space for hikers and tourists. It must be pointed out that the cottages on this location are used much more than the others, although some of the objects seems neglected because the lack of maintenance. The base material of the objects is wood, that is much more exposed to faster decay, because of the precipitation, temperature changes and strong winds that are common in the region of Vršac.

One of the major problems of the stay in the cottages is the lack of the water supply. People use the rainwater that was filtered slightly and collected in undersoil pools. The walls of the pools are covered with a thin sheet metal that got rusted, so the rainwater is not suitable for the purposes of personal hygiene, only for toilets, laundry washing and the maintenance of the hygiene around the cottages. People bring drinking water from their homes, buy bottled water or use water from nearby springs. Waste water is disposed through long pipes into septic tanks, or to grass free area in the forest. Problem of the disposal of solid waste is generally resolved through transporting it to the main waste dump near the Red Cross lodge, or to garbage containers that are placed around the mountain.

Cottage settlement at the locality #5

The site is located at the fossil abrasive-accumulative surface Dubrava, on the southern slope along the Vršac - Mesic road. This location lay on an area of 20 hectares, that consist about 40 objects with land lots that are significantly larger than the allowed minimum. Majority of the plots are in the cadastre registered as a pasture (non-arable land), although those are cultivated lands and orchards. The quadratures of the objects majority are within the permissible limits. The objects that are located farther from the city and the urban zone are generally smaller cottages, as they cannot go through the process of urbanization. Significant fact for this locality is that there were no construction permit requests lately, even though construction on unimproved agricultural land would be approved.

As for transport links, the cottage localities 1 and 5 are located among asphalt roads Vršac – Veliko Središte and Vršac - Mesić, that means that some lots have a direct passage to the road. Connections within the site are field roads or passage roads. In some cases, where are no direct connections with public roads, there are issued transit rights through the adjoining lots. Other sites can be reached by dirt

roads (the longest leads to Široko bilo), although they are unaccessible during the winter. Construction of these vineyard houses are usually carried out in several stages. In the beginning, the houses could only consist two rooms, a shed and a rest room of the gross quadrature of 30 m². According to the Vršac Spatial Plan, vineyards house were treated as temporary facilities up to 15 m². Some changes were made in the implementation of the Spatial Plan of Vršac, so at the vineyards is now allow the construction of object with base of 40 m², with the possibility of building a ground floor and attic. Since the regulations of cottages allows up to 40m² floor space, wine yard houses could have a larger usable area than cottages. Some investors have overcame the permitted quadrature and actually built larger objects that correspond to residential buildings in the wine-growing district, along the road Vršac – Mesić. As mentioned, they do not have the function of cottages, but are used for permanent or temporary housing. One part of the facilities is actually used for accommodation during the performance of vineyard and agricultural works, depending on the economic orientation of the owner. But the permanent stay in these facilities is acceptable because there is a direct passage to the quality road, and the infrastructure problems are solved in a similar way as in the peripheral parts of the city.

The problem of illegal construction of cottages

The beginning of the illegal constructions is widely associated with the built of makeshift houses by the agricultural land owners in the surroundings. Gradual subdivision of these plots and their further selling initiated a chain of illegal constructions, which is represented in most of the listed localities, and are not officially approved. This is particularly the case at the locality 1. This tendency is particularly related to the peripheral parts of sites. However, most of the so-called illegal construction is characteristic for the areas that are distant from the planned sites and mostly related to agricultural land. The cases of twofold use are not rare, as such objects have recreational and commercial functions to. The problem of illegal construction is, in fact, most related to the resolving of housing issues. At the past time of economic stability, appeared a widespread problem of purchasing irregular plots and especially building of objects that are primarily used for housing on Vršac Mountains. These houses differ from the environment and undermine the concept of regional arrangement of the mountain, not only with their position, but also construction and architectural constitution. This problem was particularly prominent during the declaration of the Vršac Mountains as Regional Nature Park. The resulting problem occasionally becomes actual within the local authorities, under pressure of non government organizations and members of the Green Party. The problem is usually resolved by requests for more rational and cost-effectively waste water, solid waste and contamination material disposal on the forest and grassy area.

The main forms of recreational facilities used for weekend

The cottage settlements on the Vršac Mountains obey their purpose. The above mentioned locations are actually provided for that kind of object, there are the most suitable conditions for leisure, recreation on the mountain, including a beneficial effect of the climate for humans health, lush vegetation and the preserved environment. The analysis of the territorial distribution of the cottages indicates that the settlements are mostly shattered type. Because of the increasing air pollution, noise and destruction of green areas, natural environment becomes a necessity of the human kind, what implies that recreation and leisure in the nature has a great potential. The society must improve the recreational and excursion habits of the population. Staying in a cottage is a great way to spend free time in nature, tranquillity. In the beginning owners spent lot of their free time in these houses during weekdays. Otherwise, the main function of the cottages is a couple of day stay, mostly on weekends or public holidays. The retired owners, mostly from Belgrade usually spend even more time here. On the

other hand, the winter and rains in spring and autumn reduce the frequency of stay generally, although the nature here is attractive in all seasons. The results of the survey that was conducted among the cottage owners and the authorities of the "Vršačka kula" Mountaineering Association showed that hikers, mountain biking enthusiasts, nature lovers are generally interested in cottage renting. The results also showed that the cottage owners who are members of "Vršačka kula" MA, and their friends also, are mostly interested in renting their cottages for tourists. According to the statement of the owners, cottage rentals are non-profitable and insecure, so they only provide that kind of service to the acquaintances of their friends and families. Owners have more confidence in the mediation of the Mountaineering Association than the Tourist organization of Vršac city. Vršac Mountain is frequently visited by hikers that are local residents, who usually stay no longer than a day.

The cottage constructions were significantly decreased the ongoing economic crisis, as well as the maintenance of the existing objects. The owners are much less visiting their properties than usual. This kind of a situation has directly affected the physical condition of the older and cottages made from cheaper materials.

According to the most recent global trends, cottage owners are much more members of the upper class, lawyers, doctors, owners of private companies, engineers and managers of the „Hemofarm“ pharmaceutical industry. These kind of owners are rather searching for separated and tranquil locations for their objects, as they do not want to be part of the regular "mass" cottagers. This kind of housing has much more the feature of exclusivity (*the landscape of power* in Halseth, 2004).

Conclusion

Vršac mountains with their touristic and geographical location, characteristical nature, represent a great potential for developement of excursional and recreational tourism and for rest and recreation in private objects (cottage holidays). Houses are mostly built as proposed, by location, size and structure their location, but there are several objects that inconsistent with the regulations. The largest conflicts occurred within the situations when the main motive construction was to solve the housing problem. The most interesting area for construction of this purpose was the northern slopes of the mountain along the road Vršac – Veliko Središte near the city, on the area of the mildest restrictions. The greatest problem in the central part of the mountain is the inadequate water supply network due to the highly dispersed objects and the inaccessible terrain during the rain and the melting snow. The cottage construction works had been slowed down by the current economic crisis, and the maintenance of the houses were also reduced. The owners are visiting their properties much less than usual, so the physical condition of older cottage, especially those made from cheaper materials is decreasing.

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The Position, Meaning and Message of Gastronomy in the Development of Wellness Tourism (the Case of Slovenia)

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Abstract

»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 touristic offer in developed touristic countries, particularly in the central European countries, namely Austria, Switzerland and Germany, all of which have been highly ranked on the index of competitiveness in tourism (Travel & Tourism Competitive Index, World Economic Forum).

Wellness activity in Slovenia unfortunately does not lend itself to comparison to the more expansive and developed wellness activity in the above countries. Wellness activity in Slovenia consists of a range of services to do with physical movement and recreation, healthy nutrition, mental activity, relaxation, beauty and body care, traditional medical care and beauty care, and complementary medical care.

The aim of the following paper is to present wellness gastronomy, i.e. healthy nutrition, a topic currently not devoted much attention to in the Slovenian touristic offer, which is duly reflected in its modest range of diet and its frugal inclusion of organic foods and foods from local environments.

Keywords: wellness tourism, wellness, gastronomy, healthy eating, organic food, diet.

Introduction

Wellness tourism is an important segment of the touristic offer in various developed touristic countries, particularly in the central European countries, namely Austria, Switzerland and Germany, all of which have been highly ranked on the index of competitiveness in tourism. In developed countries, wellness tourism contributes an up to 30% part in the infrastructure of medical tourism. Wellness activity in Slovenia unfortunately cannot at this moment be compared to that in any of the above countries, which is apparent from its having ranked in the 33rd place according to the tourism competitiveness index.

The main purpose of the tourism competitiveness index (Travel & Tourism Competitive Index, World Economic Forum) is to monitor competitiveness in tourism and draw a comparison between countries. From the first inclusion of Slovenia in 2007, in the 44th place, and to 2011, progress across 11 places has been documented (Table 2).

The reasons for this still rather poor ranking are varying, and one must assume that much can be learnt from our excellently ranked neighbours (Table 1).

Table 1: Tourism Competitiveness Index 2011.

Country	Ranking	
	2009	2011
Switzerland	1	1
Germany	3	2
France	4	3
Austria	2	4
Sweden	7	5

Source: Adapted from: WEF Travel Tourism Competitiveness Report 2011.

Wellness tourism

Wellness tourism is defined as the fastest growing form of tourism, and in recent years, it has established itself as kind of tourism of a 'higher' level. In tourism, both in the catering business as well as in gastronomy, a ranking system comprised of star ratings has been increasingly taken up in recent years, as a means of reflecting the quality level of the establishment ranked. Thus, special attention is paid to this labelling of wellness providers' establishment and offer quality, and to the standards set by the individual wellness establishment.

In Slovenia, a new system of categorisation of accommodation was introduced in 2009, according to which wellness hotels can now identify themselves only as being in the categories of 4 stars or 5 stars. In Slovenia, there is also a distinction between the providers of medical wellness, wellness hotels and other hotels providing wellness offers, wherein there is a deviation in the gastronomic offer of the first, as well as there is a deviation in other accommodation with a wellness offer and thermal adventure centres. Providers of medical wellness are in the marked lead in terms of the quality and diversity of their gastronomic offers.

Wellness is the well-being of the body and of the mind, paired with a healthy lifestyle. It is an activity that provides us with enough energy for happiness, health and feelings of fulfilment.

The Ardell wellness model

Stemming from the Ardell model of wellness, the content of a touristic offer can be approached from the angle of:

- Provision of healthy nutrition and healthy nutritional habits (wellness gastronomy)
- Facilitation of physical fitness and provision of activity for physical strengthening
- Anti-stress functionality, relaxation and mental skill strengthening
- Attitudes towards the environment
- Strengthening of mental abilities and increasing accountability for one's own health.



Figure 1: Elements of wellness (Ardell, 1977)

Wellness gastronomy - provision of healthy nutrition and healthy nutritional habits

Provision of healthy nutrition and healthy nutritional habits are two topics that were afforded the least amount of attention during the development of wellness offers in Slovenia. Most of the attention was contrarily paid to the provision of conditions fostering physical fitness and activities for physical strengthening, for relaxation and mental skill strengthening, and for enhancing mental abilities and personal accountability for one’s health. That is why, in many wellness centres today, the choice of nutrition is no different from that in a regular catering institution and overall healthy nutrition within the catering institutions is not something we might boast of in Slovenia. Hospitality workers everywhere have, due to guests’ demands, begun offering vegetarian dishes, but those are frequently of questionable nutritional quality. Usually, they are prepared through unhealthy food preparation processes (such as frying and baking them) and are focused around their quantity rather than their quality, and on undesirable fats and cholesterol.

Healthy nutrition is one of the four pillars of wellness and must therefore receive the same attention as all the remaining pillars (the four of them together being physical activity, mental activity, personal relaxation and healthy nutrition). In a study regarding the expected changes of people’s holidaying habits over the next decade at the largest European touristic market (in Germany), a marked difference that was recorded was that in the demand among tourists for wellbeing (wellness), spa and health tourism, i.e. differences in the motives of the tourists. The most common sentiment was a demand for swimming activity and healthy food and drink (Table 2).

Table 2: Structural demands for individual kinds of wellness tourism.

	Wellness	Health Tourism	Medical Tourism
	Beauty Treatments	Medicine and Natural Health	Healthy Food and Climate
Beauty Treatments	82%		
Pampering	81%		
Pools and Saunas	80%		62%

Relaxation	78%		
Swimming	72%	64%	72%
Healthy Food and Drink	65%	72%	82%
Medical Services		84%	63%
Classic Rehabilitation		80%	
Medical Examination		76%	68%
Healthy Climate		70%	78%

Source: Adapted from: F.U.R. (2009): ReiseAnalyse - Urlaubsreisetrends 2020

In 2009, an analysis of the touristic wellness offer in Slovenia was performed (Go-Spa Ltd), from which we may obtain an analysis of the offers in Slovenia to do with healthy nutrition. The survey included 57 different wellness centres. It was determined that the offer of healthy nutrition in the Slovenian tourist sector falls short of what would be appropriate, as the offer of food for guests is modest in its selection of diets, inclusion of organic foods and inclusion of foods from local environments (Table 3).

Table 3: A comparison of the offers of healthy nutrition among individual categories of wellness offers.

Offer of Healthy Nutrition	Medical Wellness (9)	Wellness Hotels (18)	Other Hotels with Wellness Offers (24)	Other Accommodation with Wellness Offers (2)	Tourist Thermal Adventure Centres (4)
Diet Nutrition	8	13	7	1	3
Organic Foods from Certified Organic Processing	4 (offering 4-9 foods)	6	2	0	1
Foods from a Local Environment	6 (offering 2-10 foods)	9	6	1	3
Vegetarian Dishes	9	16	19	0	3
Wholemeal Dishes	9	13	12	0	3
Freshly Squeezed Fruit, Vegetable Juices	8	6	12	1	3
Organic Corner	7	12	6	0	0
Advisor for Healthy Nutrition	5	5	0	0	0
Fasting	4	1	0	0	0
Special Programmes	4	8	0	0	0

Source: STO 2009 Analiza turistične wellneške ponudbe v Sloveniji

Gastronomic offers in touristic wellness centres are usually tied into accommodation capacities, which provide the framework for the catering. The stand-out in terms of healthy nutritional offers are the

providers of medical wellness, as they offer different diet food, freshly squeezed fruit and vegetable juice and organic food. Following them are wellness hotels and thermal adventure centres.

Medical wellness providers generally employ wellness nutrition experts and consultants for the individual counselling of guests. The so-called »organic corner« is a staple at breakfast, and frequently special nutritional programmes (fasting, body cleanse etc.) are also carried out. The range of diets is quite vast, as there are diet chefs and dietary specialists trained in preparing diet food (following a diabetic, gastric, postsecretional, hypopurinic, anti-cholesterol, intestinal, kidney, hypoallergenic, gluten-free, vegan, separational, weight-loss, blood group-related, Montignac, Ayurvedic or other regimen) among the chefs and cooks employed in the institution.

Other providers of gastronomic cuisine do not devote particular attention to wellness gastronomy.

Wellness gastronomy – improving the quality of the entire offer

It has been mentioned that within the offers concerning healthy nutrition, providers of medical wellness and well-known Slovenian spas, which traditionally offer diet nutrition, particularly stand out. Their long-standing concern for the health of their guests, and experience in preparing food from local foodstuffs results in a diversity and variety of menus, which might serve as an example to other wellness providers. Slovenia has a well-conceived policy of production and processing of organic products, certification and protection of agricultural products. Slowly, the organic food market is becoming regulated, as are the methods of public green procurement – currently it is in the stage of certification of dishes.

Culinary diversity in offers, a consequence of the 24 different Slovenian culinary regions, provides great possibilities for connecting local food with new trends in gastronomy.

Some more attention also ought to be given to new professions in gastronomy, as there is a chronic shortage of cooks (let alone diet cooks) and we in Slovenia do not yet have well-established professions such as nutritionists, nutrition counsellors etc. Gastronomy absolutely cannot be in the background during the evaluation and categorisation of tourist facilities. Quality standards have been set for the proverbial »Slovenian inn,« and it is necessary to set the standards for the related gastronomic wellness offers as well. Education is also adapting to the development of wellness tourism, as this year has marked the creation of a new college programme in the field of wellness. There is, at the moment, only a small interest in the catering professions, reflecting the devaluation of the reputation of the profession, despite its significant employment opportunities.

Unfortunately, we are dealing with large issues, such as are the high purchase prices of local organic foods, and consequently equally high prices of gastronomic offers, with a subsequent lowered demand for them. Compared to other countries, we are in the 99th place according to pure price competitiveness (Table 4).

Table 4: Competitiveness of tourism in Slovenia.

	Ranking	2007	2008	2009	2011	
	Competitiveness of Tourism in Slovenia	44.	36.	35.	33.	▲
I.	Political Regulation	44.	42.	38.	29.	▲
	Politics and Legal Restrictions	81.	87.	66.	65.	▼

	Environmental Sustainability	27.	17.	20.	23.	▼
	Safety	33.	20.	24.	29.	▼
	Health and Hygiene	34.	36.	36.	39.	▼
	Prioritised Treatment of Tourism	77.	84.	80.	44.	▲
II.	Business Environment and Infrastructure	38.	33.	33.	33.	=
	Infrastructure of Air Traffic	79.	70.	70.	74.	▼
	Infrastructure of Land Traffic	37.	23.	23.	25.	▼
	Touristic Infrastructure	20.	20.	16.	17.	▼
	Infrastructure of Information Technology	28.	26.	27.	26.	▲
	Price Competitiveness in Tourism	106.	102.	94.	99.	▼
III.	Human, Natural and Cultural Resources	53.	61.	61.	53.	▲
	Human Resources	52.	35.	36.	42.	▼
	Perception and Acceptance of Tourism in the Country	60.	53.	70.	49.	▲
	Natural Resources	57.	76.	79.	79.	=
	Cultural Resources	57.	54.	54.	58.	▼

Source: Adapted from: The Travel & Tourism Competitiveness Index 2011, WEF.

We are much more highly ranked in terms of health care and hygiene (39th place), and even more highly ranked in terms of availability of clean drinking water. In 2008 and 2009, we were even in first place for the latter.

Conclusion

The current Slovenian touristic offer does not devote much attention to healthy nutrition and healthy nutritional habits, as reflected by the modest selection of diet and equally modest inclusion of organic foods and foods from the local environment in most catering offers provided by establishments dealing in wellness. Wellness gastronomy ought to become a much more established and valued component of the wellness offer.

We may actually do something to promote that point at our own workplace:

1. Encourage employees to have breakfast.
2. Promote a healthy diet.
3. Recommend physical activity.
4. Encourage discussion about appropriate body weight.
5. Provide clean drinking water.
6. Ensure a means of eating healthily in the vicinity of the workplace.
7. Warn against the harmful effects of weight-loss dieting.
8. Warn against the dangers of rapidly prepared meals with a high fat content.
9. Ensure regular cholesterol check-ups.
10. Raise awareness on the necessity of adequate calcium intake.
11. Inform employees about the content of the food in the vending machines for snacks.
12. Teach employees to enjoy fruits and vegetables.

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MyPlate - A New Concept of Balanced Diet

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Abstract

MyPlate - a plate divided into four sections coloured with four different colours 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 Jun 2011, 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 places are allocated for fruit and protein.

The basic idea typified by MyPlate 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 papers 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 colours, 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 MyPlate 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

Introduction

Until the sixties of the twentieth century, doctors has been told their patients that nutrition has low impact on their health. Nowadays, however, this attitude is unacceptable because it is an indisputable fact that nutrition affects our lives in many areas.

Healthy diet, also called balanced diet, is one that provides all the necessary nutrients and enough energy required by your body to maintain normal health, a healthy weight, optimal growth and development of physical, mental and emotional aspects of a person. In order to maintain good health, human body needs about forty different micronutrients and macronutrients. Macronutrients include carbohydrates, proteins, fats, macro minerals, and water. Micronutrients are vitamins and trace minerals. These nutrients are chemical substances which are present in the food we eat daily, however, there is no single food provides all the nutrients essential for our body. So it is important to eat a wide variety of foods every day, to ensure that we get all of these nutrients (Anderson et al., 1998)

The human body is composed of living cells and it occurs every moment a multitude of chemical reactions, absorption of nutrients as well as elimination of body waste. Every day billions of cells become extinct and get replaced by new ones whose quality depends on the quality of our daily diet.

In many countries today, the eating habits and lifestyle of children as well as adults are different from those of previous generations. The number of people who choose a healthy lifestyle that includes balanced diet, regular physical activity, consciously focus on achieving emotional and mental stability increasing from day to day. Unfortunately, that number is still negligible compared to the entire population, especially in the developed Western world. In those countries residents experiencing epidemic rates of overweight and obesity as a consequence of inappropriate nutrition.

The fact is that the man is distanced from nature and its principles. The consequences are cardiovascular diseases, different types of cancer, diabetes, arthritis, depression, etc. Healthy eating means eating a variety of foods that give you the nutrients you need to maintain your health, in the amounts recommended (Burghardt, 2005). The Food Guide Pyramid, as a guide to a well-balanced diet, was introduced in 1992 and replaced in 2005 by MyPyramid. For about two decades, many people haven't been confused by the food pyramid created by the USDA. On May 26, another change was made to dietary guidelines. Instead of a food pyramid, a food plate has been created. This was created in order to be a quick reference and a reminder of the basics for a healthy diet. The plate consists of four different coloured sections, including fruits, vegetables, grains, and protein. (www.nytimes.com)

There is also a small circle on the side for dairy. MyPlate is a simple tool that is applicable, easy to understand as well as memorable guide for composition of well-balanced meals.

Due to the increasing awareness of the importance of nutrition, as a factor in maintaining health, catering managers should meet the needs of all market segments and offer guests high quality and properly balanced meals. The meal should be consisted of nutrient rich foods with a minimum of "bad" fats, empty calories from carbohydrates and low quality proteins. Therefore, gastronomy offer need a new dimension and MyPlate can be model for the menu creating. The menu can be adapted to MyPlate in order to minimize the amount of saturated fat, full-fat dairy products, simple carbohydrates and fatty meat. Furthermore, there has to be more whole grains, legumes, fruits, vegetables, fish and nuts.

In order to maintain market positions we have to find the way to improve their business by introducing menu changes as well as following the trends. Nowadays, healthier and better-for-you menu options have been top consumer trends for the past few years but will likely be even more top of mind when menus and menu boards are re-designed to showcase the calorie content for every menu item.

Evolution of dietary guidelines

Amid high food prices in 1972, Sweden's National Board of Health and Welfare developed the idea of "basic foods" that were both cheap and nutritious, and "supplemental foods" that added nutrition missing from the basic foods. Anna Britt Agnsäter, head of the test kitchen at KF, a consumer co-op that worked with the Board, held a lecture the next year on how to illustrate these food groups. Agnsäter developed the idea into the first food pyramid, which was introduced to the public in 1974 in KF's *Vi* magazine. The pyramid was divided into basic foods at the base, including milk, cheese, margarine, bread, cereals and potatoes; a large section of supplemental vegetables and fruit; and an apex of supplemental meat, fish and eggs (Britten et al, 2006.)

In 1992, the USDA revealed a new food guide, the food guide pyramid, whose purpose was to provide a pictorial, encouraging variety and proportionality with food. In 2005, a newly designed and updated food guide pyramid was introduced.

The purpose of the new food guide pyramid was to offer personalized eating plans, to assist people with making healthier choices, as outlined by the federal government's Dietary Guidelines for Americans. There are six food groups on the food guide pyramid, along with an area indicating the need for physical activity. The food groups are grains, fruits, vegetables, meats and beans, dairy, and oils - plus discretionary calories. The bottom of the pyramid, the biggest part, is the bread, cereal, rice and pasta group. This pyramid shows that that is where you should get the most servings per day. The top part, the fats, oils and sweets group is the smallest. That shows that you shouldn't have too much fat or oil in your diet.

At the bottom, or base, of the food pyramid, is the group that contains breads, grains, cereals and pastas. These versatile foods provide complex carbohydrates — an important source of energy, especially in a low-fat diet. Grains provide fibre, vitamins, minerals and carbohydrates, and are usually low in fat content. Priority is given to whole grains and their products because cereals and wholegrain foods can reduce the risk of developing certain diseases including coronary heart disease, colon cancer, diabetes and diverticular disease.

The fruit and vegetable group make up the next level of the Food Guide Pyramid. These foods are also high in carbohydrates. They also contain key vitamins and minerals. Vegetables and fruits are low in calories (when they aren't smothered with rich sauces, butter and margarine). The next level on the Food Guide Pyramid contains the dairy group as well as the meat group. These two groups provide protein, vitamins and minerals. Most of the calories in a person's diet should come from carbohydrates. Only about 15% of calories should come from protein. Meat, poultry and fish are good sources of protein, iron and zinc as well as eggs. Dried peas and beans also provide many of these nutrients.

Choosing lean meats and low fat dairy products from the meat and dairy groups allows followers who are losing weight to get the protein they need, but helps trim extra calories by cutting down on the fat.

The last level on the Food Guide Pyramid is the fats, sweets and oils group. Foods in this group usually contain a lot of sugar and/or fat and therefore a lot of calories. The Food Guide Pyramid advises to use these foods sparingly.

The iconic pyramid was released in 1992 and was subsequently modified in 2005 to three-dimensional pyramid called MyPyramid. Inside the pyramid, six stripes represent the five food groups as well as oils that are part of a balanced diet.

Orange is for grains - recommending that at least half of grains consumed be as whole grains. Green is for vegetables - emphasizing dark green vegetables, orange vegetables, and dry beans and peas. Red is for fruits - emphasizing variety and deemphasizing fruit juices. Blue is for milk, yogurt, and cheese (milk). Purple is for meat, poultry, fish, dry beans, and nuts - emphasizing low-fat and lean meats such as fish as well as more beans, peas, nuts, and seeds. Yellow is for oils - recommending fish, nut, and vegetables sources.

The width of each stripe is different, reminding us to eat more from some food groups, such as vegetables and grains, and less from others, like meat and oils. The stripes start out wider and get thinner as they approach the top. That is to show that not all foods are created equal, even within a healthy food group. Physical activity, represented by a person climbing steps on the pyramid reminds us on importance of regular physical activity in order to promote health, psychological well-being, and healthy body weight as well as stress reduction, reducing of LDL and increasing HDL cholesterol levels (Antonic–Degac et al., 2002)

In June 2011, MyPlate replaced MyPyramid, by the United States Department of Agriculture (USDA). It depicting a plate and glass divided into five food groups. MyPlate is divided into sections of approximately 30 percent grains, 30 percent vegetables, 20 percent fruits and 20 percent protein, accompanied by a smaller circle representing dairy, such as a glass of low-fat/non-fat milk or a yogurt cup.

MyPlate

A new concept of balanced diet is shown visually in the form of plate designed to remind consumers to eat healthfully in order to combat the growing obesity trend. A balanced diet needs to have a balance of macronutrients (fats, proteins, and carbohydrates), calories to support energy needs, and micronutrients to meet the needs for human nutrition without inducing toxicity or excessive weight gain from consuming excessive amounts.

The new MyPlate icon emphasizes that the fruit and vegetable make half of every meal, while the proteins are the smallest part of the plate. Part for grains is a slightly larger because of its function to provide energy so the metabolism functions properly.

Icon clearly shows that fruits and vegetables make up half of every meal, while proteins are the smallest part of the plate. Part of the grains is slightly larger because their function is to provide large amounts of energy for normal metabolism.

Concept MyPlate is useful as a educational means for those people:

1. who want a simple eating plan or for those who find it difficult to implement complex plans
2. who are not skilled in calculating and who read hard
3. who learn better visually
4. who often eat outside
5. who want to reduce the amount of protein or carbohydrates that they eat

There is some drawback of new icon such as lack of information about healthier options as well as the food preparation methods. The fact is that nearly every food preparation process reduces the amount of nutrients in food so there is huge difference between food prepared by cooking, steaming or deep fat frying.

There are recommendations which come along with new food icon:

- ✓ Balancing calories to manage weight
- ✓ Avoid oversized portions.
- ✓ Make half your plate fruits and vegetables.
- ✓ Switch to fat-free or low-fat (1%) milk.
- ✓ Make at least half your grains whole grains.
- ✓ Compare sodium in foods like soup, bread, and frozen
- ✓ Meals - and choose foods with lower numbers.
- ✓ Drink water instead of sugary drinks (www.choosemyplate.gov)

Aside listed recommendations, it is very important to take care about maintain health every day and realise that the balanced diet should be taken daily, not just occasionally. Children need calories to give

them the energy to learn, play and grow, but eating too many high-calorie foods and failing to burn those off through exercise can cause overweight problems.

Pregnant and nursing women should pay attention on their diet because of special nutritional needs (Gibney, Sandstrom, 2001).

The food groups found on MyPlate

Proteins

All foods made from meat, poultry, seafood, beans and peas, eggs, processed soy products, nuts, and seeds are considered part of the Protein Foods Group. Vegetarian options in the Protein Foods Group include beans and peas, processed soy products, and nuts and seeds. Meat and poultry choices should be lean or low-fat. This food group supply many nutrients which include protein, B vitamins (niacin, thiamin, riboflavin, and B6), vitamin E, iron, zinc, and magnesium. Proteins function as building blocks for bones, muscles, cartilage, skin, and blood as well as building blocks for enzymes, hormones, and vitamins. Proteins are one of three nutrients that provide calories (the others are fat and carbohydrates).

Table 1: Recommended daily amounts of protein

Children	2-3 years old	2 ounce equivalents
	4-8 years old	4 ounce equivalents
Girls	9-13 years old	5 ounce equivalents
	14-18 years old	5 ounce equivalents
Boys	9-13 years old	5 ounce equivalents
	14-18 years old	6 ½ ounce equivalents
Women	19-30 years old	5 ½ ounce equivalents
	31-50 years old	5 ounce equivalents
	51+ years old	5 ounce equivalents
Men	19-30 years old	6 ½ ounce equivalents
	31-50 years old	6 ounce equivalents
	51+ years old	5 ½ ounce equivalents

Source: www.choosemyplate.gov

Grains

Any food made from wheat, rice, oats, cornmeal, barley or another cereal grain is a grain product. Bread, pasta, oatmeal, breakfast cereals, tortillas, and grits are examples of grain products (www.choosemyplate.gov).

Grains are divided into two subgroups, whole grains and refined grains. Whole grains are unrefined grains that haven't had their bran and germ removed by milling. Whole grains are better sources of fibre and other important nutrients, such as selenium, potassium and

magnesium. Whole grains has preserved dietary fibre, minerals (potassium, calcium, iron, magnesium, zinc), silicon acids and vitamins (B1, B2, B3, B5, B9, and E).

Refined grains. Refined grains are milled, a process that strips out both the bran and germ to give them a finer texture and extend their shelf life. The refining process also removes many nutrients, including fibre. Refined grains include white flour, white rice, white bread and degermed cornflower. Many breads, cereals, crackers, desserts and pastries are made with refined grains (Farmer, Bonnie, 2011).

Consumption of whole grains has been consistently linked with a significant decrease in risk factors for cardiovascular disease. Regular wholegrain consumption lowers LDL and triglyceride levels, which contributes to an overall 26% reduction in coronary heart disease risk factors. In addition, wholegrain consumption is inversely related to hypertension, diabetes, and obesity when compared to refined grains, all of which are negative indicators in total cardiovascular health (www.americanheart.org).

Table 2: Recommended daily amounts of grains

	Daily recommendation	Daily minimum amount of whole grains
Children		
2-3 years old	3 ounce equivalents	1 ½ ounce equivalents
4-8 years old	5 ounce equivalents	2 ½ ounce equivalents
Girls		
9-13 years old	5 ounce equivalents	3 ounce equivalents
14-18 years old	6 ounce equivalents	3 ounce equivalents
Boys		
9-13 years old	6 ounce equivalents	3 ounce equivalents
14-18 years old	8 ounce equivalents	4 ounce equivalents
Women		
19-30 years old	6 ounce equivalents	3 ounce equivalents
31-50 years old	6 ounce equivalents	3 ounce equivalents
51+ years old	5 ounce equivalents	3 ounce equivalents
Men		
19-30 years old	8 ounce equivalents	4 ounce equivalents
31-50 years old	7 ounce equivalents	3 ½ ounce equivalents
51+ years old	6 ounce equivalents	3 ounce equivalents

Source: www.choosemyplate.gov

Fruits

Any fruit or 100% fruit juice counts as part of the Fruit Group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or pureed (www.choosemyplate.gov).

Eating fruit provides health benefits. Fruits provide nutrients vital for health and body maintenance and people who eat more fruits and vegetables as part of an overall healthy diet are likely to have a reduced risk of some chronic diseases. Eating a diet rich in vegetables and fruits as part of an overall healthy diet may reduce risk for heart disease, certain types of cancers, obesity, and type 2 diabetes. Eating

vegetables and fruits rich in potassium as part of an overall healthy diet may lower blood pressure, and may also reduce the risk of developing kidney stones and help to decrease bone loss. Furthermore, eating foods such as fruits that are lower in calories instead of some other higher-calorie food may be useful in helping to lower calorie intake and to maintain healthy weight (National Food Based Dietary Guidelines, 2004).

Fruits are sources of many essential nutrients that are underconsumed, including potassium, dietary fibre, vitamin C, and folate (folic acid).

Dried fruits also make a great snack. They are easy to carry and store well.

The daily amount of fruit we have to take depends on age, sex, and level of physical activity.

Table 3: Recommended daily amounts of fruit

Daily recommendation		
Children	2-3 years old	1 cup
	4-8 years old	1-1 ½ cups
Girls	9-13 years old	1 ½ cups
	14-18 years old	1 ½ cups
Boys	9-13 years old	1 ½ cups
	14-18 years old	2 cups
Women	19-30 years old	2 cups
	31-50 years old	1 ½ cups
	51+ years old	1-1 ½ cups
Men	19-30 years old	2 cups
	31-50 years old	2 cups
	51+ years old	2 cups

Source: www.choosemyplate.gov

Vegetables

Any vegetable or 100% vegetable juice counts as a member of the Vegetable Group. Vegetables may be raw or cooked; fresh, frozen, canned, or dried/dehydrated; and may be whole, cut-up, or mashed (www.choosemyplate.gov).

People who eat more vegetables and fruits as part of an overall healthy diet are likely to have a reduced risk of some chronic diseases, heart disease, including heart attack and stroke, obesity, certain types of cancers and type 2 diabetes.

Vegetables are important sources of many nutrients, including potassium, calcium, sodium, magnesium, iron, sulfur, dietary fibre, folate (folic acid), vitamin A, vitamin C, and vitamin E.

Fibre is important for proper bowel function. It helps reduce constipation and diverticulosis. Fibre-containing foods such as vegetables help provide a feeling of fullness with fewer calories. Diets rich in potassium may help to maintain healthy blood pressure (Antonic-Degac et al, 2002)

Beans and peas are excellent sources of protein. They also provide other nutrients, such as iron and zinc, similar to seafood, meat, and poultry. They are excellent sources of dietary fibre and nutrients such as potassium and folate, which are also found in other vegetables.

Because of their high nutrient content, beans and peas may be considered both as a vegetable and as a protein food.

Table 4: Recommended daily amounts of vegetables

Daily recommendation		
Children	2-3 years old	1 cup
	4-8 years old	1 ½ cups
Girls	9-13 years old	2 cups
	14-18 years old	2 ½ cups
Boys	9-13 years old	2 ½ cups
	14-18 years old	3 cups
Women	19-30 years old	2 ½ cups
	31-50 years old	2 ½ cups
	51+ years old	2 cups
Men	19-30 years old	3 cups
	31-50 years old	3 cups
	51+ years old	2 ½ cups

Source: www.choosemyplate.gov

Dairy

All fluid milk products and many foods made from milk are considered part of this food group. Most Dairy Group choices should be fat-free or low-fat. Intake of dairy products is recommended because of its nutrients that are vital for health and maintenance of your body. These nutrients include calcium, potassium, vitamin D, and protein. The intake of dairy products is especially important to bone health during childhood and adolescence, when bone mass is being built. Intake of dairy products is linked to improved bone health, and may reduce the risk of osteoporosis. Many cheeses, whole milk, and products made from them are high in saturated fat so it is important to limit the amount of these foods and eat fat-free or low-fat product.

Table 5: Recommended daily amounts of food from the dairy

Daily recommendation		
Children	2-3 years old	2 cups
	4-8 years old	2 ½ cups
Girls	9-13 years old	3 cups
	14-18 years old	3 cups

Boys	9-13 years old	3 cups
	14-18 years old	3 cups
Women	19-30 years old	3 cups
	31-50 years old	3 cups
	51+ years old	3 cups
Men	19-30 years old	3 cups
	31-50 years old	3 cups
	51+ years old	3 cups

Source: www.choosemyplate.gov

Differences between the Pyramid and MyPlate

While the basic nutritional guidelines for Americans remain the same, the USDA Plate and the old pyramid do have a few noticeable differences:

1. Less emphasis on grains. The food pyramid was dominated by grains, which filled in the largest spot at the bottom of the pyramid in the original version, and the large orange vertical bar in the 2005 version (about 40%). The Plate version reserves only one quadrant for grains.
2. Recommended amount of vegetables remain approximately the same while the amount of fruit with 15% in Pyramid increases to 25% in My Plate.
3. There is no oil on My Plate despite the fact that not all fats are created equal and that dietary fat is essential to optimal health.
4. Protein is a nutrient found in various foods, not an actual food group as other parts of MyPlate concept and there is possibility that most people only think of "meat" when they hear the word protein, even though plant-based proteins are also healthful and should be included in one's diet. Positive change is increasing of recommended amounts of protein from 15% to 25%.
5. Milk and dairy products have been represented with more than 10%, while new concept can not evaluate the approximate recommended amount of dairy.
6. Missing from MyPlate is any symbol for physical activity. Physical activity, represented by the steps and the person climbing them on MyPyramid serves as a reminder of the importance of daily physical activity (www.eatright.org).

Well- Balanced Meals as Part of Contemporary Foodservice Offer

Because of rising of conscience about nutrition importance as a factor of health preservation menu planners need to be adapted to market conditions and offer properly balanced and quality dishes to guests composed of nutritionally quality ingredients with as less as possible „bad“ fats, empty calories from carbohydrates and low quality proteins (Hwang, Lorenzen, 2008).

In the formation of the menu it is preferably to emphasize greater use of lean meat as well as increase the use of fish, poultry meat and plant protein sources. Trans fats (partially hydrogenated vegetable oils) marked as a metabolic poison by leading medical experts are certainly undesirable in the catering kitchen. Trans fats can be found mostly in the margarine, full-fat dairy products, fried foods, baked goods and so on. Trans fatty acids not only increase LDL cholesterol levels, they also reduce HDL cholesterol levels. HDL. Saturated fats should be limited. This kind of fats can be found in most of animal

products like meat, eggs, some fish species and dairy products. Unsaturated fats are called good fats because they can improve blood cholesterol levels, ease inflammation, stabilize heart rhythms, and play a number of other beneficial roles. Unsaturated fats are predominantly found in foods from plants, such as vegetable oils, nuts, and seeds as well as in many kinds of fish (Haper, 1995).

It is recommended to put wholemeal wherever is possible - bread, pasta, rolls for sandwiches or pizza base. Should favour the 100% integrated, but it is 50% and 70% better than that made with white flour. Menu developers should focus to offer variety of fruit and vegetables knowing that customers, on average, need to double their consumption of fruit and vegetables to promote good health. This tip is supported by MyPlate concept, too.

In addition, it is not point that every menu item should be made of only wholemeal and non-fat ingredients, however it is important to create such a menu where most dishes is consisted of healthy ingredients.

As one of the ideas may be to offer a mixture of white and brown rice or just wholemeal in combination with other ingredients such as vegetables, lean poultry , dried fruits, nuts and other nutritional quality ingredients. Furthermore, grilled chicken breast with a side dish made of mixed vegetables and fresh salads as well as chicken pasta in a in a sauce of white wine and parsley.

Examples of recipes:

Chicken fillet with mushrooms

Ingredients: Four pieces of chicken fillet, 250 g mushrooms, onion, tablespoon flour, 1 dl red wine, olive oil, bio seasoning, parsley, ground mint leaves, ground pepper and salt.

Method of preparation: Take a pan, heat some olive oil in it and then fry the chopped onions, then add some flour and seasoning. Stir it and add all the pieces of chicken fillets (cut them to length as noodles. Keep it to simmer until the chicken gets cooked then add a glass of red wine. When it boils, add the mushrooms cut into quarters and stir it all together. Garnish it with the chopped parsley, ground pepper and mint. Served as an independent course. Mashed potatoes, baked potatoes, pasta, stewed peas or stewed green beans can be added as a side dish.

Asparagus risotto

Ingredients: 2 cups brown rice, 500 g asparagus soup 4 cups of vegetables soup, 50 g butter, salt and pepper

Method of preparation: Put the brown rice to the boil in a saucepan over medium heat. Reduce heat to low-medium. Cover. Keep at a gentle simmer. Saute the asparagus in a hot pan with 2 Tbsp of olive oil for about 3 minutes. Add rice and hot soup and cover. Reduce heat and simmer about 15 minutes. Finally add the spices and butter.

Greek salad

Ingredients: 3 tablespoons extra virgin olive oil, 1½ tablespoons lemon juice, 1 clove garlic—minced, ½ teaspoon dried oregano, ¼ teaspoon sea salt, ¼ teaspoon freshly ground black pepper, and extra for garnish, 3 tomatoes—cut into wedges, ¼ red onion—sliced into rings, ½ cucumber—sliced into thick

half-moons, ½ green pepper (capsicum)—julienned, 120g feta cheese—cut into small cubes, 16 kalamata olives

Method of preparation: Place the olive oil, lemon juice, garlic, salt, pepper and oregano in a small jar with a screw-top lid and shake to combine. Place the salad ingredients in a large bowl. Pour the dressing over the salad and toss gently to combine just before serving. Garnish the Greek salad with a little freshly ground black pepper.

Conclusion

What and how people eat is determined by a variety of factors, including economic circumstances, cultural norms, and religious restrictions. A balanced diet means getting the right types and amounts of foods and drinks to supply nutrition and energy for maintaining body cells, tissues, and organs, and for supporting normal growth and development. Could a simple plate graphic affect some of America's and residents of other industrialized countries, greatest issues, beginning with huge rate of obesity or it will be one more failed attempt, time will show us.

In many countries today, the eating habits and lifestyle of children as well as adults are different from those of previous generations. The meal made up of fruits, vegetables, whole grains and protein (meat or legumes) which are presented in MyPlate concept, seems as a good direction because each of mentioned food groups contains nutrients essential for body functions. It could be healthy combination for a balanced diet.

Dining out is not reserved for special occasions anymore, but plays an essential role in how we live our lives every day. With increased consumer emphasis on health, restaurants are responding to trends with nutritious options and variety in portion sizes. Foodservice managers should be aware of the nutritional and biological value of foods in order to be able to place some menu changes by reducing saturated fat, full-fat dairy products, simple carbohydrates as well as fatty meats. They have to find some healthier options that taste great as well.

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

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Abstract

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.

Introduction

Today's trends in tourism and hospitality industry are focused on quality and service improvements (Tesanovic, 2009). Since food is one of three requirements for living (Griffith, 2006; Radovanovic, 2007) concerns of the society for the dangers associated with the food is great (Badrie et al., 2006; Jevšnik et al., 2008a; Jevšnik et al., 2008b; Raspor, Jevšnik, 2009; Turubatovic, 2006). The demands of today's tourists are increasing, particularly in terms of health safety of food. Meler and Cerovic, (2003) point out that the special importance of health safety of food is noted in the claim that expenditure on food and drink in tourism are amounted to one third of the total tourist spending in the global tourist traffic.

The competition in the global food market, and in tourism, in this century has been steadily increasing. It is reflected in the competition in all fields, especially in the field of innovation of product offerings, with shorter periods of development and creation of new values, aggressive competition in terms of price, quality and differentiation of production (Stefanovic et al., 2009), this, on one hand, contributes to economic progress and many positive changes in social customs. However, on the other hand, increased international trade of food facilitates the spread of food-borne illness. Therefore, food safety represents an international problem.

World Health Organization (WHO) states that the diseases caused by food are a growing public health problem in developed countries and countries in transition (Nastasijevic et al., 2005; Trajkovic-Pavlovic,

2008). Foods that are not safe may cause different diseases in humans which can be in form of single cases or epidemic outbreak (Škrinjar, Tesanovic, 2007; Tesanovic, 2010), regardless of the causes and consequences food safety is a multidisciplinary problem (Griffith, 2006; Tikkanen, 2007).

Basic knowledge and habits have a direct impact on our body as well as on catering and tourism activity and thus influencing the formation of the image of the entire catering facility and, as such, represents a key for running a successful business. The questions about the basic knowledge and habits of employees when these issues are concerned are always asked. This work has a task to investigate and present the level of basic knowledge 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 experience. According to the National Restaurant Association (2011), more than 25 percent of adults had their first job in a restaurant. The aim of this study was to determine and compare their level of knowledge and habits according to profiles: tourism, hospitality and gastronomy.

Literature review

Several studies indicate that young adults (ages 18 to 29) are the most likely age group to participate in risky food-handling behaviour (Altekruse, et al., 1999; Byrd-Bredbenner, 2007; Li-Cohen, Bruhn, 2002; Morrone, Rathbun, 2003; Patil et al., 2005; Roseman, Deale, 2008). This risky behaviour is a major concern for public health and tourism and hospitality industry, as a large number of young adults hold employment in foodservice.

Study by Byrd-Bredbenner, et al., (2007) found that college students reported less than optimal levels of safe food handling practices, with mean scores of 50-60% on best practices and knowledge measures. In addition, many of these college students reported regular engagement in unsafe eating behaviours, such as consuming risky foods such as raw cookie dough and undercooked beef.

Unklesbay, et al., (1998) found that college students in food-related and health programs scored significantly higher in areas of attitude, practice, and knowledge of food safety than students in other disciplines. Altekruse, et al. (1999) reported unsafe food handling practices to be more common among men, young adults, and occasional food preparers. Shiferaw, et al (2000) found that young adults, males, and individuals with higher education commonly failed to engage in safe food handling behaviour, including hand washing and washing cutting boards after working with raw meats. Results of a study by Redmond and Griffith (2004) indicate that the young adult population was associated with negative attitudes towards the implementation of food safety behaviour.

Lin and Sneed (2005) found that student workers in university foodservice facilities who had taken food safety classes demonstrated better food safety practices on the job. Garayoa et al., (2005) found that although students with food safety education showed a greater knowledge of pathogens and other food safety topics, these higher levels of knowledge did not create higher levels of safe practices. More recently, Roseman and Deale (2008) found that work experience had an impact on students' perception of their food safety knowledge and skills, but academic courses and food safety certification did not.

McArthur et al. (2006) performed an assessment of university undergraduates with regards to their frequency of compliance with food safety recommendations. Their findings further supported previous statements that college students engage in preparation practices that place them at a greater risk to food-borne illness, including unsafe preparation practices for meats, eggs, and poultry. In addition, no

significant difference was seen among students majoring in health-related disciplines and those majoring in other areas of study.

Several studies of employees in foodservice establishments showed that although they had sufficient knowledge of safe food-handling concepts, observation of actual practice identified a number of concerns (Hertzman, Barrash, 2007; Sneed et al., 2004). Other studies show that food handlers displayed positive attitudes towards the prevention of food-borne illness, yet they lacked basic knowledge and failed to exhibit satisfactory food handling behaviour (Angelillo et al., 2000; Henroid, Sneed, 2004).

Materials and methods

Study participants. The survey was carried out among students at the Department of Geography, Tourism and Hotel Management, Faculty of Sciences at the University of Novi Sad of various academic levels and degree programs during the year 2011. The students that were questioned have an educational background of managers in tourism, hotel management and gastronomy, as future hospitality and tourism workers. During the research a random survey was carried out. From a total of 448 graduates (third and fourth years) and postgraduates of tourism, hospitality and gastronomy the study included a total of 83 students of all three educational profiles.

The students were requested to answer the questionnaire anonymously.

Questionnaires were distributed and filled out at the end of one of the university classes. Because participants came from different courses and degree programs, they were divided into three groups depending upon their level of training in food safety. The High group included students from the areas of food science and nutrition, which are the students of gastronomy. In these programs, the issue of food safety is dealt with in several subjects. The Medium group included students from hospitality, whose knowledge is somewhat lower. These students don't have all the courses concerning food safety like the students of gastronomy. The Low group included students from non-health-related areas of study such as tourism, which don't have a single course concerning food, nutrition or food safety. The main characteristics of the study group are listed in Table 1.

Table 1: The main characteristics of the study group

	FREQUENCY	PERCENT
Course		
Tourism	32	38,6
Hotel management	27	32,5
Gastronomy	24	28,9
<i>Total</i>	<i>83</i>	<i>100,0</i>
Year of study		
Third	25	30,1
Fourth	28	33,7
Masters	30	36,1
<i>Total</i>	<i>83</i>	<i>100,0</i>
High school		
Hospitality	27	32,5
Food processing	0	0,0
Agricultural	0	0,0

Medical	0	0,0
Other	56	67,5
<i>Total</i>	<i>83</i>	<i>100,0</i>
Gender		
Male	31	37,3
Female	52	62,7
<i>Total</i>	<i>83</i>	<i>100,0</i>

Questionnaire. The questionnaire (available upon request) consisted of 25 questions (7 general, 11 about knowledge and 7 about habits) covering different aspects of food safety, of which the results obtained from the most representative parts (4 questions which include analysis of knowledge and 4 questions that include analysis of habits) will be presented in this paper. Questions included the elements of safe manipulation of foodstuffs of animal origin, on which the students gave a response by circling one of the offered answers. The questions about habits in safe food handling included the following answers: *never, sometimes, often* and *always*. The questionnaire was adapted from those used by Alterkuse et al. (1995), Jay et al. (1999), Angelillo et al. (2001), Medeiros et al. (2004), Garayoa et al. (2005) and Farrish et al. (2009). The suitability of the survey was tested among the professors of the Department of Geography, Tourism and Hotel Management, Faculty of Sciences and the Department of canned foods, Faculty of Technology at the University of Novi Sad which are dealing with food and its safety.

Statistical analysis. All the obtained data will be processed using descriptive statistics.

Results and discussion

The first part of the research included the analysis of students' basic knowledge in the field of health safety of food of animal origin, while the second part of the research was focused on their habits when it comes to these issues.

Basic knowledge of safe food manipulating of hospitality and tourism students

The study started from the analysis of their basic knowledge such as the concept of HACCP, sterilizing work surfaces, but also about something more complex such as dangerous temperature zones and temperatures of food storing.

Students were asked about HACCP, where the offered answers did not fit the definition of the HACCP system. Students of all majors gave the correct answer to the question of what is HACCP (Table 2), confirming that it is a systemic method, based on seven principles, which identify, assess and monitor risk factors in production, processing and trade in food products, and not a system for the analysis of profit and operating expenses of the hotel establishment or designation of Environment and disinfectants, which were also offered.

Asked how the sterilization of working surfaces in restaurant kitchens is performed after handling the food, all students, as in the previous question, gave the correct answers, rejecting false allegations that working surfaces are disinfected with cold water, scrubbing brush and detergent (Table 3).

Table 2: The definition of the HACCP system

	FREQUENCY	PERCENT
Tourism		
System for the analysis of profit and operating costs of the catering facility	0	0,0
Label for Environmental Protection	0	0,0
systematic method, based on seven principles, which identify, assess and monitor risk factors in production, processing and trade in food products	32	100,0
Disinfectant	0	0,0
<i>Total</i>	32	100,0
Hotel management		
System for the analysis of profit and operating costs of the catering facility	0	0,0
Label for Environmental Protection	0	0,0
systematic method, based on seven principles, which identify, assess and monitor risk factors in production, processing and trade in food products	27	100,0
Disinfectant	0	0,0
<i>Total</i>	27	100,0
Gastronomy		
System for the analysis of profit and operating costs of the catering facility	0	0,0
Label for Environmental Protection	0	0,0
systematic method, based on seven principles, which identify, assess and monitor risk factors in production, processing and trade in food products	24	100,0
Disinfectant	0	0,0
<i>Total</i>	24	100,0

Table 3: Sterilization

	FREQUENCY	PERCENT
Tourism		
Cold water	0	0,0
Detergent	0	0,0
Disinfectant	32	100,0
Scrubbing brush	0	0,0
<i>Total</i>	32	100,0
Hotel management		
Cold water	0	0,0
Detergent	0	0,0
Disinfectant	27	100,0
Scrubbing brush	0	0,0
<i>Total</i>	27	100,0
Gastronomy		
Cold water	0	0,0

Detergent	0	0,0
Disinfectant	24	100,0
Scrubbing brush	0	0,0
<i>Total</i>	<i>24</i>	<i>100,0</i>

In the analysis of dangerous temperature zones when preparing food and handling of foodstuffs of animal origin students gave different answers, which confirms that, unlike the previous two issues that fall into some basic concepts of health food safety, this issue requires some thinking from future hospitality and tourism workers.

The answers are different, but what is most important to single out is the fact that students of gastronomy still have a higher percentage (79.2%) of knowledge about what the temperature limit is (5°C to 65°C), while other students did not give representative answers, which is presented in Table 4. Students of tourism (56.3%) and hospitality (55.6%) believe that the dangerous temperature zone is from 15°C to 35°C.

Table 4: Dangerous temperature zone

	FREQUENCY	PERCENT
Tourism		
5°C to 100°C	4	12,5
25°C to 89°C	6	18,8
15°C to 35°C	18	56,3
5°C to 65°C	4	12,5
<i>Total</i>	<i>32</i>	<i>100,0</i>
Hotel management		
5°C to 100°C	12	44,4
25°C to 89°C	0	0,0
15°C to 35°C	15	55,6
5°C to 65°C	0	0,0
<i>Total</i>	<i>27</i>	<i>100,0</i>
Gastronomy		
5°C to 100°C	0	0,0
25°C to 89°C	1	4,2
15°C to 35°C	4	16,7
5°C to 65°C	19	79,2
<i>Total</i>	<i>24</i>	<i>100,0</i>

The procedure of cooling heat-processed foods from food of animal origin in order to ensure health and safety of prepared and chilled foods is another issue in the survey to which the students give different answers. However, the highest percentage of students of hotel management (66.7%) and gastronomy (54.2%) knew the proper procedure for cooling food (within two hours reach a temperature of 21°C, and during the next hour the temperature of 5°C), unlike the students of tourism, where the highest percentage of students (68.8%) stated that the proper procedure for cooling foods include the process of lowering the temperature of food in half an hour at 35°C, and during the next three hours at 10°C, which is presented in Table 5.

Table 5: Food cooling

	FREQUENCY	PERCENT
Tourism		
within half an hour reach the temperature of 35°C, and during the next three hours 10°C	22	68,8
within three hours reach a temperature of 34°C, and during the next hour 7°C	0	0,0
within five hours reach a temperature of 12°C	0	0,0
within two hours reach temperature of 21°C, and during the next hour 5°C	10	31,3
<i>Total</i>	32	100,0
Hotel management		
within half an hour reach the temperature of 35°C, and during the next three hours 10°C	3	11,1
within three hours reach a temperature of 34°C, and during the next hour 7°C	6	22,2
within five hours reach a temperature of 12°C	0	0,0
within two hours reach temperature of 21°C, and during the next hour 5°C	18	66,7
<i>Total</i>	27	100,0
Gastronomy		
within half an hour reach the temperature of 35°C, and during the next three hours 10°C	7	29,2
within three hours reach a temperature of 34°C, and during the next hour 7°C	2	8,3
within five hours reach a temperature of 12°C	2	8,3
within two hours reach temperature of 21°C, and during the next hour 5°C	13	54,2
<i>Total</i>	24	100,0

Habits in safe food manipulating of hospitality and tourism students

In the analysis of the habits of students the analysis of the habit of hand washing when handling food, before and after the completion of an activity, then habits with handling the food that is out of date (eliminating them), following the declaration instructions on how to store and prepare food of animal origin and temperature control of cooling and freezing (storage) appliances for food of animal origin was covered.

Students of hospitality and gastronomy fully understand the importance of washing hands when changing job, as shown in Table 6.

Table 6: Washing hands

	FREQUENCY	PERCENT
Tourism		
Never	0	0,0
Sometimes	0	0,0

Often	18	56,3
Always	14	43,8
<i>Total</i>	32	100,0
Hotel management		
Never	0	0,0
Sometimes	0	0,0
Often	6	22,2
Always	21	77,8
<i>Total</i>	27	100,0
Gastronomy		
Never	0	0,0
Sometimes	0	0,0
Often	9	37,5
Always	15	62,5
<i>Total</i>	24	100,0

All the students stated that they do not use, in any case, the food of animal origin that expired, confirming that they are aware of the risk to the health of themselves and consumers (Table 7).

Table 7: Disposal of foodstuffs

	FREQUENCY	PERCENT
Tourism		
Never	0	0,0
Sometimes	0	0,0
Often	0	0,0
Always	32	100,0
<i>Total</i>	32	100,0
Hotel management		
Never	0	0,0
Sometimes	0	0,0
Often	0	0,0
Always	27	100,0
<i>Total</i>	27	100,0
Gastronomy		
Never	0	0,0
Sometimes	0	0,0
Often	0	0,0
Always	24	100,0
<i>Total</i>	24	100,0

Asked whether they follow the instructions from the declaration on how to store food of animal origin until the preparation, most of the students said that they always follow the instructions (Table 8).

Table 8: Declaration

	FREQUENCY	PERCENT
Tourism		
Never	0	0,0
Sometimes	0	0,0
Often	10	31,3
Always	22	68,8
<i>Total</i>	32	100,0
Hotel management		
Never	0	0,0
Sometimes	0	0,0
Often	6	22,2
Always	21	77,8
<i>Total</i>	27	100,0
Gastronomy		
Never	0	0,0
Sometimes	0	0,0
Often	6	25,0
Always	18	75,0
<i>Total</i>	24	100,0

When habits related to controlling the temperature of refrigerators and freezers where the food of animal origin is stored is in question only a small number of students said that they regularly perform a control (Table 9).

Table 9: Cooling temperatures

	FREQUENCY	PERCENT
Tourism		
Never	0	0,0
Sometimes	14	43,8
Often	14	43,8
Always	4	12,5
<i>Total</i>	32	100,0
Hotel management		
Never	0	0,0
Sometimes	0	0,0
Often	18	66,7
Always	9	33,3
<i>Total</i>	27	100,0
Gastronomy		
Never	0	0,0
Sometimes	8	33,3
Often	12	50,0
Always	4	16,7
<i>Total</i>	24	100,0

Conclusion

By analyzing the foreign literature in the field of health and food safety and by the research among students as future hospitality and tourism workers, with certain theoretical and practical experience on the subject, the following conclusions were drawn:

- The division of the analyzed group of students based on their educational backgrounds, which include certain courses in the fields of health food safety: The High group students - students of gastronomy, The Medium group students from hotel management and the Low-group students from tourism, fully confirms their level of knowledge and habits acquired when the safety of foods of animal origin are concerned.
- The students have basic knowledge such as the definition of the HACCP system, sterilization, while more complex issues related to the temperature zones and process of cooling foods are differently answered.
- Best acquired habits in the proper treatment of foodstuffs of animal origin are observed in students of gastronomy, but also at a satisfactory level in the other two profiles.
- This initial research requires further detailed research to provide concrete results when it comes to these issues.

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Hunting Tourism

Red Deer as a Motive in Hunting Tourism

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Abstract

Romania is the largest country in south-eastern 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 species 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

Introduction

Romania is the largest country in south-eastern Europe with area of 238,392 km². It borders the Black Sea in the east, Bulgaria in the south, Serbia in the southwest, Hungary in the northwest, Ukraine in the north and Moldova in the northeast. The Danube makes a great part of the border that Romania shares with Serbia and Bulgaria. The river Prut, that formers the border between Romania and Moldova, also joins the Danube.

Geographical position of Romania: the latitude and longitude of Romania are 43° 37' 07" and 48° 15' 06 and 20° 15' 44" and 29° 41' 24" respectively.

Romania covers the length of about 500 km from north to south and about 700 km from east to west.

Natural characteristics of Romania

About 2/3 of the territory of Romania is mountainous (Carpathians that are classified into Forest, Eastern, Southern and Western Carpathians) and 1/3 of the territory is flat (peripheral part of Romania i.e. Vallachian Plain in the south, Moldova in the north, eastern border territory of Pannonian Plain in the west). Romania has a well-developed river network that belongs to the Black Sea basin. The Danube takes most of all running water into the Black Sea since most of the Romanian rivers are Danube's tributaries (its length in Romania is 1075 km). Other big rivers are: the Somes, Black and White Keres,

Muret, Begej, Timis, Karas, Nera, Jijia, Olt, Dimbarca, Ialomita, Siret and Prut. The climate in Romania is of temperate kind. The Carpathian Mountains (where the climate is temperate and mountainous type) divide Romania into steppe, pannonian and mountainous climate region. Mean annual temperature in the very north is up to 6°C, and in the south up to (Dobruđja) approximately 12°C. (Source: Popularna enciklopedija, pg. 959). These natural characteristics make the territory of Romania very favourable for the existence of numerous game species.

Romania is one of few countries in Europe where natural habitats of wild animals have not been significantly altered by human civilisation. Deer, chamois, wolves, bears and lynxes inhabit Carpathian forests.

Overall area covered by hunting grounds in Romania is about 22.5 million hectares, out of which 6.3 million hectares are forests. This natural heaven is characterised by extreme biodiversity, over 20 different types of mammals and 50 types of birds that might be interesting to hunting tourism.

Romania has a long hunting tradition. It still represents a perfect hunting destination due to its great number of brown bears¹, wolves, wild boars, deer and chamois. Hunting was popular in both the period of medieval Romanian and in the 19th century when Romania declared independence (1877). The Hohenzollern royal dynasty used to build their hunting castles in numerous hunting destinations and used them for hunting Carpathian deer, chamois and bears. This kind of Romanian hunting reputation remained until the World War II.

In the post-war period, especially during the reign of Nicolae Ceausescu, big game hunting was the privilege of communist elite, especially of president Ceausescu himself. He was considered to be “the first hunter in the country” due to numerous game trophies including the world record of the European brown bear. The issues of sport and ethical component of his hunting are still today considered rather questionable. The estimation is that Ceausescu, during his hunting career, won 270 gold medals, 114 silver medals and 34 bronze medals, in accordance with CIC regulations (*Conseil International de La Chasse et de la Konzervation di Gibier*). This passion for hunting contributed in great deal to further development of hunting in Romania which served as a good base for the development of hunting tourism after the fall of communism. Today, hunting tourism can seek encouragement for its further development in the respectable hunting tradition being the important component of Romanian material and spiritual culture based on the abundant of flora and fauna and well-preserved biodiversity in the region between the Carpathian Mountains, the Danube and the Black Sea.

With competent hunting management, Romanian hunting officials clearly devoted themselves to the preservation of wild game population and biodiversity. Impressive number of medals and awards received in the last 60 years, as well as the world records won for most of the big game species in Europe only confirmed Romania to be one of the countries in Europe with the the richest fauna. Chamois shot in the Fagaras Mountains in 1927 still holds the absolute world record. Moreover, this country still holds the world dominance in brown bear skulls and furs since 1977.

The place of red deer game in the Romanian hunting tradition

Deer game has always been one of the most attractive hunting species in Romania as well as in a great part of the whole Europe. It has been especially interesting to governors and prominent noblemen. Deer game is mentioned for the first time in the time of the Romans who at those past times inhabited the territory of Dacia (present Transylvania). The evidence lies in a number of deer antlers found in Roman

fortifications such as those in Gherla, Turda, Alba Iulia, Cluj, Cristuri etc. (Nedić, 1940). In those times, hunting was the privilege of royal families. The first written document mentioning red deer on the territory of Romania was a diploma of King Geza II from 1157 where he mentions giving salt to deer game.

In 1161, Bela IV allowed people in the villages of Lipce and Zoia to hunt small game, but not red deer, hinds and wild boars, since they were reserved for the king (Witting, 1936). According to the first law about hunting in 1504, hunting red deer and hinds was forbidden for general population on the Transylvanian territory. Interesting evidence about red deer in the vicinity of the town of Brasov was found in written records belonging to the town's mayor. In 1609 and 1610, he wrote the following: "In the period of deep snow all animals descend from the mountains and forests (the Carpathian Mountains), in such great numbers that people can hunt them, especially red deer, in large quantities and with help of hounds and traps" (Nedić, 1940).

In the 16th century red deer also lived in the southern part of Romania, called Oltenia. According to the written records, the Duke Vintile of Oltenia was killed in 1535, during red deer hunting in Bukovec Forest, in the vicinity of the town Craiova on the River Danube.

Descriptions of red deer date also from 1716, in the region of Moldovan Forests, while the first descriptions of **Banat** red deer are from 1753, written by Nikolaj Olak, who described "large red deer herds loitering the Timisoara plain, because neither we, nor the Hungarians or the Turks hunt them any longer" (Nedić², 1940). In 1793, Grosinger (cit. Nedić, 1940) shows that George Batori, the Duke of Transylvania, kept red deer in his park in Rdud, yet they were almost wiped out during his war with Andrea Batori (the earliest record of *gaters* i.e. secluded hunting land in this area).

In the 19th century there are more frequent records of a genuine red deer extinction in the region of Transylvania and **Banat**. In the forests of Orsava, in the Carpathian Mountains, in the vicinity of Deliblato Sand, during a particularly harsh winter with deep snow in 1830, red deer descended from the mountains and reached settled area, where they were killed by local people (Šotek, 1858. cit. Nedić, 1940). This author pointed out that in winter, when the River Danube was frozen, the population of red deer was destroyed in the vicinity of the Town Arad (in northern Banat). According to Bilc, in 1888 (cit. Nedić, 1940), there were red deer still remained only in the Carpathian Mountains, in the counties Sibiu, Sebes, Bihor, Hunedoara, Brasov and Timis. Nevertheless, according to Witting, in 1929, at the end of the 18th and the beginning of the 19th century, the population of red deer disappeared in Brasov as well. Red deer did not reappear in this region until 1933.

All in all, it is evident that the significant population decline of red deer occurred as a result of excessive hunting, particularly in the vicinity of towns and villages. A small number of red deer survived only in the most inaccessible parts of the Carpathian Mountains. However, even in the remote regions the red deer population seriously decreased due to the great number of predators, wolves and lynx (Botezat, 1933; Witting, 1936).

Because an alarming decline of the number of red deer, the rich and famous people in the Austro-Hungarian Monarchy took initiative and started the process of red deer reintroduction in a lot of parts of Transylvania.

Red deer were captured in other territories and moved to the plains and hilly areas of Transylvania. In the like manner, the red deer from Maramures were brought to Banat (Sevrsin). The red deer in Cluj were brought from Dobrin (the Apuseni Mountains). The deer from Bratislava were brought to the

forests of the northeast Transylvania, called Satu-Mare. They brought red deer from Hungary and Czech Republic to the forests of Lugos, Anina and Resice (Banat), as well as to the mountains Gurghiu (Nedić, 1940). They still call them "**Austriac**" in Romania, while the autochthonous deer is called "**Carpathin**".

The process of red deer relocation mainly took place at the end of the 19th and the beginning of the 20th century. In reintroduction they mostly used the red deer from Hungary, by way of forming hunting grounds in Erdely, Transylvania and Banat: Krisineu – Kris (near Arad), Piskia and Sarlota (near Timisoara), Banlok near Vršac, Gurghiu (near Trgu Mures) etc. Naturally, the owners of these grounds were noble men in Austro Hungarian Monarchy of that time: Geza Seceni (born in Transylvania), Teleki Samuel.

The red deer from Maramures were free by their origin, while the deer from Hungary were from gaters. In the places where they were relocated, isolated populations in fragments were formed. It is believed that even to this day there has not occurred mixing with the autochthonous population of red deer in Romania, which we feel is highly unlikely, bearing in mind the vast stretch of land and a great radius of red deer movement. It has been recognised that mixing happened only in the region of Gurghiu Mountain, which, together with improper hunting management, led to the further degradation of the red deer population (Nedić, 1946; Comsia, 1940).

According to Cotta and his associates, in 1963 there was a map of red deer relocation, which leads to the conclusion that 25 populations, formed from the animals originating from Hungarian rich people's hunting grounds, had weak "genetic origin". In our opinion, it was caused by inbreeding within the population and homozygousness of the genetic material. Somewhat better results were achieved in Sus-Marmures, mainly as a result of proper management and a consistent selection.

Most of these populations were located in Transylvania and Maramures, characterised by small body (small weight) and small antlers, which was the characteristic of the original population. In the meantime mixing with a small number of autochthonous deer from the nearby mountainous part of Transylvania occurred because the males were attracted by a great number of females. Cotta and Almasan think that this material, introduced by means of relocation, was absorbed by a small autochthonous red deer population. A specific problem of a slow habitat expansion was noticed in the case of "Carpathian" red deer, having in mind that "Austriac" had already occupied the territory, thus it was necessary to make more space for the reintroduction of "Carpathian" red deer by means of hunting.

The most quality red deer populations at the end of the 19th and the beginning of the 20th century were the ones inhabiting the region Gurghiu and in the eastern Carpathians: In Maramures, the triangle Gurghiu – Sovata – Cheorgheni and Manastirea Casin. In other parts of Romania there was a small number of red deer.

In the period **between the World Wars** only one red deer relocation occurred, yet not within the country itself, but from Romania to Bulgaria.

Just before the Second World War, in 1940, the government estimated that there were approximately 10,000 red deer in Romania. Unfortunately, due to war and other unfavourable circumstances the number of red deer dramatically decreased to only 2,900.

In the period **after the Second World War**, particularly after 1950 (during the reign of Nicolae Ceausescu) two organised relocations took place, bearing two significant points:

a) the deer used for relocation were of the best possible quality, originating from the Carpathians (*Cervus elaphus montanus* B.)

b) the action of relocation was conducted scientifically, taking into account the habitat conditions, together with economically well supported actions against poaching, additional nourishment, and reducing the number of predators (wolf and lynx).

As a result of organised relocation conducted in the decades to follow, according to Almasan (1990) and Cotta (2001) there was a sudden increase in the number of red deer (approximately 48,000). The occupied area at that moment was around 4,000,000 hectares, compared to 2.1 million hectares in 1961. Population density after the Second World War was 0.06 per 100 hectares, to reach the density of 1.06 per 100 hectares in only 40 years. The number of red deer in Romania from 1950 to 1988 changed from around 2,900 to around 48,000, while the annual cull was from 10 to around 1750 red deer. Thus the annual culling rate changed from 0.3% to 3.8%.

True testimonies of such a long hunting tradition and culture in Romania lie in numerous castles and fortifications (Peles, Bran, Corvinesti and other) and palaces (Royal Palace in Bucharest, Cantacuzino Palace, Brunental palace in Sibiu and other), that are all decorated and ornamented with numerous hunting exhibits (trophies and weapons). Special emphasis should be placed on hunting museums⁴: Hunting Museum of Posada and Museum of Hunting “August Von Spiess” in Sibiu. They provide the exact demonstration of the quality and importance of Romanian deer game both in the past and present.

Hunting Museum of Posada represents the link the national hunting museum that was destroyed in the World War II and the overall hunting tradition in Romania. It was established in 1996 and is one of the most prestigious hunting museums, not just in Europe but in the whole world as well. It displays numerous relevant hunting exhibits from different phases of human development: impressive trophy exhibits, art pieces inspired by hunting motives, specific hunting tools and equipment. Category of predators is represented by bear, wolf and lynx furs.

Museum of Hunting “August Von Spiess” in Sibiu was established in 1963 in the house of lieutenant colonel, great hunter and hunting publicist who in 1929 became the director of Royal hunting grounds of King Ferdinand I of Romania. The following impressive exhibits can be seen in the museum: hunting ammunition and trophies (Spiess collection), poaching weapons, traps, and photographs with hunting and game motives. This museum was restored in 1981 and today it represents a relevant collection of the Transylvanian Society for the Natural Sciences (Societatea Ardeleana de Stiinte Naturale).

Moreover, there are a number of hunting villas and houses whose exteriors and interiors are rich in numerous hunting motives, i.e. exhibits that still today serve hunting purpose and testify about hunting tradition and culture in Romania.

The population of red deer in Romania

Before the first settlements, the red deer population in Romania was quite small, except for the regions of Bucovina and Erdely. The situation between WW1 and WW2 remained the same (Comsia, 1940). The first systematic research on the range of red deer was carried out by Cotta and Almasan in the early 1960's. In 1961, they counted about 15,300 red deer in 443 hunting parks, covering the area of 2,500,000 hectares (around 6 deer per 1,000 hectares). Only 20 years later, as a result of a powerful and

carefully organised action by the state authorities, the number increased to 36,500 deer (Almasan, 1979). At that time there were 581 hunting parks occupying the area of 3,360,000 hectares, with the density of 10.8 deer per 1,000 hectares. Romania reached the greatest red deer population in 1988, counting 46,952 red deer in 873 hunting parks, covering the area of 4,416,000 hectares. The population density remained the same, yet the range increased. Red deer was found not only in the Carpathians, but in the surrounding area as well; sub mountainous and hilly regions. Nevertheless, the greatest part of red deer population was found in the forests of the Carpathians, approximately 31,345 deer on 3 million hectares, with the average population density of 10 deer per 1,000 hectares. In lower, hilly parts of Transylvania there were about 10,230 deer with somewhat higher population density of approximately 12.1 deer per 1,000 hectares.

It is interesting to notice that red deer expansion, as a result of organised protection in the middle of the 20th century, had a remarkable success in the region of Northern Dobruja as well. The slowest expansion occurred in the far south-eastern part towards Deliblato Sand, the Locva Mountains (the southern part of the Carpathians: Mehedinți and Caras-Severin), where they reduced expansion because of negative factors such as: excessive poaching, using pastures for domestic cattle, disturbance, as well as the fact that forestry experts did not express a great interest in red deer expansion.

In the late 1990's, according to Almasan (1988), Romania had approximately 85% of red deer of the autochthonous Carpathian origin, which covered 87% of the total area occupied by red deer, while the remaining part of the area was occupied by red deer of Austrian descent, mostly in the region of Erdely and Banat.³

According to the valid statistic data, the number of red deer in 1990 was 46,925, which is for about 1,075 (2.24%) less than in 1988.

This impressively large number of red deer in Romania could not have been affected by predators (wolf, lynx, bear), nor other negative factors. Evidence of this can be found in the research of Romanian scientists (Nestrov and his associates), published in 1988, which showed that in the period of 12 years the total loss was 16,211 red deer, out of which only 97 (0.60%) died because of illnesses, 63% died because of extremely harsh weather conditions, while a little more than 36% died because of predators. Moreover, lynx and bears were only responsible for a little over 6% of killings, and wolves for up to 30%. Thus, it was evident that a wolf was a very dangerous predator, being the greatest threat for young red deer population, up to two years of age (78%), while for older hinds percentage is not so high – 16%, and for older harts only 6%. Therefore, Romanian experts decided that the number of wolves must not be higher than 1 per 2,500 – 5,000 hectares, since the red deer loss caused by predators (especially wolves) often exceeded annual culling rate of red deer game in Romania. Still, during efficient management, (until 1990), predation did not stop the rise of the number of red deer.

After 1990 a few adverse circumstances occurred that caused the decline of red deer population in Romania:

1. Liberalisation of weapon acquisition, even of the most accurate one and with optical scope, thus enabling general public to hunt game, which resulted in extreme poaching;
2. Worsening of life conditions in hunting parks, caused primarily by anthropogenic factors (massive forest exploitation, expansion of pastures for domestic cattle, establishing inadequate annual culling rates and similar). During the last ten years these unfavourable trends have generally been brought to an end "thus, according to our research, red deer game in Romania is found in 873 hunting parks (out of 2207) on 4,416,735 hectares (out of 6,385,608 hectares of

hunting grounds) with 46,925 red deer.” Information about red deer range and number in Romania are shown in the table (Table 7).

Trophy value of Romanian red deer

The main and most expensive input in the hunting tourism arrangement of red deer hunt is the price of its trophy (a skull with antlers). Valorisation of these trophies is carried out according to the established methodology of the International Council for the Protection of wildlife and hunting (CIC), and more recently also by their weight expressed in grams. The price of the trophy is determined by the value of trophy price lists, which are formed for each hunting season in accordance with current market conditions.

The value of Romanian red deer trophy is proportionately very high, and it is now among the leaders in European hunting. According to our research, there were 20 of these trophies obtained in Romania from 1959 to 2003 that were ranked the first: three in the period between 1959 and 1969, four from 1970 to 1979, seven from 1980 to 1989, one from 1990 to 1999, and in the period from 2000 to 2010 only one (current national champion). The value of these trophies is between 339.51 CIC and 264.51 CIC points (which is the number of points held by the current national champion)⁵. These impressive figures represent a significant attraction of hunting tourism, as well as commercial success. This is all the more so, bearing in mind that in the last five or six years the price of red deer trophy input in hunting tourism arrangement is no longer valorised according to CIC methodology, but according to their mass expressed in kilograms. Namely, the mass of the skull with the antlers of a Romanian red deer of the same trophy value according to CIC is up to 20% greater than the mass of the trophy obtained from the red deer in neighboring countries. Purpose and scope of this study do not permit a detailed explication of this claim. This, however, means that the red deer trophies from Romania of identical values according to CIC valuation are on average up to 20% more expensive than the trophies of red deer from Hungarian, Serbian (except those of Deliblato Sand), Croatian and Bulgarian hunting grounds.

Instead of the conclusion

Everything above-mentioned represents a true testimony of quantitative and qualitative values and significant tourist potentials of the Romanian red deer. Entering of Romania into the European Union only contributed to the fact because the European Union represents a significant emissive market of hunting tourism clientele. Potential tourism offer of deer game in Romania is considered to be rather respectable. If the hunting quota is 4%, a possible number of red deer game to be shot for the purposes of tourism is 1877. If the average price of one piece of deer game is 5,000 Euros, the profit (excluding additional incomes from accommodation, food, transport and other services) is 9,385,000 Euros. Possibilities are even larger. However, it requires much improvement in the marketing approach, accommodation capacities and greater engagement of official bodies and hunting organisations so that the overall circulation of hunting tourism could be significantly intensified.

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1. Table: Distribution And Number Of Red Deer In Romania

No.	Region	Number of hunting grounds	With deer	Area in ha	Area in ha with deer	Total number of deer game
1.	ALBA	49	28	228,083	165,785	790
2.	ARAD	79	48	216,839	201,014	1,360
3.	ARGES	67	27	287,838	181,986	1,735
4.	BACAU	58	26	270,088	196,656	1,620
5.	BIHOR	63	49	182,963	156,956	1,670
6.	BISTRITA-NASAUD	42	35	176,663	163,707	2,142
7.	BOTOSANI	46	12	54,947	40,012	300
8.	BRASOV	51	43	188,021	185,170	2,120
9.	BRAILA	44	-	22,580	-	-
10.	BUZAU	61	15	161,480	101,670	1,050
11.	CARAS-SEVERIN	79	36	412,949	156,778	530
12.	CALARASI	48	-	21,657	-	-
13.	CLUJ	50	13	165,076	91,786	595
14.	KONSTANTA	65	3	24,514	5,500	115
15.	COVASNA	33	28	179,840	172,460	2,480
16.	DAMBOVITA	43	11	118,484	61,845	390
17.	DOLJ	70	4	77,030	7,730	210
18.	GALATI	43	-	35,391	-	-
19.	GIURGIU	40	3	37,968	6,229	140
20.	GORGE	44	14	238,390	119,860	1,080
21.	HARGHITA	50	47	210,448	208,748	3,260
22.	HUNEDOARA	81	46	32,081	203,711	825
23.	JALOMICA	44	2	25,281	3,556	-
24.	IASI	54	16	94,601	59,911	675
25.	MARAMURES	59	44	265,811	235,116	2,530
26.	MEHEDINTI	39	4	154,430	38,100	140
27.	MURES	67	51	207,656	196,233	2,985
28.	NAMCO	52	35	261,600	245,150	3,105
29.	OLTY	54	2	56,872	6,590	150
30.	PRAHOVA	46	27	142,070	115,410	1,050
31.	SATU-MARE	54	17	67,380	42,940	410
32.	SALAJ	34	8	96,890	19,690	155

33.	SIBIU	48	40	160,370	154,323	1,840
34.	SUCEAVA	73	89	449,965	441,480	8,860
35.	TELEORMAN	56	-	29,096	-	-
36.	TIMIS	88	23	99,169	57,424	1,130
37.	TULCEA	59	3	94,382	21,083	30
38.	VASLUI	50	3	72,492	6,445	40
39.	VULCAN	55	26	264,699	182,743	720
40.	VRANCA	46	22	179,094	153,564	1,253
41.	MUNTI BUCHAREST	24	3	26,415	9,374	340
	TOTAL	2,207	873	6,385,608	4,416,735	46,925

Bradvarović (2011)

Valorisation of the Roe Deer Trophy Bucks in Vojvodina's Hunting Tourism

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Abstract

Roe deer is the most widespread and the most numerous of all big game not only in Vojvodina and Serbia, but throughout Europe. The aim of this research is to analyze collection of payment for roe deer trophies hunted in Banat hunting grounds, according to old method, when the trophy was judged according to the CIC formula, and new method of collection of payment according to weight. For the research, 101 samples of roe buck trophies were obtained from hunting grounds of hunting association Novi Bečej (hunting societies of Novi Bečej and Novo Miloševo). By comparing the prices of roe deer trophy bucks in Vojvodina and prices in Hungaria and Slovakia shows that our prices are similar, although little lower, in categories up to gold medal. However, there are great discrepancies in the category with the values of the gross weight over 420 g. Therefore, in these categories we propose adjustment of prices of over 80% for roe deer trophies compared to the current prices which are charged in hunting tourism in Vojvodina.

Keywords: trophy, roe deer buck, collecting of payment, price list

Introduction

Roe deer is the most widespread and the most numerous of all big game not only in Vojvodina and Serbia, but throughout Europe. The average population density in Europe was 2.22 animals per km² in 2005, ranging from 1 (Belarus) to 9 (Denmark) per km² (Burbaite, Csanyi, 2009). Some micro populations in hunting grounds across Europe reach a density of 15 or even 20 heads per 100 ha.

As it is known density of the population largely depends on the way of management, which means that the number of game is in direct connection with the human factor. In order to be managed by the modern principles, all big game, including roe deer, it is necessary to determine exact number in the spring, before mating. Subsequently, sex and age structure, so as a real growth rate for each hunting area separately should be determined based on own data. Also, it is necessary to ensure professional surveillance and monitoring of roe deer throughout the year followed by quality selective and sanitary hunting by qualified personnel, so as the shooting trophy specimens at appropriate age regarding economical benefit and other measures.

Growing a strong trophy bucks and their evaluation by hunting tourism is the main breed objective for all big game species, and therefore roe deer. According to planned and rational management, breed

goal is to, in hunting grounds which did not manage, strive to achieve capacity by the end of the hunting season. In hunting areas in which sex and age structure is dented management should strive to improve it by the end of the planned period, having the aim of improving the trophy value.

To meet all these assumptions in roe deer hunting areas it is needed to do the following: in the category of fawns and yearling specimens (youngest category - the first age class) make harvest up to 50% of total planned quotas, because quality future population is formed inside this category; to obey appropriate economical roe deer age, which is in Europe, and also here and in the Hungarian hunting grounds, set at 6 - 7 years (Čorda, 1985); to make quality conducted selection, through sanitary does hunting and trophy hunting of bucks, this highly skilled work should be carried out exclusively by qualified personnel from the hunting area, as an accompanist.

Furthermore, higher education of employees at the hunting grounds is needed in the future, particularly ones responsible for the roe deer. Hunting grounds which have a solid fund of roe deer, and do not have employed qualified person, should employ such persons, and they will justify their work by their knowledge and better results.

According to EU regulations, each roe deer buck trophy (and the other big game) which enter into the European Union must be properly processed. That means the skull should be boiled at the minimum temperature of 70°C, then cleaned and bleached (treated with hydrogen peroxide), after that dried and packed in a plastic bag. When transported, each trophy should be accompanied with the following documents: veterinary certificate, trophy list, shipping document and invoice (Ceranac, 2001).

The new clearing price list has begun to be applied in our hunting grounds from the hunting season 2007/08, and is in compliance with other European countries (Ristic, 2009.)

The aim of the research

The aim of this research is to analyze collection of payment of roe deer trophies hunted in Banat hunting grounds, according the old method, when the trophy was judged by the CIC formula, and new method of collection of payment according to the weight. Using the collected results analysis to be made and differences identified, all in aim to obtain the more realistic value of the collection of payment of trophies by weight.

Working method

Working method was collection of data about hunted trophy bucks in order to make the analysis. Data for the analysis were collected in years 2009 and 2010 during the tourist hunting of roe deer trophy bucks, from the 16th April until the end of May. Considering that the most intense trophy buck hunting is in April and May, enough samples were collected to make the analysis (101 trophy bucks). Data were collected in the hunting ground of the hunting association Novi Bečej, in hunting areas of hunting societies Novi Bečej and Novo Miloševo.

As the Law of game and hunting requires every trophy is evaluated, because not one trophy without evaluation or a trophy list issued by hunting ground beneficiary can be taken out of the hunting ground. Evaluated trophies, more precise issued trophy certificates were used to calculate the value of the trophy according to weight. According to regulations, trophy weight is acquired when, previously boiled and for assessment prepared, is measured by a hydrostatic balance, and then reduced by 90 g, as much

as deducted according to the formula for the weight of the skull. Based on gained weight (net weight of the trophy) value of the trophy in dinars is determined for each trophy.

According to the old system in each hunting ground was formed three-member commission, which has passed the examination for assessing the trophies. This is regulated by the Law on Hunting - now the Law on game and hunting and document of how to examine assess of the trophy game and the Regulation on assessment of game trophies. Members of the Jury for assessing the roe deer trophies have passed the test held by the Hunting Association of Serbia, and after they were granted diplomas. The Jury is assessing the trophy according to the CIC formula. Until 2007 on that basis and valid price-list foreign and domestic tourist hunters were charged for trophies, but also everybody else who hunted trophy game. The collection of payment by the weight was introduced in 2007, and the same applies today (Ristic, 2009).

The site of survey

The research was conducted for the period 2009 - 2010 at two sites: Novi Bečej and Novo Miloševo.

Hunting ground of Novi Bečej hunting society occupies total area of 28,233 ha, of which hunting area occupies 24,250 ha and a hunting productive area for roe deer 23,856 ha, including a separate hunting reserve of 7872 ha. Land in the private possession occupies area of 10,679 ha (37.82%) and in a possession of the state are 17,554 ha (62.18%). Structure of the land is: 18,563 ha of arable land (65.75%), orchards - vineyards 442 ha (1.56%), meadows and pastures 4591 ha (16.26%), water, ponds and swamps 547 ha (1.94%), forests and forest land 796 ha (2.82%) and barren land 3294 ha (11.67%).

Hunting ground of hunting society Novo Miloševo occupies a total area of 17,492 ha, of which hunting area occupies 16,180 ha and a hunting productive area for roe deer 15,033 ha, including a separate hunting reserve of 4960 ha. Land in the private possession occupies 6603 ha (37.75%) and in the possession of the state 10,889 ha (62.25%). Structure of the land is: 11,514 ha of arable land (65.83%), orchards - vineyards, 135 ha (0.77%), meadows and pastures 4020 ha (22.98%), water, ponds and swamps 197 ha (1.13%), forests and forest land 144 ha (0.82%) and arid land 1,482 ha (8.47%).

Those two hunting areas are parts of hunting ground "Jaruge" Novi Bečej, which is plain type, with an altitude height of 76 to 86 m. The hydrological conditions are favourable, because river Tisa and channel Danube-Tisa-Danube run through the hunting area. The geological substrate is alluvial les, and four types of soil can be identified: Chernozem and its varieties and subtypes occupies 31.2% of the hunting ground area, marsh black soil and smonitsa 32.6%, alluvial soil 9.2% and saline soil about 27.0%, in the form solonchak, solonetz and solod.

The hunting area is located in a temperate continental climate of the Pannonian type. The average annual temperature is 10.9 ° C, the coldest month is January (average -1.5°C), and hottest is July (average of 21.6°C), the highest rainfall of 179 mm at summer and lowest 119 mm at the fall, with snow cover of 22.4 days. Winds occur from all directions, and most of it is kosava coming from the southeast. Majority of the hunting area is under agricultural crops.

Quality of those hunting grounds is supported by the fact that spring counting in the hunting ground of Novi Bečej reviled 2.670 and in hunting ground Novo Miloševo 1350 roe deer in 2009.

Literature review

Based on the research of Gacic (2005), about established age and trophy structure of the hunted roe deer bucks in 11 hunting grounds in Vojvodina, he found that in 8 hunting grounds 34 trophy bucks with the gold medal were hunted for the period 2001-2004. The largest share of golden trophies come from hunting ground "Jaruge" Novi Bečej, more specifically from two of the best hunting grounds of hunting societies Novi Bečej and Novo Miloševo. Compared to other 7 analyzed hunting grounds 35.29% of total golden trophy bucks was hunted in Novi Bečej during reference period. The age structure of those bucks was: one 4 year old buck, 2 bucks age of 5, 1 roebuck age of 6, 4 bucks age of 7, 2 bucks age of 8, 1 buck 9 years old and a buck 11 years of age. Average age of 12 hunted bucks set with a gold medal, in the hunting ground „Jaruge" Novi Bečej was 7 years, and for hunting area of Vojvodina was 5.88.

In 10 hunting grounds in Vojvodina were hunted 70 roe deer bucks with a silver medal, of which 17 (24.29%) bucks were hunted in the hunting ground „Jaruge" Novi Bečej. These 17 bucks were of the following age structure: 3 roebucks 5 years of age, one 6 year old buck, a buck age of 7, 8 bucks age of 7, and 3 roebucks 8 years of age what makes average age of 6.35 years, and for all hunting areas of Vojvodina was 5.83.

In 11 hunting grounds in Vojvodina where hunted 94 roe deer bucks with a bronze medal, of which 23 (24.47%) in the hunting ground „Jaruge" Novi Bečej. These 23 bucks had age structure as follow: 2 bucks 3 years of age, 6 bucks age of 4, 5 bucks age of 5, 3 bucks age of 6, 4 bucks age of 7, 2 bucks age of 8, and 1 roebuck age of 9, average age per specimen was 5.48 years, and for Vojvodina hunting area was 5.15.

Total of 208 roe deer bucks with some of the medals were hunted in all 11 observed hunting grounds, of which in hunting ground „Jaruge" Novi Bečej 52 roe deer, or 25.00%.

The average age of all (185) roe deer analyzed, according to Gačić (2005), is 4.7 years. The average age of the roe deer hunted for trophies, based on 127 analyzed samples was 5.2 years, slightly higher value compared with an average age of the entire sample. The average age of males analyzed with the medal trophy, hunted in hunting grounds in Vojvodina was 5.7 years.

According to Garovnikov (2001), when analysis of roe deer trophy hunting was carried out in Slovakia for the period 1900-1999 regarding the trophy structure of the hunted bucks, several parameters were analyzed. As it is noticeable from table 1 for the first 20 years up to year 1930, only 5 specimens were hunted, and for the next 10 years, 4 golden trophy roe deer. From 1930 until 1970, a slight increase of harvest is recorded, and from 1970 to 2000 a harvest of more than 100 gold medal trophies is observed. It is also evident that value of the trophy has been increased; value also was lowest until 1930, and since that year continual growth is recorded and in the last two decades of the twentieth century the highest values of the trophies are evident. As for average points per decade it is evident that their value increases towards the end of the twentieth century. When it comes to feature of the average score of all gold medals, it was noted that a slight increase from the beginning to the end of the analyzed period was recorded (graph 1). Regarding average CIC points per decades, increase of their values is evident by the end of XX century.

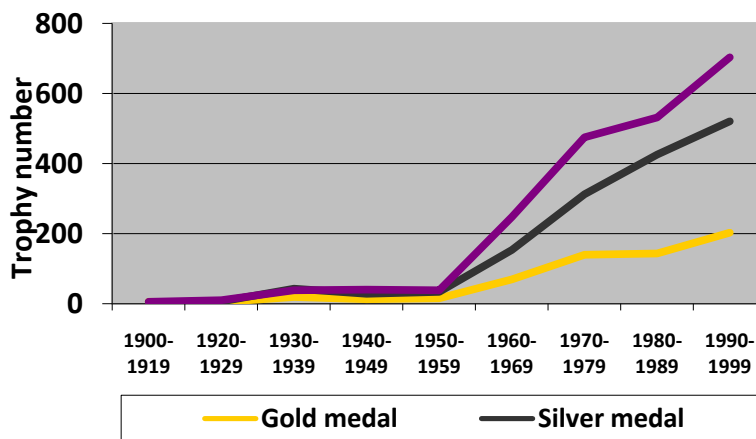
Table 1. Roe deer trophy structure in Slovakian hunting grounds from 1900 -1999.

1	2	2	2	2	2	2	3	3
	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2
1900-19	5	141,80	135,20	135,20	23.000	-	4	5
1920-29	4	133,70	-	132,20	24.000	-	6	10
1930-39	19	157,40	150,54	139,05	33.000	1.730	42	38
1940-49	12	158,18	144,75	137,15	11.000	920	28	40
1950-59	15	158,60	149,10	140,40	14.700	980	33	38
1960-69	69	178,37	163,30	142,55	34.150	495	153	247
1970-79	139	174,38	167,70	142,15	52.360	377	312	475
1980-89	143	183,40	174,27	141,30	50.420	352	425	531
1990-99	202	183,95	176,30	142,75	66.150	327	520	703
Total	608	-	157,65	139,19	308.780	740	1.523	2.087

Legend: 1. Time period, 2. Golden medal trophy 2.1. Number 2.2. Best for the period 2.3. Average points of 5 best golden trophies 2.4. Average points of all golden trophies 2.5. Number of hunted specimens 2.6. Number of specimens hunted per one gold medal 3. Other medals 3.1. Number of trophies valued for silver medal 3.2. Number of trophies valued for bronze medal.

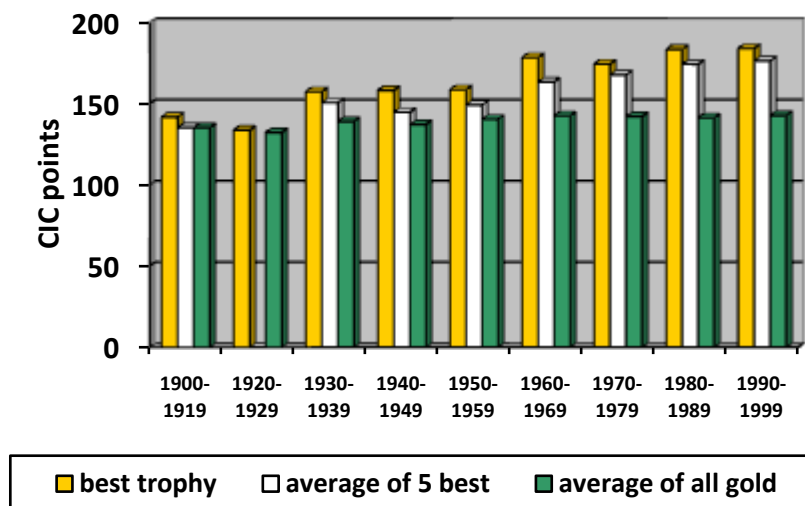
Average CIC points of all hunted gold medal trophies (column 2.4) has been slightly isreased from beginning to the end of analized period. By increasing levels of knowledge and competence and better management of the roe deer, trophy value increased. Number of specimens hunted per one gold medal has been reduced more than five times, thus fewer specimens were hunted but better trophies gained.

Graph 1 Trophies number



The best trophy buck were hunted at: year 1889 valued 175.30 CIC points; year 1925 valued 133.70 CIC points; year 1932 valued 157.40 CIC points, year 1944 valued 158.18 CIC points, year 1955 valued 158.60 CIC points; year 1962 valued 178.33 CIC points, year 1976 valued 174.38 CIC points, year 1989 valued 183.40 CIC points, year 1998 valued 183.98 CIC points, (Garovnikov, 2001).

Graph 2 Best roe buck trophies



For example, based on Databases on hunting management in Hungary analysis, during 2004, 76.599 roe deer were hunted, of which 21.027 in hunting tourism or 27.45%. Of the total harvest in tourism, the largest harvest of 15,588 was male trophy roe deer, or 74.13%, followed by does 2615, or 12.44%, and fawns 2824, or 13.43%.

Total number of roe deer in Hungary is more than 320,000 specimens, with harvest of 76.599 in 2004, or 23.94% of total number, harvest was 89,567, or 27.99% of the population number in 2005, of which 21,798 in tourism, or 24.34% of the total harvest, of which 16,415 were the trophy bucks, or 75.31% of the total harvest in hunting tourism, and harvest of 79,264, or 24.77% of the population size in 2007, of which 20,692 in hunting tourism, or 26.11% of the total harvest, of which 14,991 were a trophy bucks, or 18.91% of the total harvest, or 72,45% of the total harvest in hunting tourism.

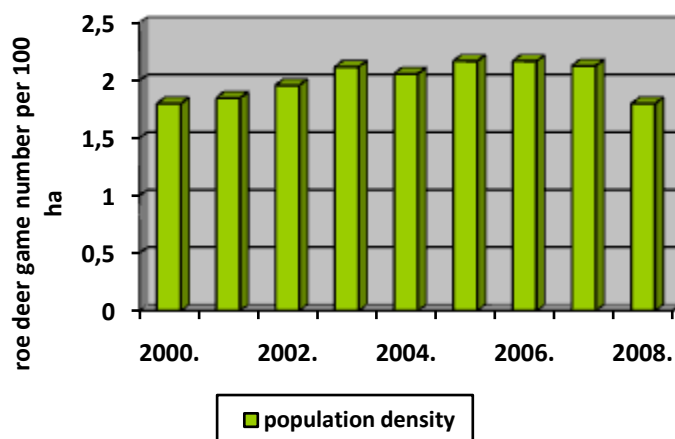
Trophy roe buck hunting tourism in Vojvodina

It is noted that roe deer hunting in Vojvodina had a balanced flow during period from 2000 until 2008, except for the year 2000 when the lowest harvest was recorded. However, during the observed period percentage of roe deer harvest in relation to the number of the spring counting is obviously low (graph 5), except for the 2005, when it was 13.77% (graph 4). Comparing the same parameters with the ones in the Hungarian hunting grounds, it is noticeable that harvest is lower for more than 10%. There is an obvious balance in trophy roe deer hunting in hunting tourism, and compared to the total harvest was in most of analyzed years between 20 and 30%, except for the 2005 when was recorded the lowest harvest and 2000 when was recorded the highest harvest (Table 2).

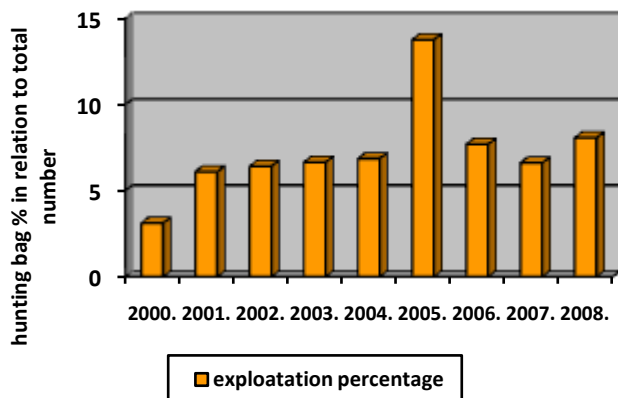
Table 2. Roe deer game in Vojvodina for period 2000 – 2008.

Indicators about roe deer game in Vojvodina					
Year	Number in the Spring	Population density per 100 ha	Hunting bag	Exploitation percentage (%)	Hunting bag in roe deer hunting tourism and exploitation % of total hunting bag
2000.	34.930	1,80	1.089	3,12	558 (51,24%)
2001.	35.934	1,85	2.196	6,11	474 (21,58%)
2002.	38.076	1,96	2.445	6,42	518 (21,87%)
2003.	41.124	2,12	2.736	6,65	613 (22,40%)
2004.	39.975	2,06	2.747	6,87	681 (24,79%)
2005.	42.013	2,17	5.785	13,77	671 (11,60%)
2006.	41.792	2,17	3.270	7,70	976 (29,85%)
2007.	40.991	2,13	2.712	6,62	798 (29,42%)
2008.	34.527	1,80	2.788	8,07	867 (31,10%)

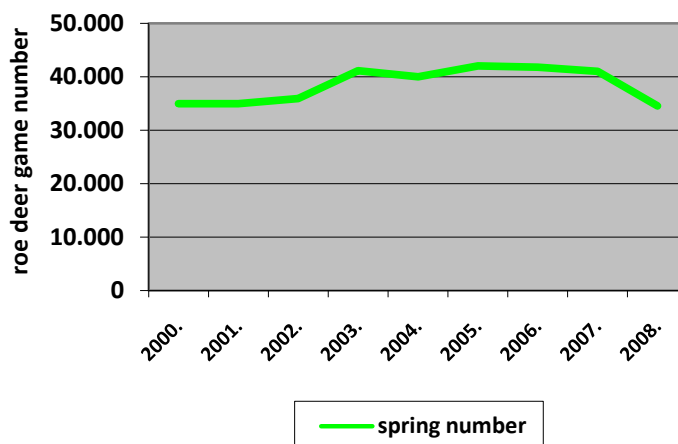
Graph 3 Roe deer population density



Graph 4 Exploitation percentage of roe deer



Graph 5 Spring number of roe deer



Survey Results - trophy deer sale according to the old and new price list

During research, collection of payment for 101 trophy bucks was analyzed over two years. For these 101 trophy roe deer was collected € 28,692.54 charged by weight, and the average per trophy in hunting tourism was € 284.08. Within analysis of the collected data, comparison of collection of payment by the new method, according weight, and the old method, according to CIC points, was conducted. The biggest difference between two methods was noticed in strongest trophy category – over 420g of weight. Due to the large discrepancy in two methods of collection proposal is to deduct the amount collected for the gold medal trophies. Of the total amount paid we deducted the value of the four best trophies weight of 421.2 g = € 848.4 + 533.7 g = € 1,804.95 + 457.2 = € 1,003.32 g + 441 g = € 987 = 4643.67 €. As a result of deducting the amount of **€ 4643.67** charged for the four best trophies of the total amount paid, the value of € 24,048.87 was obtained. The resulting amount is divided by the number of other trophies (97), and the average value of **€ 247.93** per a trophy is gained.

During analysis, calculation showed that for the same trophies by CIC points would be charged amount of € 30,903.88, what makes the average per trophy in hunting tourism € 305.98. Of the total amount paid we deducted the value of the four best trophies 421.2 g = 136.41 CIC points = € 1,817.85 + 533.7 g = 153.72 CIC points = € 3577.32 + 457.2 g = 133.19 CIC points = € 1,544.15 + 441 g = 136.27 CIC points = € 1,805.95 = **€ 8,745.27**. Of the total amount paid (€ 30,903.88) the value for the four best trophies of € 8,745.27 was deducted, and gained value of € 22,158.61. The value acquired by this method was divided by a number of other trophies (97), and resulted with an average value of **€ 228.44** per a trophy.

Table 3. Relation of CIC points and roe deer trophy gross weight and gross weight deducted for skull weight (90g)

CIC points	Gross weight in grams	Gross weight in grams - 90 g
from 50	300	210
50 - 70	320	230
70 - 80	350	260
80 - 90	380	290
90 - 100	470	380

100 - 110	500	410
110 - 120	540	460
120 - 130	570	480
130 - 140	610	520
140 - 150	640	550

For “strong” trophies, in this case four trophy roe deer bucks, a total value according to the weight is € 4,643.67, and for the same trophies according to the CIC point value would be € 8,745.27. Therefore, according the new price list was charged less € 4101.60, or 88.33% in comparison to the old price list.

Table 4. Trophy value collected according to CIC points and according to weight

CIC points	Collected by CIC points	Gross weight in g - 90 g	Collected by weight
105,0 - 109,99			
106,60	424,00 €	370,8	472,32 €
108,94	424,00 €	380,7	525,78 €
109,97	424,00 €	377,0	467,00 €
106,17	424,00 €	391,0	481,00 €
108,53	424,00 €	446,0	536,00 €
Average:	424,00 €		496,42 €
110,0 - 114,99			
114,40	466,00 €	378,9	516,06 €
Average:	466,00 €		516,06 €
115,0 - 119,99			
115,19	593,00 €	394,2	598,68 €
115,91	593,00 €	404,1	655,83 €
119,15	593,00 €	397,8	618,12 €
118,35	593,00 €	422,1	769,23 €
119,97	593,00 €	417,0	819,00 €
115,10	593,00 €	435,0	945,00 €
Average:	593,00 €		734,31 €
120,0 - 129,99			
122,50	763,00 €	422,0	854,00 €
123,60	837,80 €	401,0	707,00 €
122,12	737,16 €	449,0	1.043,00 €
128,10	1.143,80 €	454,0	1.086,00 €
Average:	870,44 €		922,50 €
130,00			
130,0 - 139,99			
133,19	1.544,15 €	457,2	1.003,32 €
136,27	1.805,95 €	441,0	987,00 €

136,41	1.817,85 €	421,2	848,40 €
Average:	1.722,65 €		946,24 €
140,00			
140,01 +			
153,72	3.577,32 €	533,7	1.804,95 €
Average:	3.577,32 €		1.804,95 €

Table 5. Roe deer trophy number analysis according to CIC points and according to weight

Prices according to CIC	Number	of	Prices	in	number of trophies
- 49,99 points	2 (1,98%)		up to 249,0 gr		7 (16,83%)
50,0 - 69,99 points	14 (13,86%)		250,0 – 299,0 gr		8 (27,72%)
70,0 - 79,99 points	19 (18,81%)		300,0 – 349,0 gr		10 (29,70%)
80,0 - 89,99 points	23 (22,77%)		350,0 – 399,0 gr		13 (37,89%)
90,0 - 99,99 points	16 (15,84%)		400,0 – 449,0 gr		9 (25,71%)
100,0 - 104,99 points	7 (6,93%)		450,0 – 499,0 gr		4 (11,43%)
105,0 - 109,99 points	5 (4,95%)		500,0 – 549,0 gr		3 (8,57%)
110,0 - 114,99 points	1 (0,99%)		over 550,0 gr		0
115,0 - 119,99 points	6 (5,94%)				
120,0 - 129,99 points, each	4 (3,96%)				
130,0 points	-				
130,0 - 139,99 points, each	3 (2,97%)				
140,0 points					
140,01 + points, each point	1 (0,99%)	20	-		

Table 6. Roe deer trophy price list for hunting grounds in Serbia

Trophy gross weight in	Price	Each gram
up to 249 g	100 €	
from 250 g to 299 g	150 €	+0 €
from 300 g to 349 g	200 €	+ 4 €
from 350g to 399 g	400 €	+ 6 €
from 400 g to 449 g	700 €	+ 7 €
from 450 g to 499 g	1 050 €	9 €
from 500 g to 549 g	1 500 €	15 €
over 500 g	2 250 €	30 €

Table 7. Roe deer trophy price list for hunting grounds in Hungary

Trophy gross weight in	Price	Each gram
up to 250 g	150 €	
from 251 g to 300 g	150 €	+ 3 €
from 301 g to 350 g	300 €	+ 6 €
from 351 g to 400 g	600 €	+ 7 €
from 401 g to 450 g	950 €	+ 14 €
from 451 g to 500 g	1 650 €	26 €
over 501 g	2 900 €	30 €

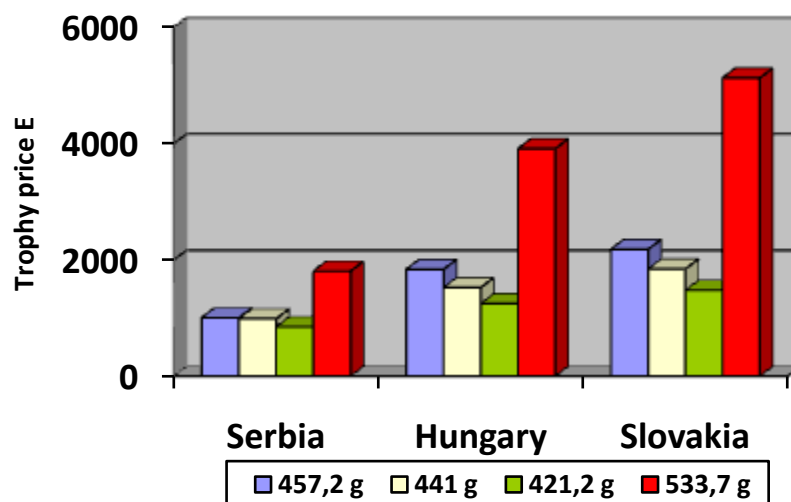
Table 8. Roe deer trophy price list for hunting grounds in Slovakia

Trophy gross weight in	Price	Each gram
up to 249 g	195 €	
from 250 g to 299 g	195 €	+ 2.20 €
from 300 g to 349 g	305 €	+ 5.10 €
from 350g to 399 g	560 €	+ 10.50 €
from 400 g to 449 g	1 085 €	+ 18.50 €
from 450 g to 499 g	1 995 €	25.90 €
over 500 g	3 290 €	54.50 €

Table 9. Comparative prices of "strong" roe deer bucks trophies in Sebia, Hungary and Slovakia

Trophy gross weight in g	According the price list in Serbia	According the price list in Hungary	According the price list in Slovakia
457,2	1.003,32 €	1.837,2 €	2.181,5 €
441,0	987,00 €	1.524,0 €	1.843,5 €
421,2	848,40 €	1.246,8 €	1.477,2 €
533,7	1.804,95 €	3.911,0 €	5.126,6 €
Totally collected:	4.643,67 €	8.519,0 € (83,45%)	10.628,85 €
Average per trophy:	1.160,92 €	2.129,75 €	2.657,21 €

Graph 6 Comparing trophy prices in Serbia, Hungary and Slovakia



As a part of the research the price comparison of trophy buck in Serbia with prices in Hungary and Slovakia has been done. It is evident from the enclosed price lists (table 6, 7 and 8) that prices in Serbia are lower from 50 to 100% in all categories of trophies. In particular, comparison of the collection of payment of the four strongest trophies from the group of 101 analyzed trophies to their fair market value of the price lists in Hungary and Slovakia was carried out (Table 9). If these four trophies, charged € 4,643.67 in our hunting grounds, were charged by the price list given in Hungary the amount of € 8,519.0 would be collected, which is 83.45% higher, and by the price list in Slovakia as much as €10,628,85, or 128.89% more.

Conclusion

Comparing the average value of all 101 trophy buck, when charged per gram is relation to the previous method, according to CIC points, a difference of 21, 9 € less per trophy can be noticed. However, when the best trophies were excluded, the average value of the trophy by the old method, the CIC points was € 228.44 and by a new method in grams was € 247.93, which is a nearly 20 € more.

It is evident that the collection of payment of roe deer trophies, until 2007, by the CIC points, was charged more, so that the total value was (€ 30,903.88) for all the trophies, or the average per trophy (€ 305.98). However, it is quite a different situation for collection of payment for trophies with a gold medal. If those trophies are excluded, and other trophies are charged by new method, in grams, then the situation is better for hunting grounds because, on average, collection of payment is nearly 20 € more than if charged by the CIC points.

The analysis shows that four trophies, value of the gold medal according to the CIC points, would be charged in the amount of **€ 8,745.27** by the so-called old method, while for the same trophies, charged value was **€ 4,643.67** by using the new method of charging per gram. The difference is **€ 4,101.60**, or approximately € 1,025.40 per one trophy. In those categories corrective factor should be implied. These trophies with a value of gold medal are average between 3 and 4%, and evidence for this is in attached analysis (Table 5).

Because of the entire upper mentioned, proposition for this trophy category is to make correction of 88% for the future, taking into account the prices that are for the same categories in the region, primarily in Hungary. The difference in payment collected for trophies by our price list and price list in Hungary is 83.45%, and compared to the price list in Slovakia even 128,85% (Table 9). Therefore, proposal is to harmonize prices in Serbia with the prices of the trophy roe deer in Hungary, as demonstrated by our analysis.

Acknowledgement

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

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Abstract

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 rural 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

Introduction

Hunting is an ancient human activity. Thanks to the hunting, the human managed to survive in the early stages of human society development. The skill of hunting shaped the human, while the human shaped the ethics of hunting. Through the history of the mankind, hunting skill developed together with the ethics. Today, hunting is a specific industry – hunting tourism, which brings valuable income to organizations that deal with protection, nurture, and application of ethical norms of hunting. Hunting includes the cultivation of love towards game and nature through the actions of protection of the game and population. The hunter hunts only when allowed, he never pursues, maltreats, or deliberately disturbs the game, nor does he allow others to do that. Thus, he hunts according to the planned, rational use of the game, as a partly renewable natural resource. Hunting includes hunting gatherings, nurturing of hunting ethics, and preservation of hunting customs and traditions as well.

Hunting tourism represents the most sensitive part of hunting industry and is a specific segment of tourist traffic. The hunting tourism offer is directed towards one part of tourists – towards hunters, while it is limited by the number and selection of the game. The share of hunting tourism in the total traffic of tourists in Serbia is not great, but is important for several reasons:

- It is conducted mainly away from attractive tourist destinations and outside the main tourist season.
- The income that tourism brings represents significant or major income to the organizations that deal with protection, nurture, and application of the game.
- The hunting tourism offer complements and enriches the overall tourist offer of Serbia.

Rural Areas and Hunting Tourism in Serbia Today

Today's image of the village in Serbia is far from being excellent. According to the research of Branislav Gulan, associate of the Chamber of Commerce of Serbia, there are 1,961 villages in Serbia with no inhabitants, while 200 villages do not have inhabitants younger than 20. Due to the difficult economic

situation, the number of the active agricultural population fell from 904,127 (measured in 1991) to 529,236 (measured in 2002). This negative trend has continued until today.

Table 1. Basic information on rural potentials of Serbia

Agricultural land	5,734,000 ha
Rural area	85%
Rural population	55%
Number of villages	4,706
Number of registered households	1,300,000
Negative birth rate	75 %
Structure of agricultural production	43% livestock breeding, 42% field crop farming, 12% fruit and wine production, and other crops 3%

Serbia has over 300 hunting grounds spread over an area of 6,500,000 hectares, 90% of which is managed by hunting associations. In the hunting grounds of Serbia there are around 20 enclosed hunting areas and over 150 hunting lodges. The Hunting Association of Serbia formulates a price list for hunted game, on the basis of which, hunting associations and tourist agencies specialized in hunting tourism form travel packages, which include transportation, accommodation, and services at the hunting grounds. The hunting tourism in Serbia has a long tradition. The golden ages of Serbian hunting tourism were definitely the 1970s and 1980s. Until 1990s, only the hunting grounds in Vojvodina created the income of 6,000,000 to 8,000,000 USD, while today, the income fell to below 1,000,000 per hunting season.

Foreign hunter tourists are increasingly bypassing Serbia because other countries in the region offer greater benefits and privileges. While hunters can enter Croatia with only an ID card and two weapons, they can enter Serbia only with a passport and one weapon. Although they get proper documents, they cannot take the meat of the game because they cannot get a veterinary certificate which is valid in the European Union. Nobody from Serbia, regardless of the long-term commitments of the hunting agencies, has contacted the meat commission of EU, which has the right to include our region in the list of destinations from which the hunted game can be taken abroad. The special issue for the foreign hunter tourists is crossing the border with hunting dogs. They are frequently rejected for the permission to cross the border due to certain veterinary regulations which, realistically, create more damage than they contribute to the health and safety of animals. All this cause problems and waste time, and thus represents a great factor of rejection of potential foreign clients, due to which the foreign clients decide to go to other hunting tourism destinations which are simpler and not expensive to reach. These are the real problems that are very expensive for Serbia.

However, what is very frequently being overseen related to the hunting tourism is the complementary logistics of the hunting tourism. Namely, the organization of the hunting action is only a segment of the hunting tourism. Equally important is to organise the time the hunter tourist spends outside the hunting area. The sightseeing of the region, getting to know the cultural and historical heritage of the region, and gastronomic specialties represent an important segment of the regional tourism offer, which can be included into the hunting travel package offered to potential clients.

Specially emphasised is the issue of organizing accommodation for the hunter tourists, due to lack of appropriate accommodation capacities. One of the greatest problems is also the accommodation of

hunting dogs which hunter tourists bring with them. Bearing in mind that hunting tourism largely relies on rural regions, it is clear that this represents the opportunity for hiring extra workforce in the rural regions of Serbia, for providing accommodation and nutrition services to hunter tourists within the rural households. Rural households engaged in tourism are offered the opportunity not only to offer accommodation, but to directly sell their agricultural products by preparing meals for the tourists, which brings more significant economic effect than selling them on the markets, to large quantity buyers, etc. Provision of this kind of service is a traditional activity in a large number of countries of the world, and in particular, it is the characteristic of the European tourism offer. Between 600,000 and 1,000,000 households in the world are registered for provision of rural tourism services, with between 6,000,000 and 12,000,000 beds, and they secure between 1,500,000 and 3,000,000 jobs. At this time, Europe is the leader in the field of rural tourism with around 200,000 registered rural tourism service providers (with more than 2,000,000 beds). The number of directly or indirectly employed people in rural tourism in EU is estimated to be around 500,000. It is also estimated that the accommodation at farms, in private houses in villages, and small family boarding houses attracts direct annual tourist spending of around 12,000,000,000 EUR. The positive effects of the rural tourism development are: the increase in employment of local population, additional income for rural households, development of production and service activities, prevention of village-to-city migration, protection and preservation of natural and cultural heritage, and integral development of the rural area. In Europe, the rural tourism is most developed in France, Italy, Spain, and Austria. Serbia has over 300 households that are engaged in rural tourism. Available are 2,500 beds, which is just a small part of the required capacities. This would also lead to the formation of mixed households in rural regions, a concept that has been excluded in Serbia for a long period of time, due to the dogmatic views and quasi-economic positions of former political leaders. However, this concept has proved to be very successful and economically justified in the economies of developed countries, primarily as an opportunity for the households to get continuous income in clearly defined periods of time. At the same time, it represents a means of softening the negative impacts of recession factors in the agricultural production to the financial strengths of the households (for example Japan, where over 50% of rural households are mixed, and the size of the lands is between 3 ha to 4 ha).

Marketing Management of a Rural Region as a Hunting Tourism Destination

Considering a tourist destination in all its entirety and abundance of factors which make it a unique and a rounded whole, manifested in the form of natural, anthropogenic, social and cultural-historical, traffic prerogatives and factors on one side, and factors related to the size of developed region's tourist offer (accommodation, food, entertainment, recreation, wellness and spa centres, bike and pedestrian roads) on the other, it is clear that the management of a tourist destination is based on appreciation and respect for a large numbers of listed factors. The very respecting of the listed factors represents an important determinant of the formation of the basis for the formulation of a tourist destination marketing strategy. Consideration and evaluation of the strength of region's available resources is just one of the first actions which is undertaken, that should give an answer of its own strength, advantages, disadvantages, and opportunities. For this purpose, the most commonly used is the SWOT analysis.

The starting points of designing a marketing strategy of a rural region as a tourist destination necessarily include the analysis of the environment which focuses on the researches related to the developments on the macro level. The subjects of the analyses are economic, political, cultural, technological, demographic movements in the country and region, as well as on the continent and the whole world. These developments can be transferred by domino effect to all the markets regardless of the impression that it is happening somewhere far away. That is why it is necessary to continuously track and analyse them. Hunting as a collection of a large number of activities has become the target of negative

advertisement that has been made for decades by various non-governmental organisations that, at least officially, deal with animal and environment protection. Today, these and such organisations have a very big influence in Serbia on governing structures, and have significant presence in the media. The members of such organisations undertake a number of activities related to the actualisation and realisation of their plans concerning the general hunting ban, which is actually a nonsense, because hunting, if well organised, represent a serious source of income for the country.

Scheme 1. Schematic of the tourist destination marketing management process



There are many such organisations active in Serbia today which do not base their activities only on those officially described, but also engage in other activities which result in difficulties with functioning and working of the employees in the field of hunting and hunting tourism, thus bringing the reduction of the income from hunting and hunting tourism. Hunting and hunting tourism are significant flywheels for development of rural regions and employment of the extra workforce, so the setting up of their strategic bases should be carefully approached. Special attention must be paid to the activities of competitive regions, their market performance, travel packages they offer, and the quality of offered services. After initial analyses and researches, it is necessary to make the following step which primarily consists of defining the mission, vision, and aim of the hunting tourism destinations as important factors for the development of the regional tourism. This is the task which requires from a marketing manager to recognise and formulate the mission a destination wants to have in contributing to the development of the rural tourism in the region. The mission has to be formulated and set on the real basis considering the available potentials of the region. On the other hand, what needs to be borne in mind is the need for insisting on distinguishing from other regions in order to achieve the authenticity when entering the

market. The vision determines which way to go towards the targets in the future. Apart from the mere making of profits, the targets must comprise a significant level of determinants which will, apart from the need to make profit, stress the need of preservation and improvement of biodiversity of the region, opening of new jobs, and employment of extra workforce from in agricultural field. This would bring to the previous mentioned formation of mixed households in rural regions.

The next step that marketing managers should take is the determination of the market appearance strategy. Bearing in mind that the rural regions in Serbia can offer various contents to their potential domestic and foreign clients, it is necessary to apply differentiated marketing strategy for different segments of the market with their specific demands. This will enable to define more closely the elements of the marketing mix of a tourist region and determine and shape the categories of the products, prices, promotions, and sales channels. What is of fundamental importance for the development in rural regions is establishing a quality and functional organisation which will unify and coordinate various segments of tourist and hunting tourism offer of a rural region.

What must not be excluded in any case and what represents the final move in the management of a tourist destination is the control of the entire process of the management of a tourist destination. The most important aspect here is the necessity of control of the management process, as well as the control of achieved results and the level of achievement of previously set goals.

The Promotion of Tourism in the Function of Rural and Hunting Tourism Development

The promotion of tourism represents one of the instruments of tourist policy for achieving certain goals which the policy holders have to define initially. This means that the actions of the promotion of tourism are previously devised, i.e. consciously determined in respect to the goals. The means and methods utilized by the promotion of tourism are common for all forms of economic promotion, but are adapted according to the specific needs of the business and tourist policy holders, in order to bring the attention of the range of tourists as wide as possible, i.e. the part of the population which has objective conditions to undertake a tourist travel. Promotion of tourism primarily affects the development of the preferences and desires for tourist travels, and then, it affects the making of decisions related to the realization of the desires, i.e. the undertaking of specific actions by potential tourists, which is the aim of the promotion of tourism. The promotion of tourism must be observed in a combination with other instruments of tourist or business policy (price policy, tourist offer development policy, travel packages selling policy, and others). It is certain that an extremely large number of factors affect the efficiency and the effectiveness of the promotion of tourism in rural regions as tourist and hunting tourist destinations. However, when undertaking actions in the promotion of tourism, a Chinese proverb must be borne in mind: "Hit your gong and sell your sweets."

Inevitably, there is a need to formulate certain rules, which the promotion of the rural regions as the tourist and hunting tourism destinations must be based on:

1. It is necessary to primarily form a recognizable and positive image of the region as a unique tourist and hunting tourism destination with its singularities.
2. Depending on the target group in the market – the methods of "serving information" to potential clients needs to be established.
3. The selection of daily newspapers, specialised magazines and reviews, as well as specialised radio and TV shows is of extreme importance for the efficiency of the promotion of tourism.

4. Determining the time of publishing the articles or broadcasting radio and TV shows is of crucial importance for the level of promotional efficiency and its contribution to the improvement of the rural tourism, especially if the focus is on the promotion of tourist packages that are closely connected to certain season, i.e. seasonal packages.
5. The basic barrier related to tourist travelling is the expenses. When forming the prices of tourist packages, what should primarily be borne in mind is whether the offer is proportional with the price. Also, the purchasing power of the potential clients has to be taken into consideration when forming the packages and their prices.
6. Rural regions must use the current trend of the overall return to nature and healthy living.
7. Tourists love travelling to regions free of massive tourism which offer a possibility of developing a feeling of tourist's close and harmonious relationship with nature.
8. Abandoning a cliché in the tourist promotion is the primary task set upon the marketing managers. Insisting on authenticity is of crucial importance for the development of the tourism in the rural regions. The usage of understandable, clear expressions and presentation of available resources is the way to avoid the deception of the clients, thus earning their trust.
9. Forming a fresh and memorable story of a rural region as a tourist destination will significantly contribute to the raise of the interest of the potential clients.
10. Addressing the potential clients each time needs to be done as if they do not know anything about the region. This is an efficient way of avoiding the trap "everybody knows that" – nobody knows everything about a specific destination, except for the managers of those destinations.
11. Insisting on the variety of contents of the rural region is efficient in holding the attention of a potential client, and is one of the basic factors affecting the duration of a tourist's stay at a specific destination.
12. Articles on tourist potentials of a region in newspapers and magazines must be richly illustrated with high-quality photographs. In the same manner, TV shows must contain high-quality videos, focusing on the uniqueness and authenticity of the content of the tourist region offer.
13. It is necessary to clearly define the product that is offered. It is irrelevant whether it is a mountain, river, tourist manifestation, hunting large or small game or predators - it is necessary to insist on the uniqueness of the tourist product and highlight its distinction in quality from similar products in the market.
14. Establishing a touristic offer for each of 365 days of a year, while escaping the trap of forming seasonal packages by any means. When hunting is in question, the ever-present popular trend of photo-hunting provides a possibility of organising photo-safari during the whole year with special stress on its attractiveness during the game's reproductive season, when the hunting grounds are covered with young game.
15. Special attention has to be devoted to the identification of own deficiencies and their elimination.

Conclusion

The promotions of tourist and hunting tourism potentials of the rural regions of Serbia have in the previous period, more or less successfully, been conducted by various organisations and associations. The quality, and thus the success of the promotion activities depended primarily on personal affinities and qualities of people that were directly involved in certain activities and contents. What came up to the surface is the lack of clear vision and progress strategy. That is why the promotion was conducted separately without continuity and deeper examination of the issues. A big problem is clearly the adoption of old clichés that have been used a lot in the promotion of the tourist potentials or rural regions.

To the question of where and how to move on in the promotion of tourist and hunting tourism potentials of rural regions, the best answer would probably be related to the necessity of the recognition of the need for having to build the identity and recognizable image of the rural regions as tourist destinations. The authenticity is the magical word that needs to be put down into the planners of marketing managers for tourist destinations in rural regions. Establishing the long-term strategy for promotion of tourist and hunting tourism potentials of the rural regions is of vital importance for the development of the rural regions. One of the key factors that has to be borne in mind when formulating the promotion of tourist and hunting tourism potentials is the continuity of promotional activities, because without it, there is no adequate satisfaction in terms of achieved results expressed in the level of achieved income.

General trends in the world clearly speak in favour of the development of the rural and hunting tourism as a form of rural tourism, while it remains to be seen if Serbia will use the undisputed tourist potentials of the rural regions.

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The Importance of Education of Hunters as a Means of Hunting Promotion of Vojvodina (Northern Serbia)

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Abstract

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 largely, and are ready for the training.

Keywords: education, hunting, GIS, Vojvodina

Introduction

Hunting and fishing are important traditional tourism markets. For example, hunting grounds in Vojvodina represent economic, tourism and hunting potential of the province. Exceptional quality of hunting grounds is shown by numerous big game trophies, several state champions, and a few world champions. Concerning the small game and migratory birds, based on the bagged number, we can say that Vojvodina belongs among the first places in Europe. From the period of 1979 to 2000, hunting organizations made a profit of 18 million euro from selling both trophies and meat. In addition, there is a profit from charging foreign hunters for logging and other services (7.5 million euro). Majority of the profit is made from pheasants, turtledoves, bucks, hares, quails and other game. As new forms of special interest tourism are developed and continue to expand (MacKay, 2002; Zeppel & Hall, 1991) more traditional tourism products, such as fishing and hunting maybe perceived in a different light. Effective management of hunting resources requires knowledge of the current regulations and the effects of regulations on the sustainability of wild populations (Angulo and Villafuerte, 2003). As the hunting, in particular is an activity that has come under increasing attack by anti hunting groups, it is very important to affect on the education of hunters. Education of hunters contributes to the more quality relationship among wildlife and hunters, and thus contribute to more rational use of this partially renewable natural resource. Much human-dimensions research has focused on hunter motivations and attitudes (Decker and Connely 1989). Also, much research has also focused on factors affecting participation in hunting

(Riley et al, 2003). Some hunters surveys in USA have examined initiation of behavior, hunter motivations and satisfaction (Hammitt et al, 1990), and ethics (Kuentzel and Heberlein, 1992). The primary purpose of this paper is to examine average age of hunters, average length of the hunting experience, hunting motives, level of qualification, topics of interest for education, attitudes about the hunting ethics and poaching. Also, the subject of the survey is to research attitudes and the level of information related to GIS, as a means of importance for the development and enhancement of hunting in Vojvodina. The aim of the survey is to identify differences in the attitudes of hunters, about the application of GIS in hunting, about poaching and about education, based on age groups differences in qualifications among hunters. The task is to analyze, compare and to put into percentage the attitudes of different categories of hunters.

Materials and methods

Study area

We implemented our methods in Vojvodina region - North Serbia, during the 2010. The study area encompasses 2,152,625 hectares (Antonić, Beuković, 2007) of hunting ground, where are 24.000 hunters (Marković, 2010) in 57 hunting associations. All official hunting associations in the Vojvodina region annually report the condition of game, to the Hunting Association of Vojvodina and Statistical Office of the Republic of Serbia. On the other hand, of any hunting association is not required to provide information about their hunters, their qualifications or level of educations, or even age. For this reason, we did survey on hunters in six hunting associations on the principle of territorial equality, so that the research had two hunting associations from Bačka, Banat and Srem subregions.

Surveys of hunters

The survey data collection techniques are based on a prepared questionnaire and a specific sample. For this work purposes, deliberately patterned on the principle of anonymity, were surveyed 135 hunters, who represent a sufficient sample in the number and structure. From the hunting association Sonta was collected 25 questionnaires (18.5%), from the hunting association Bački Jarak 22 surveys (16.3%), from the hunting association Novi Kneževac 22 (16.3%), from the hunting association Čerević 22 (16.3%), from the hunting association Novi Kozarci 22 (16.3%), and 22 surveys from the hunting association Ruma (16.3%).

Results and conclusion

1. Average age of hunters. The survey participants were hunters of all ages groups (in total 135 hunters). The youngest hunter is 20 and the oldest 87 years, and the average age of hunters was 47.58 years.

Table 1. Average age of hunters in 2010. Source: Authors, 2010

	N	Minimum	Maximum	Mean
Age	135	20	87	47.58
Valid (listwise)	N 135			

Dragin et al. (2006) found that the average age of hunters in Western Backa region (a part of Vojvodina) being 43.8 in 1981, and about 49.4 in 2002. We can conclude that the average age of hunters in Vojvodina in the last decade is being reduced, i.e. that the hunting population is rejuvenated for 1.82 years.

2. Hunting experience. Of the surveyed hunters there were those who engaged in hunting relatively little - two years, while some hunters had hunting experience even 52 years. Average engage in hunting activities is 22.16 years.

Table 2. Engage in hunting activities, Source: Authors, 2010

	N	Minimum	Maximum	Mean
Hunting experience (years)	135	2	52	22.16
Valid N (listwise)	135			

3. Level of education. Of the total number of hunters, primary school education has 9.6% of them, while high school education has 63.7% - the highest percentage. The college education has a 16.3% and 10.4% has faculty diploma.

Table 3. Level of educations in hunting populations, Source: Authors, 2010

		Frequency	Percent	Valid Percent
level of education	Primary school	13	9.6	9.6
	High school	86	63.7	63.7
	College	22	16.3	16.3
	Faculty	14	10.4	10.4
	Total	135	100.0	100.0

4. Motivation. As the primary motive for engaging in hunting, 46.7% marked that it is a liking of nature, and the 34.1% of hunters marked socializing. Family tradition as a primary motive has marked 18.5%, while the least of hunters, or 0.7% of them said they benefit from the catch is motive for engaging in hunting.

Table 4. Primary motive for engaging in hunting, Source: Authors, 2010

	Frequency	Percent	Valid Percent
Liking of nature	63	46.7	46.7
Socializing	46	34.1	34.1
Family tradition	25	18.5	18.5
Benefit of catch	1	0.7	0.7
Total	135	100.0	100.0

5. General interest in hunting education. Most number of hunters or 77.6% of them are interested in education in the field of hunting, while 22.2 of them do not want that..

Table 5. General interest in hunting education, Source: Authors, 2010

	Frequency	Percent	Valid Percent
Yes	104	77.0	77.6
No	30	22.2	22.4
Total	134	99.3	100.0
Missing	1	0.7	
System*			
Total	135	100.0	

*Missing system means that one respondent did not answer, and he was not taken in processing.

6. Fields of educations

Table 6. Fields of educations, Source: Authors, 2010

Biology of game	Frequency	Percent	Valid Percent
Yes	49	36.3	36.3
No	86	63.7	63.7
Total	135	100.0	100.0
Cynology	Frequency	Percent	Valid Percent
Yes	74	54.8	54.8
No	61	45.2	45.2
Total	135	100.0	100.0
Law in hunting	Frequency	Percent	Valid Percent
Yes	50	37.0	37.0
No	85	63.0	63.0
Total	135	100.0	100.0
Hunting tourism	Frequency	Percent	Valid Percent
Yes	45	33.3	33.3

No	90	66.7	66.7
Total	135	100.0	100.0
Breeding and protection of game	Frequency	Percent	Valid Percent
Yes	7	5.2	5.2
No	128	94.8	94.8
Total	135	100.0	100.0

Of the field of education, most hunters are shown interest for Cynology (54.8%), followed by the hunting legislation (37%), game biology (36.3%), hunting tourism (33.3%), while the least demonstrated interest in education in the field of breeding and protection of game - only 5.2% of hunters. Only in terms of education in the field of cinology, percentage of those who want to educate are more than those who do not want. In other field of education the situation is much worse. So, in terms of education in the field of game biology, hunting legislation and hunting tourism, the percentage of those who do not want to educate is more than twice bigger -who do not want. The most unfavorable situation in terms of education is in the field of breeding and protection of game, because the number of those who do not want education is 19 times higher than those who want them.

7. Hunting events and manifestations. On the question of whether and how often visit hunting events or manifestations, 8.9% of them responded negatively, while 55.6% of hunters sometimes visited events of this type, and 35.6% of visits them regularly.

Table 7. Visiting hunting events, Source: Authors, 2010

		Never	Sometim es	Often	Total
Age	from 18 to 34	2 6.1%	16 48.5%	15 45.5%	33 100.0%
	from 35 to 59	5 6.9%	44 61.1%	23 31.9%	72 100.0%
	60 and more	5 16.7%	15 50.0%	10 33.3%	30 100.0%
Total		12 8.9%	75 55.6%	48 35.6%	135 100.0%

Considered by age structure of hunters, interesting observations are obtained. The percentage of hunters who never attend the events or manifestation is 8.9% on average. By age groups, the highest percentage makes hunters over the age of 60 years (16.7%), while hunters from 35 to 59 years constituted 6.9% of respondents. The youngest age group makes up the smallest percentage, i.e. 6.1%. This data suggests that hunters older than 60 years, are group of hunters that the highest percentage of hunters does not visit the events or manifestation. On the other hand, the youngest age group of hunters (18 to 34 years) mostly visits events and manifestations, (45.5% of respondents in this group

responded that they often visit events), while this percentage at the hunters middle age group was 31, 9% and for hunters over 60 years of 33.3%.

8. Informing about GIS. When asked if they knew what the GIS, the highest percentage of hunters, 54.1% of them responded negatively. That they know what is GIS but it did not use, answered 38.5% of them, while 7.4% said they used GIS.

Table 8. Informing about GIS, Source: Authors, 2010

		don't know	know, but didn't use it	know and have use it	Total
Age	from 18 to 34	15 45.5%	15 45.5%	3 9.1%	33 100.0%
	from 35 to 59	39 54.2%	28 38.9%	5 6.9%	72 100.0%
	more 60	19 63.3%	9 30.0%	2 6.7%	30 100.0%
Total		73 54.1%	52 38.5%	10 7.4%	135 100.0%

In relation to age structure, the youngest hunters are most familiar with GIS, because the highest percentage of what they know and have experience with GIS, while the oldest are the least knowledgeable hunters because they are most numerous responded negatively when asked if they know what GIS is and whether as it is sometimes used.

9. Contribution of GIS to hunting depending on hunters' age structure. The largest number of respondents, 60.7% responded that they did not know whether the application of GIS helped the development and enhancement of hunting. Of them 25.2% considered it will contributed to a greater extent, and 14.1% of them to contribute to a small extent.

Table 9. Does GIS contribute to hunting (hunters age structure) Source: Authors, 2010

		don't know	contributed to a small extent	contributed to a large extent	Total
Age	from 18 to 34	18 54.5%	4 12.1%	11 33.3%	33 100.0%
	from 35 to 59	44 61.1%	12 16.7%	16 22.2%	72 100.0%
	more 60	20 66.7%	3 10.0%	7 23.3%	30 100.0%
Total		82 60.7%	19 14.1%	34 25.2%	135 100.0%

As with previous questions, the responses among different ages are quite different. That the application of GIS helped the development of hunting to a large extent, is considered 33% of hunters ages 18 to 34, 22.2% of hunters ages 35 to 59 years, and 23.3% of older hunters. That they don't know the answer to this question, the smallest percentage responded hunters from the youngest group of hunters - 54.5%, while the highest percentage of hunters are older than 60 years, 66.7% of them. Based on analysis of responses, it is concluded that the youngest most informed about the importance of applying GIS in hunting, as opposed to hunters who belong to the oldest group.

10. Contribution of GIS to hunting depending on hunters' level of education.

Table 10. Does GIS contributes to hunting (qualifications) Source: Authors, 2010

		don't know	contributed to a small extent	contributed to a large extent	Total
Level of education	Primary school	10 76.9%	1 7.7%	2 15.4%	13 100.0%
	High school	53 61.6%	11 12.8%	22 25.6%	86 100.0%
	College	14 63.6%	4 18.2%	4 18.2%	22 100.0%
	Faculty	5 35.7%	3 21.4%	6 42.9%	14 100.0%
Total		82 60.7%	19 14.1%	34 25.2%	135 100.0%

In relation to qualifications, the highest percentage of hunters who believe that GIS can contribute to a large extent to the development of hunting, are hunters with higher level of education, 42.9% of them. Do not know the answer to this question, the smallest percentage of hunters responded with faculty education - 35.7%, while the highest percentage of hunters are with primary school education, 76.9% of them. Based on analysis of responses, it is concluded that the hunters with the highest level of education are most informed about the importance of applying GIS in hunting, as opposed to hunters for the elementary school.

When asked if they are interested in training to use these technologies, 63.4% said yes, 16.4% did not know, and 20.1% did not want.

Table 11. Training to use GIS technologies (hunters age structure) Source: Authors, 2010

		yes	no	don't know	Total
Age	from 18 to 34	20 60.6%	6 18.2%	7 21.2%	33 100.0%
	from 35 to 59	46 64.8%	11 15.5%	14 19.7%	71 100.0%

	more 60	19 63.3%	10 33.3%	1 3.3%	30 100.0%
Total		85 63.4%	27 20.1%	22 16.4%	134 100.0%

Comparing the percentages among the age groups, in terms of positive response, no age group is not particularly distinctive, and all age groups are equally interested in education. So for the education are interested 60.6% young hunters, 64.8% middle age, and 63.3% in the oldest group of hunters. However, a negative answer (does not want education) gave 33.3% of hunters from the oldest group, while the percentage of young hunters was 18.2% and 15.5% of middle age hunters. This indicates a greater uncertainty and indecision younger (21.2%) and middle age hunters (19.7%), while the older hunters far smaller percentage of undecided - 3.3%.

11. By qualification, the percentage of those who are interested in training is growing in line with level of education. So, positive answer about willingness for training in the smallest percent gave the hunters with primary education - 30.8%, with secondary education 65.1%, with 71.4% of college faculty and also with 71.4% of hunters.

Table 12. Training to use GIS technologies (qualifications) Source: Authors, 2010

		yes	no	don't know	Total
Level of education	Primary school	4 30.8%	5 38.5%	4 30.8%	13 100.0%
	High school	56 65.1%	13 15.1%	17 19.8%	86 100.0%
	College	15 71.4%	5 23.8%	1 4.8%	21 100.0%
	Faculty	10 71.4%	4 28.6%	0 .0%	14 100.0%
Total		85 63.4%	27 20.1%	22 16.4%	134 100.0%

12. According to the survey, even 70.4% of hunters said they had never participated in poaching, 17.8% of them said that they happened once, and 11.8% of them that happened to them several times.

Table 13. Participation in poaching

		never took part in poaching	it happened once, not in my hunting ground	it happened once, in my hunting ground	it happened several times	Total
Level of education	Primary school	11 84.6%	1 7.7%	1 7.7%	0 .0%	13 100.0%

Total	High school	62 72.1%	5 5.8%	9 10.5%	10 11.6%	86 100.0%
	College	11 50.0%	6 27.3%	2 9.1%	3 13.6%	22 100.0%
	Faculty	11 78.6%	0 .0%	0 .0%	3 21.4%	14 100.0%
		95 70.4%	12 8.9%	12 8.9%	16 11.9%	135 100.0%

Source: Authors, 2010

If we analyze the response in which hunters admit that they are several times took part in poaching, compared to the level of educations we get the following results. The largest percentage, even 62.5% of respondents make hunters with high school. Hunters with colleague consists 18.8%, and faculty educated hunters 18.8%. It is interesting that among the hunters who have primary education nobody (0%) did not respond that has took part several times in poaching. Also, this group represents the highest percentage of hunters who had never participated in poaching - 84.6% of them. This information shows that the hunting ethics and morality are at the highest level among hunters with the lowest level of education, and probably with the lowest incomes. It can be considered that the penalty is one of the important factors affecting the decreased proportion of poaching in this group.

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Touristic Valorisation of Hunting Grounds for Small Game

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Abstract

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 valorisation. 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 valorisation, hunting tourist, hunting ground, small game, natural resources

Introduction

Valorisation is one of the key activities in the field of tourism. Successful Valorisation is precondition for development of tourism on some location, but it's also a lot more – valorisation is a good indicator of the condition of tourism resources of some location and conditionally a guideline for improving them.

Touristic valorisation of some hunting ground is the most important activity in initiating the development of hunting in it, because hunting ground is the only context where both hunting and touristic activities take place. Hunting ground is not only a part of the natural environment with forests, fields and waters, but also a space where the most important resource of hunting tourism is located – the game. Therefore touristic valorisation of hunting grounds is a complex activity, which should be based on valuating natural (physical-geographical) characteristics of hunting grounds, quality and quantity of the game in it, and even social (cultural and historical) characteristics of the hunting ground.

Specificities of hunting grounds for small game

Hunting grounds for small game are very diverse when it comes to natural and geographic characteristics, therefore number of game species and their quantity is different. These two factors – number of species and quantity of the game, mostly define the quality of some small game hunting ground in the terms of tourism. Nevertheless, the number of factors which can be important to tourists – hunters of the small game is a lot bigger, because they often consider also ambient, the appearance of the hunting fields, preservation of the environment, diversity of plant cultures, and even cultural highlights and historical value of the hunting field, transport connection etc.

Valorisation of the hunting grounds; the subject, goal and tasks of the research

The subjects of the research are the hunting grounds in The Republic of Serbia, as potentially very good hunting-touristic destinations. The tasks of the research are analysis of all the factors which are crucial for creating hunting-touristic brand in the small game hunting grounds, but also the factors which have an influence on making decisions to travel and leaving an impression on tourists (hunters). The task of the research is also analysis of the existing models for touristic valorisation, choosing the most adequate ones and their adaptation for the needs of valorisation of the small game hunting grounds. The main goal of the research is creating one overall model for the valorisation which would be applicable to all small game hunting areas in Serbia.

The model of evaluation of cultural tourism by Hilary du Cross is taken as a base for creating the model for valorisation of small game hunting grounds, because it provides the most precise measuring and evaluation of the results. Although this model was created for cultural tourism, it can be applied to the hunting grounds, even better than some models created for natural resources, because every hunting area is a set of both natural and cultural recourses.

All identified factors are divided into two sectors: touristic and hunting, which are confronting each other. The more touristic sector is developed, the destination more touristic developed and the number of tourists bigger, the more hunting sector is affected, which means that the quality of the hunting area is decreasing and the game is more endangered, and the hunting ground becomes more sensitive to external influences. Therefore it has to be emphasized that touristic valorisation of the hunting grounds is valuation of the hunting ground for the needs of hunting tourism and tourists – hunters, and not for the game itself.

Better relation between touristic and hunting sector should be achieved through the proposed model for valorisation of the hunting grounds so the development of the hunting tourism can be planned in these sensitive locations on that basis. That is the only way to successfully combine the development of hunting tourism and preservation of natural environment.

Factors of Valorisation of the small game hunting grounds

The factors are identified according to the contemporary tendencies in tourism, analysis of tourists-the small game hunters' profiles, but also on the basis of plan documents of the hunting grounds, quality evaluation charts etc. In order to Valorisation to be more precise and to all these factors be presented in the final matrix, they have to have numerical value which means the range of rating which would be available to those who will do the valorisation. Therefore two polls were conducted for this research. The first one contained the questions related to the touristic sector and the respondents were participants in hunting-tourism related to small game, and the other poll was related to hunting sector and the respondents were employed persons in hunting grounds with small game and the experts in the hunting field.

The poll results

The first poll had 26 participants in hunting-touristic movements related to small game. The respondents ranked the importance of some factors with 1 to 5 marks. The average value of their responses was determined for the upper limit of the range of the marks for concrete factor from touristic sector in valorisation of the small game hunting grounds.

The following are the results of the poll:

Table 1. Results of the poll for factors of touristic sector, Source: Authors

Touristic sector						
Factors (market attractiveness) / Marks	1 completely irrelevant	2 partly unimportant	3 medium important	4 partly important	5 completely important	Average mark
Ambient (market attractiveness) of the hunting ground	/	1	4	12	9	4,11
The hunting ground is well known outside the local area	3	7	8	4	4	2,96
There is an interesting story to tell about the hunting ground	2	5	4	8	7	3,5
The hunting ground has some clearly distinct qualities comparing to the surrounding hunting grounds	1	5	5	8	7	3,57
The hunting ground is well connected to the cultural and historical values	1	3	6	9	7	3,69
The hunting ground is attractive for the special needs too (organizing of the exhibitions, sport games, gatherings)	/	4	7	6	9	3,77
The hunting ground is complementary with other touristic offers in the area (village, vine, sports, eco, cultural and other tourism)	2	5	9	6	4	2,85
Touristic activity in the area	4	6	10	4	2	2,77
Factors (design of touristic products) / marks	1 completely irrelevant	2 partly unimportant	3 medium important	4 partly important	5 completely important	Average mark
The access to the hunting ground	/	2	3	7	14	4,27
Good transport from population center to the hunting ground	/	1	5	8	12	4,19

Number of the small game species in the hunting ground	1	2	6	6	11	3,92
Number of the small game population	/	/	3	5	18	4,57
Hunting, technical and touristic equipment	1	4	5	9	7	3,65
Quality of the accomodation capacity	/	2	7	8	9	3,92
Number of accomodation units	2	5	6	8	5	3,35
Information availability	2	5	9	6	4	3,19

The other poll consisted of 17 workers from hunting grounds with the small game and experts from the hunting field. Respondents marked from 1 to 5 the importance of some factors. The average value of their responses was determined for the upper limit of the mark range of the concrete factor from the hunting sector in Valorisation of the small game hunting fields.

The results of the poll are following:

Table 2. Results of the poll for factors of hunting sector, Source: Authors

HUNTING SECTOR						
Factors (quality of hunting ground) / Marks	1 completely irrelevant	2 partly unimportant	3 medium important	4 partly important	5 completely important	Average mark
Hunting ground relief	3	6	4	3	1	2,59
Climate in the hunting ground	/	1	2	5	9	4,12
Vegetation in the hunting ground	/	/	3	4	10	4,41
The hunting ground piece	/	/	/	5	12	4,71
Food and water in the hunting ground	/	/	/	4	13	4,76
General suitability of the hunting ground for the small game	/	2	4	5	6	3,88
Equipment of the hunting ground with breeding objects (feeding, drinking, remiza...)	/	4	3	4	6	3,71
Factors (natural resources) / marks	1 comple	2	3 mediu	4 partly	5 comple	Averag e mark

	tely irrele vant	partly unimpo rtant	m import ant	import ant	tely import ant	
Visual perception of the natural ambient (esthetic value)	/	2	4	6	5	3,82
Educational value of the natural resources in the hunting ground	1	3	4	5	4	3,41
Social value of the natural resources in the hunting ground	1	4	4	5	3	3,29
The importance of the hunting ground for scientific researches	/	1	4	5	7	4,06
Rarity of natural resources of the hunting ground in the region	/	/	3	6	8	4,29
Representativity of the natural resources of the hunting ground	1	2	3	4	7	3,82
Factors (robustness) / Marks	1 comple tely irrele vant	2 parly unimpo rtant	3 mediu m import ant	4 partly import ant	5 comple tely import ant	Averag e mark
Sensitiveness of the natural resources of the hunting ground	/	/	2	7	8	4,35
Preservation of natural resources of the hunting ground	/	/	3	6	8	4,29
Quality of the management plan of the hunting ground	/	1	2	5	9	4,29
Regular monitoring and maintenance	1	2	4	4	6	3,71
Cooperation with key insitutions in the hunting field	/	/	1	7	9	4,47
Possibility of negative influence of the big number of hunters on physical state of the hunting ground	/	2	3	5	7	4
Possibility of negative influence of the big number of hunters on lifestyle and tradition of local community	2	3	5	4	3	3,18

Model of the valorisation of the small game hunting grounds

In order to make valorisation of the small game hunting grounds simpler, it's necessary to circle the values of the average marks of the factors from both touristic and hunting sector and to form scales which will be later used in valorisation of the small game hunting grounds. The proposed model of the valorisation would be following:

TOURISTIC SECTOR:

Market attractiveness:

- ambient (attractiveness of the hunting ground) 0-4
- well known outside the local area 0-3
- there is interesting story to tell about the hunting ground – evocative place 0-4
- hunting ground has distinct characteristics comparing to the surrounding hunting areas 0-4
- relation with cultural and historical values 0-4
- attractive for the special needs (exhibitions, gatherings etc.) 0-4
- complementary to the other touristic offers in the area (village, cultural, vine, eco, sports tourism) 0-3

- touristic activity in the area 0-3

Factors which are important when creating touristic brand:

- access 0 - 4
- good transport from population center to the hunting ground 0 - 4
- number of the small game species 0 - 4
- number of the population of the small game 0 - 5
- hunting technical and touristic equipment 0 - 4
- quality of the accommodation capacity 0 - 4
- number of the accommodation units (quantity) 0 - 3
- availability of information 0 – 3

HUNTING SECTOR:

The quality of the hunting ground:

- relief 0 - 3
- climate 0 - 4
- vegetation 0 - 4
- the piece in the hunting ground 0 - 5
- food and water 0 - 5
- general suitability 0 - 4
- equipment with hunting and breeding objects 0 - 4

The importance of the natural resources of the hunting grounds

- esthetic value –visual perception of the natural ambient 0 - 4
- educational value 0 - 3
- social value 0 - 3
- importance for scientific researches 0 - 4
- rarity of the natural resources in region 0 - 4
- representativeness 0 - 4

Robustness of the natural resources of the hunting ground

- sensitivity of the natural resources 0 - 4
- preservation of natural resources 0 - 4
- quality of the plan of hunting ground management 0 - 4
- regular monitoring and maintenance 0 - 4
- cooperation with key institutions in the field of hunting 0 - 4
- possibility of negative influence of the big number of the hunters on physical state of the hunting ground 0 - 4
- possibility of the negative influence of the big number of hunters on lifestyle and tradition of local community 0 – 3

According to this model, the small game hunting ground can get total 60 points for factors in touristic sector and 78 points for factors in hunting sector. After determination of the total number of points, the hunting ground can be ranked on the scale of touristic attractiveness and sensibility of the hunting ground, where it will be determined by the coordinates which are represented via values of the total amount of the marks from both sectors. Matrix is divided into 9 (3x3) equal fields (M1,1; M1,2; M1,3; M2,1; M2,2; M2,3; M3,1; M3,2; M3,3;) and every valorised hunting area can be classified in only one of the fields which determinates its attractiveness in touristic and hunting sense, but also determinates type and intensity of the activities which can be carried out there.

Scheme 1. Matrix of touristic sector and hunting sector, Source: Authors

<i>Touristic sector</i>	high (40-60)	M(1,1)	M(1,2)	M(1,3)
	medium (20-40)	M(2,1)	M(2,2)	M(2,3)
	Low (0-20)	M(3,1)	M(3,2)	M(3,3)
		low	medium	high
		(0-26) (26-52) (52-78)		
		<i>Hunting sector</i>		

Conclusion

Accepting of this new model for Valorisation of the small game hunting grounds is the initiative step towards development of hunting tourism in our country. After successful Valorisation, the real picture of our small game hunting grounds can be perceived which would lead to further planning of touristic activities.

Model of Valorisation of the small game hunting grounds can be applicable outside of our country too, anywhere where a new, different approach to hunting-touristic problem is planned. This model can be

also easily modified and applicable to the big game hunting grounds or to the hunting grounds with special purpose.

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The Combination of Rural and Hunting Tourism in Order to Improve Braničevo District (Serbia)

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Abstract

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-travellers. 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 analyze strengths and weakness, opportunities and treats it is been used SWOT analyze. Using descriptive method for made conclusions shown in paper work.

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

Introduction

The links between rural and hunting tourism as a segment of modern industry every day more and more develop and spread. Tourism occupies a significant position in the structural development of rural areas, and thus certain sectors of the economy that are related to these areas. The entire network of connections, relationships and influence with many touch-points lead to the creation of new forms of provision, custom preferences and needs of each individual tourism products.

The role of hunting in the development of tourism can be a multi-functional - there is an important factor in preserving the environment (care for hunting, increase wildlife fund, raw materials and additional labour) as the holder of tourism development (especially rural), prevents the migration, as a motive movement of people. With the increasing growth of income and standards of certain categories of consumer demands for more diverse tourist offer (active holidays in rural farms, healthy food, local culture ...). In this way hunting should be viewed as part of the overall tourism potential in the tourism sector's development strategy, while preserving space in which to develop.

Geographical - tourist location of Braničevo

Braničevo is one of the key geostrategic points of Southeast Europe. Border on the west side of Velika Morava River, the north and east along the Danube and the southern mountain ranges that make mountain of Homolje region.

District has eight municipalities: Požarevac (centre of the region), Zabari, Malo Crniće, Žagubica, Kucevo, Veliko Gradište, Golubac and Petrovac na Mlavi.

Seen from the aspect of tourism Braničevo is characterized by excellent tourist position. It is located relatively close to Belgrade (70 km), as the capital city of the Republic of Serbia and the largest city in the country. The district has good connections with the airport Nikola Tesla in Belgrade and highway E70. From Novi Sad is far 150 km.

Rural development and hunting tourism like tourism product in Braničevo

According to the characteristics of high altitude in the district range from 60 m to 1316 m, except that in the western part does not exceed 400 m above sea level. Of the total number of settlements, 78% is located in the lower hills - the plain part. Thanks to the location of next by rivers and fertile plain in the Stig, on the slopes of the mountains Homolje, Morava and Danube coastal district have favorable conditions for developing all types of activities. However, due to the economic situation of our country in recent years, the economy of the area and recorded negative growth. Braničevo district is very interesting and in hydrological terms. Danube as an international river is the biggest potential of this region.

Here is the largest lake in the area, but also the largest artificial lake in Serbia - Đerdap Lake. Climatic characteristics of this region are caused by the influence of numerous factors. The geographical position of this part of eastern Serbia indicates a moderate climate district with the regime of moderate continental climate with four seasons.

Different geological composition, terrain, climate, presence of numerous pedological units and many other natural factors, led to heterogeneity in floristic composition. Important role in changing the natural range had a man. 250 years ago forests covered the large area in the Braničevo area. Along with the increase in population, decreasing the percentage of the territory of forest communities. Today, forests are maintained on the slopes of mountains where Homolje region, interwoven with meadows and pastures, creating a picture of preserved natural environment. The main types of forest plant communities with additional flavours are soft woods sawmills with a touch of lowland species of oak, ash, elm, birch, maple and other related species. These plant communities heavily monitor various types of shrubs and all types of berries. The lower parts are of arable land.

This area is rich with diverse wildlife, with the layout depending on the natural conditions of certain parts of this area. Many animals have been pushed back to grass and forest terrain, which is habitat to many species, is limited.

In deciduous forests, meadows, fields, orchards, vineyards, gardens, streams and ponds of different animal species live. Here are deer, rabbit, squirrel, wood mouse, field mouse, hedgehog, weasel, skunk, weasel, fox, and badger. Sometimes, winters are very cold and snowy in the area of the village and down the packs of wolves and herds of wild pigs.

There are also different kinds of birds - marsh hens (gender, Bukovac, gray heron, coot, marsh hen, and wild duck), chicken (pheasant, partridge, and quail), various kinds of birds, woodpecker, day and night predators...

The diverse flora and fauna of this part of Serbia provides a good basis for development of hunting and bird watching tourism, a rich fish stock attracts anglers from all over Serbia. District also has a satisfying professional staff in the field (engineers of forestry, veterinary services...) but it is still necessary to include more managers specializing in this type of tourism, so that this important industry could be developed as appropriate in accordance with principles of sustainable development.

For many years hunting in this area have remained unknown to nature lovers and hunting. Only since the beginning of the 21st century, starting with the promotion of the area as a tourist destination. This situation has contributed to the good preservation and diversity of wildlife fund. Organization of numerous events of hunting, this area is to promote and popularize not only the domestic but also foreign tourists.

Braničevo district abounds in interesting and impressive natural resources of conditioned relief. The largest number is located in rural areas, and who has good transport connections. This is particularly important because of the potential tourists from other parts of Serbia and Europe interested in any type of hunting (for example with camera ...) and lovers of rural tourism (accommodation in luxury rural households).

This way they can be activated and luxurious accommodation facilities of rural households (which in this region have a significant number of) people who are interested to participate in this type of work. It is known that hunting tourism monitors clientele who wants an accommodation in accordance with its financial possibilities. Hunting grounds Braničevo region often include in its composition and resorts with marked trails for hiking and mountaineering (hunting "Trest", the Municipality Velika Plana, etc) that leads through attractive and well-preserved natural landscape. Lands rich variety of plant species in this way provides recreation and enjoyment of nature lovers. Affirmation would have experienced a number of events (from local, state and international importance), that already exist or could exist, and are related to nature and its resources.

Special attention should be paid to the development of all forms of rural tourism in constructing a unique offer in specialized restaurants (of game specialties, organic and diet food ...) and the establishment the brands that are typical for agriculture of this area (Homolje honey, brandy from Ranovac, Homolje lamb ...) It is necessary to make the promotion of policy and impact on the people of this region who are "temporary" workers abroad to develop a family agro-tourism business programs.

Rural tourism in many European countries, provides rehabilitation, infrastructure development, greater development of rural regions, enables the production of food and renewable raw materials, maintaining habitat for flora and fauna.

Rural households that with current production do not generate sufficient income, by additional activities can provide additional income, in which they use knowledge and practical skills, natural conditions, available facilities, agricultural products and forests, as well as the appropriate machinery and equipment. Laws on agriculture in most countries of the European Union, determine additional activities in agriculture and agricultural - forestry farms, which allows better use of existing production capacities and labour of family members

In deciding for the development of tourist activities on the farm owned, must be taken into account the facts. This is especially important when it comes to clientele interested in hunting, because they usually require more luxurious accommodation and excellent service. This includes a realistic picture of the general arrangement of the landscape and the household as a whole, the existence of adequate utilities infrastructure, the beauty of the landscape, the existence of cultural - historical monuments, domestic food and beverage option for recreational sports, can get to know and participate in community life host

Tourist activity is one of the most demanding of additional activities on the farm, so it is essential that the whole family decides to engage in tourism. From members of such families are expected great hospitality and kindness.

Households that have small areas of agricultural land, has often a number of problems related to production and sales of their products. They depending on market conditions and natural conditions, and sometimes are not able to start a new cycle of production. Rural tourism provides an opportunity for income generation and activation of the entire family. Therefore, it is an activity that can help to provide additional economic effects. Through modification of traditional rural activities that are now in decline, rural tourism seeks to reduce the outflow of rural population, and hunting industry strives to conserve natural landscapes and wildlife resources.

Environmental condition is often heavily exposed to pollution and degradation processes - polluted rivers, air and land. Environment is crucial for rural tourism. Relevant legislation, a balanced approach to planning and adopting an approach based on best practices are extremely important for the development of tourism in rural areas, for sustainable development of hunting and environmental protection Relationship hunting - rural tourism should be seen through the conceptual organization development system in accordance with the principles of sustainable development.

In Braničevo there are exceptional, but not sufficiently or completely untapped potential for complementary agricultural and tourist activities. There is a need for better system connectivity between agriculture and tourism. In addition to accepting the concept of tourism development in contemporary qualitative guidelines gets more and more important, it is necessary to access the appropriate development planning, and promotion of quality and authentic products from the area.

Traditional, native, or product of geographical origin are characteristic of a nation with certain area. For consumers of high standards in recent years has become extremely important that food is produced naturally in healthy conditions, without using chemicals, which includes a specific geographical origin. On the territory of Braničevo region, defined by geographic origin is Homolje honey, and certainly there is a possibility that the range of these products can be extended to Homolje cheese, Homolje lamb, corn flour ... This would be a way how to in complete tourist product could include hunting specialties and typical cuisine of this region (Vlach specialties) that will be interesting for foreign tourists-hunters.

Conclusion

In this area there is a high concentration of natural and anthropogenic tourist resources, to varying degrees of protection, preservation and evaluation for the development of rural tourism and as common tourist products. It is an area that is indisputably tourist potential, in which overlap the natural characteristics and attractiveness with the culture, history and traditions of the people who has been lived in this area.

In the vicinity of some of them are restaurants and info centres, or, according to the relevant local municipalities Braničevo region, in some places is planning to built visitor centres. All this provides rich and eventful stay potential tourists who decide to visit these areas and opens up opportunities for further development.

However, in the way of its full activation in the tourism business, there are still numerous obstacles: traffic (bad connections with the main land corridors and transit traffic, which is done through the National Park, and the lack of local river fleet and poor regulation of the coastal areas), demographics (depopulation of, unfavourable age and educational structure of the population), economic (low level of economic development, transition and privatization problems, high unemployment).

Adequate joint development plans, which would be based on the principles of sustainability and conservation of flora and fauna of this part of Serbia, Braničevo region rural areas could offer a tourist product based on the complementarities of hunting and rural tourism.

Using all available media, organizational events and participation in various events and trade shows such a product could be positioned in the market as a protective symbol Braničevo region.

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