



CONTEMPORARY TRENDS  
IN TOURISM AND HOSPITALITY, 2013

*Peace, culture and tourism*

**Abstract Book**

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

# CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY, 2013

*Abstract book*

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## City of Novi Sad – Urban Heart of Vojvodina

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

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

cut across with wide and straight boulevards.

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

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

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



## Department of Geography, Tourism and Hotel Management

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

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

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

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

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

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

# CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY, 2013

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## *Peace, culture and tourism*

### **About the conference**

“*Contemporary Trends in Tourism and Hospitality – CTTH 2013*” is an International conference regarding research in tourism, leisure, hotel management, gastronomy and multidisciplinary studies. The CTTH is traditionally organized since 1997, for the 15th time this year. Until 2009 it was annual, when it was rearranged as biennial event.

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

Title of the CTTH 2013 – “*Peace, Culture and Tourism*” arose from the fact that this year we are celebrating 1700 years of Christianity and Edict of Milan (*Edictum Mediolanense*), proposed by two Roman Emperors and one of them – Constantine - was born in Serbia (City of Niš). Geographical setting of Serbia made this land a crossroad for different civilizations, which left rich cultural heritage as memento. This cultural heritage can be linked and revived through cultural routes and stand as peace monument for future generations. This kind of strategy or way of thinking could bring more progressive economic and social development of the whole region and promote more balanced regional development and the quality of life. Beside this topic, we warmly welcome contributors from diverse fields of tourism, management, hospitality, etc. to present their research in very broad thematic sessions.

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

**Conference dates:** 26<sup>th</sup> & 27<sup>th</sup> September 2013.

**Congress Venue:** Chamber of Economy of Vojvodina, Hajduk Veljkova 11, 21000 Novi Sad (entrance is from the Braće Popović street, Official entrance No. 5, 3<sup>rd</sup> floor).

**For better navigation:** Location Map is available at <http://www.dgt.uns.ac.rs/ctth/images/map.jpg>

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

**Website:** <http://www.dgt.uns.ac.rs/ctth2013/>

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## PROVISIONAL CONFERENCE PROGRAMME

Thursday, September 26<sup>th</sup> 2013

**Location: Chamber of Economy of Vojvodina**, Hajduk Veljkova II, 21000 Novi Sad (entrance is from the Braće Popović street, Official entrance No.5, 3<sup>rd</sup> floor)

**09.00 – Registration** (3<sup>rd</sup> floor, Chamber of Economy of Vojvodina, st. Braće Popović 5)

**10.00 – Opening ceremony (Main Hall) - participants will be welcomed by:**

- *Miroslav Vasin*, Provincial secretary for Economy, Employment and Gender Equality
- *Prof. Dr. Miroslav Vesković*, Rector of University of Novi Sad, Serbia
- *Prof. Dr. Neda Mimica-Dukić*, Dean Faculty of Sciences, University of Novi Sad, Serbia
- *Prof. Dr. Branislav Đurđev*, Director of Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Serbia

### 10.30 – 12.30 Plenary session (Main Hall)

Dr Larry Dwyer

*School of Marketing, University of New South Wales, Australia, and University of Ljubljana*

Presentation title: *“Does Tourism Positively Impact Upon Peace and Culture?”*

Dr Tomislav S. Šola

*Faculty of Humanities and Social Sciences, & European Heritage Association, Zagreb, Croatia*

Presentation title: *“Heritage and cultural tourism for the community development or: How to fulfill the impossible mission?”*

Dr Eugenia Wickens & Dr Ali Bakir

*Faculty of Design, Media & Management, Buckinghamshire New University, UK*

Presentation title: *“Tourism as a vehicle for peace and cultural understanding: Theoretical approaches”*

Dr Melanie Smith

*Budapest Business School, Hungary*

Presentation title: *“Fostering Greater Tolerance through Ethnic and Minority Cultural Tourisms”*

### 12.30 - 13.30 Cocktail and coffee break

After Plenary session the conference lectures will be divided into two separate locations.

#### CHAMBER OF ECONOMY OF VOJVODINA

Hajduk Veljkova 11, 21000 Novi Sad

(entrance is from the Braće Popović street, Official entrance No.5, 3<sup>rd</sup> floor)

#### 13.30 – 15.30

Main Hall – Tourism Policy and Regional Development (Chair persons: Sanda Čorak and Asaf Leshem)

Hall 2 – E-Tourism and Marketing (Chair persons: Nevena Ćurčić and Darko Lacmanović)

#### 15.30 – 15.45 – Break

**15.45 – 17.15**

Main Hall – Motivation, behaviour and HR in Tourism (Chair persons: Aleksandra Dragin and Thirachaya Maneenet)

Hall 2 – Hospitality and Gastronomy (Chair persons: Dragan Tešanović and Gordana Vulić)

**17.15-17.45** – *Coffee break*

**17.45-19.15**

Main Hall – Peace and Tourism (Chair persons: Igor Stamenković and Sebastian Repnik)

Hall 2 – Hunting Tourism (Chair persons: Risto Prentović and Dragan Gačić)

**19.30**

*Organised transfer from both locations to Conference Dinner at Alaska Barka Restaurant*

**20.00**

*Conference Dinner at Alaska Barka Restaurant – Ribarsko ostrvo*

## **THE PAVLE BELJANSKI MEMORIAL COLLECTION**

Trg galerija 2, 21000 Novi Sad

(Transfer will be provided by the organisers after cocktail)

**14.00** – *exhibition tour*

**14.30-16.00** – Natural and Cultural Resources (Chair persons: Jasna Jovanov and Tomislav Šola)

**16.00-16.15** – *Break*

**16.15-17.30** – Natural and Cultural Resources (Chair persons: Jasna Jovanov and Tomislav Šola)

**17.30-18.00** – *Coffee break*

**18.00-19.30** – Thematic Routes and Education in Tourism and Teaching (Chair persons: Vanja Dragičević and Srećko Favro)

**Friday, September 27<sup>th</sup> 2013**

**08.00** – *Conference Fieldtrip - Viminacium - One-Day Excursion (included in the conference fee, expected return at 20.00).*



# Abstract Book

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## PLENARY SESSION

### Does Tourism Positively Impact upon Peace and Culture?

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Larry Dwyer

*School of Marketing, Australian School of Business, University of New South Wales, Australia  
President, International Academy for the Study of Tourism  
President, International Association for Tourism Economics*

The presentation begins with the question: what is peace? Peace can be an internal condition of the individual or an external situation of harmony between individuals. On both perspectives the concept is vague. Several commentators adhere to what might be referred to as the 'optimistic view' that tourism is a peace industry. The presentation discusses some prominent perspectives and the views of international associations that claim tourism is a force for peace, understanding and cultural tolerance.

The presentation identifies various ongoing adverse impacts associated with tourism development and considers whether the tourism can truly be said to be a 'driver' of peace. For this to occur, we need to change our mindset of the nature of tourism away from the dominant 'industrial model' towards a 'sustainability model'. We have the choice of continuing along the 'road to decline' or changing direction along the 'road to rejuvenation'.

The basis of the new sustainability mindset is an Environmental Ethic that replaces the Anthropocentric Ethic that drives the quest for tourism growth which is associated with resource exploitation, loss of biodiversity, pollution, social alienation and degradation of culture. It is argued that it is only through a changed mindset which puts 'benefits' above profit, 'people' ahead of products, 'value' ahead of price, 'place' ahead of destination, 'pull' ahead of promotion, and 'protection' ahead of exploitation, that tourism can deliver more positive outcomes including promoting peace and cultural understanding.

The presentation concludes by identifying four major 'ambassadors of peace' that emerge from the new mindset. These are the Responsible Government, the Responsible Operator, the Responsible Tourist and the Responsible Host Community. The values and actions of these stakeholders will be crucially important as we proceed along the road to rejuvenation toward a more peaceful and tolerant future.

## Heritage Tourism for Community Development

Tomislav S. Šola

*Faculty of Humanities and Social Sciences, & European Heritage Association, Zagreb, Croatia  
director@thebestinheritage.com*

The lecture itself will partly fall out of the frame of the conference and, but organisers graciously agreed. However, I feel like contributing more to the theme of peace and its linkage to culture and tourism. Practicing culture, let alone tourism is impossible without peace. The precondition for culture is peace as there is no culture agreeing to war. Culture and war are opposed by definition. Peace is not only the absence of armed conflict, it is also peace of mind, cultured life and prosperity, all that we are losing on the global scale. For the lucky part of the world, state of war is „just“, acculturation and entropy in all its forms. The world is becoming uglier, unsafe, unfriendly, poorer, more aggressive, its food, air and water poisoned, its heritage endangered, traditions destroyed... And all that by the will and for the profit of the few. Tourist industry, at its worst, is part of these devastating forces. It is a very demanding industry, giant spendthrift, usually careless about the consequences. We have arrived at the point when a new deal has to be struck in which the owners of the industry will have to invest part of their profit into the maintainan-

ce and regeneration of the resources. In most cases of cultural and heritage tourism, we witness violent exploitation, quite a rape of local values. The time of avoiding strong words has expired as this „war“ is real. During the last few decades the frontline has reached our heritage institutions. Turning your head away because you may end up in bad relations with the ruling elite becomes a feeble excuse our public will not tolerate. John Adams said: “There are two ways to conquer and enslave a nation. One is by sword. The other is by debt”. We have unfortunately learned the third: acculturation. That process mirrors the essence of the relation between tourist industry and peace. We are being deprived of prosperity in the blessed richness of our cultural differences and variety of our nature. Paradoxically, these are the very qualities the tourism itself is founded upon. Once the resources are exhausted tourist industry moves on. But hosts stay. And just to add: development is about quality of life, not earning ever more money (for the rich).

**Keywords:** peace, tourism, culture, heritage

## Tourism as a Vehicle of Peace and Cultural Understanding: Theoretical Approaches

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Eugenia Wickens, Ali Bakir

*Faculty of Design, Media & Management, Buckinghamshire New University, UK*

The ongoing debate concerning the notion of 'tourism for peace' is the central theme of our presentation. Peace is an intangible attribute and is difficult to quantify or measure. So how can we study it? It is often said that it entails the absence of war, acts of terrorism and random violence. It refers to peaceful relationships between nations, host communities, individuals and stakeholder groups. Furthermore, peace is not static but it changes constantly. Some argue that it is imperfect. Our review of the literature on tourism and peace shows that there is no clear consensus as to how peace should be operationalised. It is also clear that the peace-through-tourism idea has gained ground among policymakers and industry representatives and academics. A key characteristic of research to date is that many analysts operate with undeveloped definitions of the terms 'tourism' and 'peace', with some appearing to be oblivious to the need to define these terms.

The peace-through-tourism discourse has been highjacked mainly by politicians and the industry to advance their own particular interests and has been viewed as a panacea to solve the entrenched socio-economic problems faced by nations globally today. The counter argument is put forward by those analysts who draw our attention to the perceived evils of westernisation and modernisation brought about by globalisation where tourism is one of its principal components.

There is thus a tendency amongst researchers to adopt one of the two op-

posing orientations. One claims that tourism contributes to world peace; the other sees tourism as an 'evil' that generates conflict such as increased fundamentalism, ultra-nationalism and intolerant cultures. These two orientations, however, may be seen as the ends of a spectrum of opinion with a variety of views lying between them and where we situate ourselves. As we argue the questions of whether and how tourism as a whole contributes to world peace is more complex and problematic.

In this presentation we will commence with a brief exploration of the concept of 'peace' and then go on to examine the tenuous relationship between 'tourism' and 'peace'. We shall consider the theoretical arguments of diverse thinkers and assess the strengths and weaknesses of their various positions. It should be noted that the theoretical interpretation offered in this presentation has been influenced by our biographies, cultural reflections and experiences. Encountering the proponents of the proposition of 'tourism for peace' and the calibre of their work, it will be hard to resist the conclusion that tourism plays a major role in building a culture of peace. The proposition that tourism fosters peace and tolerance appears to have been rather exaggerated. Complexities of tourism and international relations are often ignored in textual representations.

**Key words:** Peace, Tourism, Globalisation, Cultural Understanding, Fundamentalism and Terrorism

## Fostering Greater Tolerance through Ethnic and Minority Cultural Tourism

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Melanie Smith

*Budapest College of Communications and Business,  
msmith@bkc.hu*

This presentation will consider the social, economic and political status of two minority groups in Budapest, Hungary: the Roma and Jewish communities. Although the history of these two groups has followed very different trajectories, the outcome for both communities has unfortunately been one of political and social marginalisation and persecution. However, it will be argued that cultural tourism development may provide an opportunity for more positive representation of these communities as well as greater social and economic support. The presentation will draw on research undertaken in Budapest, including in-depth interviews with organisations and individuals who are working with Roma and Jewish communities, arts and cultural specialists, as well as participant observation during a number of guided tours. The research included heritage tours, 'backstage' tours, and arts and cultural events.

Although there are many challenges to developing tourism initiatives based on Roma or Jewish culture in the present political climate, it will be argued that it could also have the effect of fostering greater tolerance, increasing support for, and creating a more positive image of these minority cultures. This could eventually transform the lives of the communities for the better. As discussed by Morrell and O'Connor (2002) transformation can shift ways of being in the world, including structures of class, gender and race, as well as engendering possibilities of social justice and peace. The interest of foreign visitors from more open or tolerant countries could have a positive impact on the attitudes of the national or local population, and tourist interest could cast a spotlight on the problems and plight of ethnic minorities in the same way that it has also done for many indigenous peoples around the world.

# TOURISM POLICY AND REGIONAL DEVELOPMENT

## Berlin: Sustainability and Tour Guides in a Partial Dark Tourism Destination

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Asaf Leshem

*Humboldt-Universität zu Berlin, Institut für Sozialwissenschaften  
asafleshem@gmail.com*

When guiding in Berlin about the Holocaust or about the Cold War, tour guides often hear the phrase: “I didn’t come here for that, but I want to see that as well...” Many of Berlin’s 10 Million visitors claim to have an attraction towards both the morbid, and, at the same time to the lighter side of the city’s attraction. It is that kind popular sentiment which brings the argument that Berlin can be defined as a Partial Dark Tourism Destination. The paper begins with positive and negative impacts of tourism in such a destination. I continue to define the specifics of socio-cultural sustainability in Berlin.

The research is based on a premise that Berlin’s tour guides function as a link between the residents of the city and the visitors. Betty Weiler (2011 with Aisa Kim, and 2013) argued that tour guides have the potential to communicate and role model sustainability, including mediating between local residents and visitors. Supporting that is Hu and Wall (2012) suggestion that tour guides have the opportunity to teach local history and customs.

The hypotheses of this research is that A. tour guides can convey, monitor and role-model appropriate visitor behaviour (i.e. inspire social sustainability); B. tour guides can increase visitors’ enjoyment of the destination; C. tour guides can influence economic behaviour of the visitor; D. finally, through interpretation, tour guides can expose the visitor to different socio-cultural and historical angles the visitor was previously unaware of.

This paper was written as a preliminary study, intended to be developed into a PhD thesis. It brings informal field observations (conducted over a period of four tourist seasons of 2010-2013). Using ethnographic descriptions, an analysis is done of various tourist situations in which the tour guide plays a role in influencing the visitor’s behaviour. I conclude that tour guides have greater influence on social, cultural and economic behaviour of the tourist than previously considered, and therefore a potential to enhance sustainable tourism development in Berlin.

**Keywords:** Berlin, dark tourism, sustainability

## Beijing and Berlin: an Unfulfilled Potential for Sustainable Urban Tourism Development

Adi Talmor<sup>1</sup>, Asaf Leshem<sup>2</sup>

<sup>1</sup> *Egg Roll Tours Beijing*

<sup>2</sup> *Humboldt-Universität zu Berlin, Institut für Sozialwissenschaften*

The year 1990 was a major turning point for Berlin and Beijing in terms of economic, social and cultural development. The development of the two as fast growing tourism destinations was a big part of this development. Perhaps the most obvious common ground between Beijing and Berlin is that both cities were not tourism destinations due to the circumstances of the Cold War, whereas similarly important capitals such as London, Paris, and Rome were at the time already well visited by millions of tourists every year. Beijing and Berlin, then, had the chance and the economic motivation to develop as a brand new urban tourism destination.

This article begins with a review of the potential positive and negative impacts tourism has on the local economy and society in Berlin and Beijing. Following, we present a hypothesis in which despite many similar chances neither city is fulfilling its potential for sustainable urban tourism development, albeit in contradicting circumstances and for contradicting reasons. Tourism stakeholders - the Links - are

reviewed for their influential position between the city and its visitors.

The findings presented in this paper are based on several years of observations through practical work in the tourism industry in the said destinations. In addition to that, secondary data was collected to review existing literature and substantiate our own finding.

It is concluded here that both Beijing and Berlin suffer from an unsustainable tourism development, manifested in social conflicts, unrealistic cultural images, unequal distribution of economic gains, and unfulfilled potential of tourist learning of the destination. We do not argue for less governmental control in Beijing or for more rigid planning in Berlin. Instead, we claim that the Links - with improved capacity - have the potential to present their city in an appropriate way, encourage responsible tourist behaviour, encourage more sustainable economic spending, and reduce social and cultural conflicts with local community.

**Key words:** Beijing, Berlin, sustainable urban tourism development

## Management of Tourism Development (Case Study of the Old Capital Cetinje, Montenegro)

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Iva Bulatović, Ana Tripković-Marković

*Montenegro Tourism School Bar, Mediterranean University Podgorica*

*Corresponding author: ivabulatovic@yahoo.com*

Cetinje is the second municipality in Montenegro, after the municipality of Kotor that is recognized by the number of registered cultural monuments. Of the total 357 categorized cultural monuments that have been registered in Montenegro, 55 monuments of culture are located at the area of Cetinje, which makes 15.5% of the total number of registered cultural monuments. Also, Cetinje is very rich with natural resources. It has two National Parks: Lovcen and Skadar Lake. Besides, it is a municipality with longest history in hospitality in Montenegro - first hotel was built in Cetinje. But, despite all that, tourism in Cetinje today is only partially developed.

This paper examines different strategies for tourism development in the Old capital Cetinje, Montenegro. Taking into consideration characteristics of Cetinje, authors want to give appropriate guidelines and define optimal strategy for the further development of tourism in this municipality. Analysis includes its primary elements (natural, social, cultural and economic characteristics) and secondary elements

(accommodation facilities, gastronomy, destination's offer for tourists' spare time, events etc.). Past and actual situation of tourism development is also analyzed.

For the purposes of this study several scientific methods were used including major strategic tools such as SWOT analysis, Boston Consulting Group's matrix, destination lifecycle concept and Ansoff's matrix.

This paper shows that The Old Capital Cetinje has a good basis for the development of tourism, but there is a lots of barriers which can be removed by providing high-quality planning, good implementation of strategies, by raising awareness of local people about the importance of tourism development in order to increase economic and social benefits. The cooperation of the public and private sector is very important. Further more, authors give recommendations for adequate destination management, so this paper can be used as guide for upgrading actual plans and strategies.

**Keywords:** destination, development, strategy, management, tourism

## Serbian Destination Competitiveness: Analysis of the World Economic Forum's Travel and Tourism Competitiveness Index

Karolina Simat<sup>1</sup>, Dejan Berić<sup>1</sup>, Nikola Vuksanović<sup>2</sup>, Verica Milutinović<sup>3</sup>

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The Travel and Tourism Competitiveness Index (TTCI) was developed in 2007 within the context of the World Economic Forum (WEF)'s Industry Partnership Programme for the Aviation, Travel and Tourism sector. TTCI aims to measure the factors and policies that make it attractive to develop travel and tourism sector in countries worldwide and to improve the industry's competitiveness in their national economies. Using this index, the WEF has ranked the competitive performance of different countries and suggests that this cross-country analysis of the drivers of competitiveness in travel and tourism provides useful comparative information for making business decisions and additional value to governments wishing to improve their travel and tourism environments. This index is recognized as a welcomed further step in the process of providing a better understanding of competitiveness, its meaning and measurement in a tourism context.

In general, compared to 140 countries in the world, competitiveness of Serbian tourism is not favorable. TTCI considers a very small number of indicators as significant competitive advan-

tage in Serbian tourism industry. For this reason, WEF's research on the competitiveness in the field of travel and tourism has put Serbia at the bottom of the list of European countries. Certainly, it is not an appropriate place regarding its geographical position and available resources. However, they make a comparative advantage, but what essentially makes tourism competitiveness is one's ability to long-term use resources in an efficient way for tourism.

The purpose of the paper is to gain insights from the results of the TTCI of Serbia and give a comparative analysis of indicative data of Serbian tourism competitiveness for the period between 2007 and 2013. By highlighting success factors and obstacles to travel and tourism competitiveness of the country and observing its trend in the past seven years, the TTCI can be used as one of the tool to identify if Serbian tourism policy has moved in the right direction and made efforts toward taking advantages of strengths and overcoming barriers that impede the development of the sector.

**Keywords:** Tourist Destination, World Economic Forum, Travel and Tourism Competitiveness Index, Serbia

## Tourism, Politics and Regional Development Guidelines of the Development of Northeastern Bosnia

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Senada Nezirović

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Northeastern Bosnia in a touristic aspect can become an important tourism destination, it disposes of natural resources that with a well built infrastructure can be used throughout the whole year. In terms of differences of particular attractions and taking into account the strategic orientation in the regional development strategy of the area we can determine development opportunities according to destinations. Valued touristic potentials refer to its complete use in tourism development activity.

There are realistic chances for development of more aspects of tourism, most of which are in an early stage. The paper represents theoretical and practical researches on contemporary processes of tourism development. The objective of paper is to perceive the opportunities of valorization of tourism potentials by analysing the current situation and to determine directions of tourism activity development in Northeastern Bosnia.

**Keywords:** Northeastern Bosnia, development guidelines.

## Challenging Management of Rural Tourist Destinations in Serbia

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Accelerated creation of the new global economics, and thus the entire world tourism, conditions accelerated conversion of certain forms of management of rural tourist destinations from yesterday's new to current old. For these reasons, the aim of this paper is to show how much those new challenges reflect their application to the management of those destinations in Serbia. Therefore, in the paper, we start from the following hypothesis:

- If the rural tourism is stimulating framework for creation of tourist de-

stinations, then management has to be at the same time very flexible, but also immensely stable; and

- If management of tourist destinations becomes a necessity in modern development, then rural destinations of Serbia have to fulfill all of the hard and soft elements in order to become recognizable.

The expected results of the research in the paper will demonstrate unification of scientific-methodological and practical coexistence of modern man-

agement and modern development of rural tourist destinations.

**Keywords:** management, tourist destination, rural, modern, development.

## Evaluation of Tourism Strategy of Turkey-2023 with Respect to Sustainable Tourism Principles and Competitiveness Performance

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According to World Tourism Organization (UNWTO), Turkey hosted 35.7 million tourists and had 25.7 billion dollars tourism income in 2012. Besides, Istanbul ranked 6<sup>th</sup> among the most visited cities with its 10.4 million visitors. Turkey is generally known for sun-sea-sand tourism although it has vast potential for congress tourism, mountain tourism, cultural tourism, health and thermal tourism and winter tourism. "Tourism Strategy of Turkey-2023" was prepared by the Ministry of Culture and Tourism in 2007 in order to clarify tourism plans and aims till the year of 2023, the year that marks the 100th anniversary for the foundation of Turkish Republic. According to this strategy plan, the main targets stated were redesigning the tourism organization, strengthening the tourism industry, encouraging domestic tourism, revealing alternative tourism potentials, strengthening the tourism infrastructure, increasing the quality of tourism education, supplying educated and qualified labor force for the tourism sector, increasing the service quality, developing city brands and increasing the quality of existing tourism areas.

The aim of this study is to analyze the Tourism Strategy of Turkey-2023 with respect to sustainable tourism principles and according to the Travel & Tourism Competitiveness Index (TTCI), which has been published by World Economic Forum every second year. In TTCI, countries' tourism competitiveness performance is evaluated under 3 main groups, which are Travel & Tourism Regulatory Framework, Business Environment and Infrastructure, and Human, Cultural and Natural Resources. According to the index, Turkey showed progress in strengthening the tourism infrastructure and increasing the quality of tourism education, which were also targeted in the Turkey Tourism Strategy 2023. Nevertheless, it is also observed that Turkey did not show any progress in environmental sustainability, health and hygiene and price competitiveness. From the perspective of sustainable tourism, the 2023 strategy plan includes some positive aims such as diversifying tourism product to decrease seasonality, increasing tourism income, and boosting service and employee quality. The strategy yet does not include some important sustainability principles like how local peo-

ple and other stakeholders could benefit more from tourism economy or how to decrease the usage of all-inclusive system in hotels, which are some of the main problems of tourism industry in Turkey.

**Keywords:** Sustainability, Sustainable Tourism, Travel & Tourism Competitiveness Index (TTCI), Tourism Strategy of Turkey - 2023, Turkey.

## A Comparative Study on the Competitiveness Performance of Selected Mediterranean Countries with Respect to Sustainable Tourism Indicators in the TTCI Index

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The Mediterranean has been one of the most important tourism regions in the world, and for decades has provided the traditional sun-sea-sand product for the North and Eastern European markets. The region accounts for nearly one third of the total tourism revenues and international arrivals in the world. Mediterranean tourism is nowadays experiencing a challenge with subsequent market shifts towards other destinations and alternative tourist products, so its share of international travel market has begun to decrease. World Tourism Organization (UNWTO) expects this trend to continue, so the Mediterranean countries need to restructure their tourism industries within the context of sustainable development strategies in order to maintain a competitive edge in the global tourism market. Sustainable tourism is very important for the future competitiveness of tourism destinations and enabling tourism development based on sustainability principles economically, socially and environmentally is considered to be a necessity.

Based on the importance of sustainability in terms of competitiveness for the Mediterranean region, this study aims to compare selected countries in the region by their competitiveness scores and rankings with respect to indicators related to sustainability listed in the Travel & Tourism Competitiveness Index (TTCI) in 2013. Published by World Economic Forum, the report TTCI includes 140 countries, 14 pillars and over 75 indicators. The selected countries are grouped to advanced and emerging economy destinations according to data from International Monetary Fund (IMF). Other than the overall rankings, the three pillars of competitiveness used in this study are environmental sustainability, natural resources and cultural resources, constituting a total of 16 indicators. According to the rankings, the advanced economy destinations rank comparatively higher in terms of sustainability than the rest of the countries in the region; and many of the countries like Turkey and Greece have lower rank-

ings for environmental sustainability compared to their overall rankings and their market shares.

**Keywords:** Competitiveness, Mediterranean, Sustainability, Sustainable Tourism, Tourism, Travel & Tourism Competitiveness Index (TTCI), Turkey.

## Different Strategies in Second Home Development and Destruction of Local Architectural Values in Kish Island

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Kish Island was selected as the first free-trade tourism zone of Iran in 1968. Hence, the first master plan of Kish was prepared in 1973. Following this, three other master plans were prepared in 1988, 1998 and 2007. A glance at these documents shows less attention has been paid on the quality of architectural design in second home development. Differences in housing strategies in the master plans have had different influences on the second home design which they are leading the destruction of local architectural values and the loss of cultural capital that flows from this. Within the next 20 years, the market for second homes will achieve high growth

rates in the island. Thus, the last master plan essentially recommends preparing some action plans and practical guidelines in this context. This paper over-viewed the background of the Island in the contexts of second home design. Moreover, a small but carefully chosen sample of local professionals is used to completing the gathered information. This paper attempts to suggest some recommendations for the process of second home design in the Island which have more adaptation with local architectural values and the process of development.

**Keywords:** Second Home, Master Plan, Local Architecture, Kish Island

## Sustainable Events as Tools to Manage Tourism: The Case of Itfits 2013

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Sustainability is now the focus of European policy developed from the base of the Lisbon Treaty and will guide the economic choices of the European Union in view of the goals set by the Strategy Europe Year 2020. The large space that will be dedicated to tourism in the next programming period 2014 - 2020 will be significant for the economies of the member states in this sense. Umbria (Italian Region) will have an excellent opportunity to present itself as Innovative Region of Italy that already in the development of sustainable tourism based on the ethical principles of respect for the environment and the culture of territories, consult a possible solution to a crisis, not only economic, which is affecting the whole of Europe.

ABOUT IT FITS – It FITS – Italian Forum on Tourism and Sustainability born with the goal of becoming an annual event that explores the theme of the relationship between tourism and sustainability, proposing subjects, products and solutions really and concretely applicable, whether in the short, medium or long term. The aim is to establish guidelines that identify a quality and responsible tourism product, to attract new markets (specifically those of Northern Europe) and promote a comprehensive development of the tourist destination.

In this sense, it also wants to propose Umbria as destination linked to the values of sustainability in all its forms (environmental, social, economic), identifying it as a model in the process of continuous improvement, but already able to offer a touristic experience to remember, starting from sustainability issues.

EVENT WITH LOW ENVIRONMENTAL IMPACT – The event was produced with low environmental impact, thanks to the implementation of tools and processes that reduce consumption, pollution, and waste. The event was evaluated according to the guidelines of the specification of the EBI 2012, and provided a final plan to offset the emissions produced. The discussion topics and the methods of communication to the various interested parties, will undoubtedly innovative. It FITS - Italian Forum on Tourism and Sustainability is an event that aims to create a union operation between tourism and sustainability through training courses for operators of the tourism industry, with the organization of a business conference aimed to investigate these issues, and an Educational Trip in Umbria addressed to the European markets.

**Keywords:** Tourism, sustainability, sharing of experiences, networking, area promotion and development.

## Cheap Flights and their Impact on Development of Tourism in the Republic of Macedonia

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The occurrence of cheap airlines, and hence the occurrence of cheap flights cause real revolution in the air-traffic in the world. Their occurrence has influenced directly, but also indirectly on the tourism development on some tourist destinations.

This airline companies are offering their services for significantly lower prices from the other airline companies, but as a result they have their own principles, and some segments of their work can be expressed on positive or negative sense for the passengers.

The Republic of Macedonia is a country characterized by the slow tourism development with a lot of challenges and introduction of cheap flights

seems as a stepping stone in the tourism development and positioning on the tourism market, with an accent of European tourism market.

The aims of the paper is to determine whether the introduction of these cheap flights, subsidized by the country, affects the increase of the number of tourists in the country, through the analysis of data about number of transported passengers before and after the introduction of this low-cost flights on the two airports in the country, Alexander the Great – Skopje and St. Paul the Apostle – Ohrid.

**Keywords:** airlines, cheap flights, tourist destination, tourism development, Republic of Macedonia

## Vertical Partnerships Versus Market Relations: An Empirical Study of the Russian Tour Operators

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An establishment of long-term partnerships with travel agencies is an important way of geographical expansion of large tour operators. Such a relationship is a strategic alternative for tour operators' interaction with independent tra-

vel agents through market transactions. We have investigated the influence of certain characteristics of Russian tour operators working in the field of outbound tourism on their ability to develop a partnership model of geographical

expansion. The results show that tour operators with a high brand reputation, having a high index of geographical concentration of its agent network are more

likely to create partnerships with travel agencies, than other tour operators.

**Keywords:** tour operators, travel agencies, Russia

## Number and Structural Analysis of Foreign Exchange Students and their Opinion on Studies at University of Novi Sad

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Exchange students stay in foreign countries for the purpose of studying is considered, among experts, to be a form of educational tourism. Motives for such stay, as well as the use of local services in its broadest sense, undeniably possess characteristics of tourist flow. These are the assumptions on which this paper is based. The aim of this research is to provide scientific information on the number and structure of the foreign students as well as their overall satisfaction with the studies, which can further help in decision making and policy development in regard with this subject. In order to further examine this, data was collected on the number of foreign students and interviews were carried out with relevant stakeholders at faculties and university. Also, survey was conducted in order to learn students' attitudes regarding multiple aspects of their

stay at the University of Novi Sad. Subjects examined in the survey include: motivation for enrollment in exchange program; the quality of the educational process; level of technical equipment of the offices, libraries and laboratories; overall attractiveness of the destination; cultural dynamism of the destination; both positive and negative experiences during the study; organization level of the student population and its influence on decision making and policy development at the university. Based on these results, conclusions are drawn, which indicate that despite the perceived weaknesses, number of international students at the University of Novi Sad is increasing.

**Keywords:** educational tourism, exchange students, University of Novi Sad, development, Bologna process, students' attitudes

## Tourism Policy, Place Image and Planning for Investments

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

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

Improvement of the physical environment, will promote the city as an attractive and enjoyable place to visit, to invest in, and to live in.

Many cities combine the use of high-profile projects with enhanced tourism policy to seek to revitalize economic decline and improve their urban physical structure. These high-profile projects are developed in city centres, and comprise prominent conference centres and

meeting places; museums and other leisure destinations; and concentrations of restaurants, bars and nightlife. They are often linked to special events such as art performances and festivals, and place specific marketing strategies. The use of high-profile projects alongside tourism policy also aims to promote a positive city image in order to attract inward business investment. Central to the majority of these initiatives is a reassessment of the image that the city projects (Stevenson, 2003), which then becomes a key element in an urban regeneration strategy, for employment creation, increasing tourist expenditure and improving the physical urban structure, in a context of high interurban competition for potential inward investment.

City image is the subjective view or perception of a city and it has been argued that a positive change in image may encourage business investment and business activity, though much of the literature on the topic has not clearly defined what kind of inward business investment/investor might be encouraged due to such a change in the city image.

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

**Keywords:** flagship projects, tourism, place image, investment

## Evolution of Destination Marketing Organizations: A Case of Croatia

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The system of destination marketing organizations (DMOs) in many countries is organized with the primary objective of effective promotion and attracting tourists to the destination. Network of tourism organizations usually consist of national tourist office, offices abroad and regional and local organizations. While those tourism organizations until just a few decades ago were focused almost exclusively on the promotional activities, today they must answer the more complex demands of tourists and therefore the number and complexity of their tasks has been changing. In addition, there is an increasing need to connect all tourism organizations within a destination in order to make implementation of development plans possible. Given this, variety of barriers concerning the legal, organizational, and other aspects often occurs.

The authors in this paper first give a comparative overview of the organization of DMOs in Mediterranean countries and then analyze the tasks and scope of their operations, comparing their activities with contemporary trends in tourism demand. Those market demands have an impact on expanding the range of activities of tourism organizations all over the world and cause a constant need to adapt or even change the system itself. A case of Croatian system of national, regional and local DMOs is a good example that shows the evolution of all the activities of DMOs and the constant need for change in the context of long-term survival in the market.

**Keywords:** tourism organizations, destination marketing organizations, tourism demand trends, Croatia

## Rethinking the Lifecycle of Tourist Destination Model

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The aim of this paper is to cross-reference the Tourism Area Life Cycle (TALC) model and Tourism Learning Area (TLA) model. In his 1980 article, Butler proposed a widely-accepted model of the life-

cycle of a tourist destination. Tourism Area Life Cycle (TALC) model is significant because it demonstrates the dynamic nature of tourism in the region, the opportunity for growth and negative

growth after stagnation, if strategic management tools are not applied. A survey by the Boston Consulting Group concluded that the strategic position is defined by two characteristics: the relative market share and market growth rates. Cross-referencing the BCG Portfolio Matrix and TALC model, both strategic position and stage in life cycle can be seen. It is a significant methodology for strategic decision making. An important issue is to determine when is the right time to rejuvenate the tourism product and the

stage of the life cycle is tourist region. A continuous loop of TALC models illustrates the timely manner of tourism product rejuvenation, as well as potential losses if the rejuvenation comes too late. TLA is a product of organizational development (OD). Cross-referencing TALC and OD in the TLA process can help identify over-engineering in tourism product development.

**Keywords:** Tourism Area Life Cycle, BCG Portfolio Matrix, organizational development

## Index Numbers of Tourism Institutionalization in Tatarstan

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In the article the sphere of tourism is considered as a social institution; dynamics of some index numbers of formation of tourism social institution in Tatarstan is discernible; correlation of tour operators' occupation in different directions of tourism is indicated. Therefore, an empirical research was undertaken to study the current state of tou-

rism sphere coverage by tour operators and tourist agencies in the Republic of Tatarstan. A method of documentation study and method of resources study were taken as methods of research. The research was undertaken for the period from April till June 2013.

**Keywords:** index, tourism institutionalization, Tatarstan

## Development of Tourism in Russia: The Problems and Prospects

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Russia as the country of the world largest on territory possesses enormous resources for development of tourism. It

and a variety of natural zones and landscapes, unique natural objects, balneological resources of world value, huge

virgin territories, and also significant historical and cultural values and sights of multinational and multi-confessional people of Russia. Development of tourism in Russia would lead to increase in a total internal product, activation of the foreign trade balance, creati-

on of additional workplaces, and also to stimulate development of transport and communication, construction, agriculture, manufacture of the consumer goods and others.

**Keywords:** Russia, tourism development, future perspectives

## Political Aspects of Tourism in the Tatarstan Republic and the Role of Women Movement in the 80-s of the 20<sup>th</sup> Century – The Beginning of the 21<sup>st</sup> Century

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The article is devoted to the development of tourism and women movement in the Republic of Tatarstan during the last thirty years.

The development of tourism has a political aim – it is the propaganda of the existing system and culture of a country, it is used for the representation of the country's citizens abroad, and for foreigners coming to a country it is the direct acquaintance with the political life of a country. The 80-s of the 20<sup>th</sup> century – the beginning of the 21<sup>st</sup> century was a difficult period for the Tatarstan republic: there was the alternation of the political mode, the formation of the nationhood and the access of foreign tours.

We have conducted the historical analysis on the basis of the archives documents and marked out the following political aspects and stages of tourism in the republic of Tatarstan (RT).

The first stage – the 80-s of the 20<sup>th</sup> century – is the epoch of the “developed socialism”, according to the archives

documents of the National archive of the Tatarstan republic (NATR), fund 100, travel abroad was possible by a resolution of the Trade Union of the Tatar autonomous soviet socialist republic (TASSR), lists of tourists were vised at the Bureau's meeting on the recommendation of a subordinate company. Tourists were obliged to visit meetings about rules of staying and there were lectures in the Institute of Marxism and Leninism. The analysis of women-administrators' personal files of the Central state archive of historical and political documentation of RT (CSAH-PD RT), fund 15, 26, 8238, indicates that in personal files there was a special column about travelling abroad: paragraph 14. Data of these two archives testify that the main direction of travelling in our republic were the countries of the “socialist camp”, especially Yugoslavia. Travelling tourists were escorted by an employee of the State security committee of the USSR, tourists were given a limited sum of money, af-

ter travelling tourists conducted meetings and told about what they had seen, emphasizing the advantages of their own country.

The second stage, from the beginning of the 20<sup>th</sup> century, is related to the process of “sovereignization of republics”, to emergence of nationalist movements in Tatarstan. So the republic authorities set the task of popularization of Tatar historical heritage and creation in the republic, more precise in the town of Bulgar, the Russian center of Islamic culture. In the CSAHPD RT, fund 8248, of the “World congress of Tatars” there are data about the arrival to our republic of delegations from more than 60 countries of the world. At that time one could see merger of national and women movement in the propaganda of sovereignty and popularization of tourism in Tatarstan as the Russian Islamic center. We can observe unity of goals as well as institutionalizing. For example, R.R. Tuffitulova (the chairman of Tatar women Association “Ak kalfak”) was elected the deputy chair of the World congress of Tatars in 1992 (CSAHPD R, fund 8266).

In 1990-s we could talk about Orthodox and Muslim revival, because of this advent of women religious organizations became quite clear. To this kind of organizations we can refer the religious organization of Zilant Uspensky women monastery in Kazan, RT, of the Kazan diocese of the Russian Orthodox church, the Orthodox religious organization Diocesan Kazan-Bogoroditsky monastery in Yelabuga, RT, of the Kazan diocese of the Russian Orthodox church, “The Unity of Muslim women of Tatarstan”, “Muslim woman”, the Association of Muslim women, “Amanat” – the club of young Muslim mothers.

The third stage of tourism development in RT from the beginning of the 2000-s was the political system “stabilization” period, the attracting of domestic tourism. It is necessary to mention the wide-scale program of the republic Fund of preserving and developing of Bulgar and Sviyazhsk having been implemented since 2010 and including renovation and reconstruction of historic attractions, building of new cultural facilities and infrastructure, important not as much for political but more for social and cultural life by means of a reconstruction of religious traditions. These are two centers of culture and religion in Tatarstan: Sviyazhsk is Christian and Bulgar – Muslim. On today they are popularized as centers of Christianity and Islam. These projects are realized under the patronage of the former RT president M. Shaimiyev.

That time one could see domestic tourism attracting and orientation of women for solving actually “women’s” interests. The republican public organization “Women of Tatarstan” (the chairman was Z.R. Valeeva) was established in December, 1995. Such organizations as: the World Tatar women Association “Ak kalfak”; the Republican children’s fund; the Human rights foundation of orphans; the Committee of soldiers’ mothers; the Union of single parent families “Chishma”; the Fund of assistance of unemployed women and their families “Tayanich”; the Regional branch of All-Russia movement “Mothers against drugs” were a part of it. The aim of the organization is enhancing the role of women in public, political, economic, social and cultural life of the republic, protection of family’s and children’s interests. At present the organization focuses on the popularization of a

modern woman's new image. The contest "Woman of year. Man of year: woman's view", the female beauty contest "Nechkebil" is held in Tatarstan.

The last stage is connected with the special event held in Kazan and undoubtedly greatly influencing the development of the tourist industry in Tatarstan, it is the games of the XXVII-th World summer Universiade (July, 6-17, 2013). Preliminary estimates show that about 100 thousand people became the guests of the Universiade, including about 12 thousand athletes from 162 countries of the world, more than 20

thousand of volunteers (about 5 thousand from Russia), about 2,3 thousand judges, and also representatives of official delegations, fans, serving personnel and so on. Volga region state academy of physical culture, sports and tourism played a significant role in this event, as nearly every student became a volunteer or worked at the Universiade. All these people popularized our historic inheritance and learned foreign languages.

**Keywords:** tourism, political life, women life, development of the tourist industry, popularization of Tatar historical heritage

## Tourism Forecasting & Performance of Gulf States 2008-12: Competitive Positioning and Complementarities

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Although not immune to the negative impacts of the Global Financial Crisis (GFC) and regional socio-economic changes in the Middle East and North Africa (MENA) that began in early 2008, the hydrocarbon-based economies of Qatar, the United Arab Emirates (UAE) and the Sultanate of Oman have enjoyed peace and economic prosperity. This paper reviews the tourism and travel performance of Qatar, the UAE and the Sultanate of Oman. Performance assessment is complicated by inconsistent forecasts made before 2008, but improved with the phasing

in of the Tourism Satellite Accounting methodology that also underlies the Travel and Tourism Competitive Index (TCCI) published by the United Nations World Economic Forum (UNWEF). The TCCI methodology is then used to identify the growth factors underlying the tourism and travel performance growth drivers between and among these Gulf States. The review points to 2008 to 2012 as a period of strong growth and of increasing alignment and an aggregated destination.

**Keywords:** Tourism Forecasting, Competitive Positioning, Qatar

## Sustainability of Tourism Destination

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There has been relatively little research done in the field of innovation in tourism despite of having great potential to improve not only tourism industry but rather contribute to sustainability of tourism destination. Tourism policies that are community-based involve local stakeholders and aim at improving economic and social regional status. A constant need for renewal of tourism products and services leads to necessity of interactions of different stakeholders. Destination marketing concerns with the tourists' perception of overall quality. When seeking community participation in planning tourism development and making marketing decisions, locals should not lack knowledge on tourism processes and its potential impacts. Increasingly pretentious, experienced and highly educated tourists demand innovative approach when creating the alternatives to traditional tourism products. Confrontation with changes in external environment forces contemporary tourism managers to offer new attractions and unique events. However, creating unique tourist products that have sustainable regional impact requires innovation approach.

This paper considers some theoretical and conceptual insights regarding development of innovative approaches to planning tourism development and creating innovative tourism products that contribute to sustainability of tourism destination from the community-based perspective. The paper begins with a brief overview of the global trends in development of tourism destination in pursuance of enhancement of tourism destination sustainability that requires links between tourism and other developmental agendas of the region. It argues that the standard approach does not give the answer to improving the sustainability of tourism destination. The need for innovativeness in developing new tourism products is discussed and contrasted to traditional approaches and major contribution of appropriate knowledge management to process of innovation examined. Finally, some conclusions are drawn on the ways to creation of tourism products that have the potential for improving the sustainability of tourism destination.

**Keywords:** innovation, knowledge management, tourism destination sustainability.

## Destination Management: Marketing Approach to Sustainable Tourism

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There is a growing demand for development of quality tourism products that are susceptible to the physical and cultural environment demands of the destination. However the goal of contemporary marketing approach to offering sustainable destination tourism products is to design the products that satisfy constantly increasing demands of sophisticated tourists. Natural environment is the main resource for many destinations, therefore destination management along with corresponding marketing adjustments are becoming extremely important. Categorization of the tourist types facilitate analysis of the demand for particular destinations and provides objectives for decision making regarding particular attributes that need to be developed. The diversity of tourists' special needs brought about the use of market segmentation as the means for applying developmental strategies of a tourism destination. Selective targeting in tourism is one of the most important approaches to sustainable destination management and there is an increased pressure for applying ecologically sustainable practices. There is growing sensibility on sustainability issues therefore the segmentation

approach should involve an attempt to manage sustainability of tourism destination.

The present study explores different interpretation that literature offers on the concept of sustainable tourism and presents the review of the determinants that intervenes the formulation of sustainable tourism marketing strategies using selective targeting. The results call for the action plan that meets the goals for sustainable tourism with the adoption of tourism destination management policies that go further than promotion alone but rather gives answers to tourism destination development on the basis of tourist' personal preferences. There is a need to maximize economic gain along with retaining a healthy and attractive environment in order to maintain the long-term profitable sustainability. The final conclusion is about the need for monitoring of tourism performance in terms of the impact on economic benefits as well as examining other indicators that allow additional impacts of tourism in terms of negative externalities.

**Keywords:** sustainable tourism, market segmentation, destination management.

## What Can be Serbia's Brand Identity as a Tourist Destination for Young People?

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National branding is used as a way for one country to differentiate itself from others and to persuade potential tourists to go beyond existing negative stereotypes. This is a great challenge for any country with a damaged reputation. The secondary data research was carried out to create a theoretical framework which consists of books and articles within the fields of nation branding, brand identity and brand images of Eastern Europe, Yugoslavia and Serbia. The findings in this paper are based on comparisons between exploratory secondary data research and collected primary data. Primary data were collected through questionnaire based survey with potential international tourists who

are 20-35 years of age. The online survey was conducted from the 5th of January until the 15th of January 2012. This study reports the perception of young international students from different continents and 30 different countries about Serbia as a tourist destination. Based on the results it also gives suggestions for appropriate marketing management tools. The purpose is to analyze possible strategic marketing management tools with emphasis on slogan and logo, in creation of appealing brand image of Serbia as a destination for young people.

**Keywords:** National branding, youth tourism, marketing management tools, Serbia

## Building a Local Image to Develop Tourism in the Chinese Province of Hainan

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For the last ten years, the Chinese province of Hainan has become a successful national tourism destination. The image of this southern tropical island has been completely transformed. Whereas in the past, the island suffered from

a bad reputation, Hainan now attracts millions of Chinese tourists on her sunny beaches. However, foreign visitors are still few to travel to Hainan. Transforming the island into a first class international destination has beco-

me the objective set by the Central government. The local government has associated Hainan to several world-class events, and has managed to receive the attention of major international hospitality groups. In spite of large media coverage, Hainan can still not rival with other Asian tourism spots such as Bali or Phuket. After a short literature review on tourism destination branding, this paper will focus on the reasons why the transformation of Hainan's image is still not successful in attracting foreign customers and will explain why cultural tourism need to get emphasized by local authorities. This paper will closely look to several categories of events organized in Hainan including beauty contests, films and TV serials set in Hainan, sport events and economic-political

summits; special attention will be given to the central-local relations in promoting the province of Hainan.

The author will argue that although a tourism destination needs to adopt certain international standards, highlighting cultural particularities is essential to develop tourism; he will also argue that becoming an "international destination" may not be the most suitable objective for this island. This paper will also look at the importance of the central and local state sector in the tourism industry, the authors will argue that although state intervention is necessary to launch a destination; however this can prevent local innovative entrepreneurs to emerge.

**Keywords:** Hainan, tourism, international destination, brand naming

## The Effect of Affective Evaluation on Forming of Destination Image

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Due to increasing tourism expenses year after year the main purpose of researches in destination marketing is gain more revenue from world tourism market. Therefore the question of why people travel and what drives people to travel is interested in by tourism destination marketers and a lot of research is done to find that questions' answers. Plenty of researches in destination marketing demonstrated that how important destination image on travel decision making process. Destination image

is described as impressions or perceptions about a destination. It is generally agreed that destination image is formed by perceptual/cognitive and affective evaluations. The effect of affective evaluation on destination image is purely investigated and it is aimed to see the effect of affective evaluation on destination image in this research. The result of this investigation is affective evaluation effects on destination image. Hence destination marketers should consider affective image together with its

forming reasons on destination marketing activities. Destinations will be able to achieve their goals easier by means of tourism policies which are generated

with destination image.

**Keywords:** Destination Image, Affective Evaluation, Cognitive Evaluation.

## The Attitudes of Local Residents in the Marketing Plan for Sustainable Tourism National Park “Skadar Lake” (Montenegro)

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The attitude of the population towards tourism is an important issue in the marketing management of tourist destinations in theoretical and practical terms. Numerous studies have focused examination of the attitudes of local people in relation to different aspects of the development and marketing of tourist destinations (Uriely, Israeli and Reichel, 2003; Inbakaran, Jackson, 2005; Woosnam, Norman, 2010; Nun-koo, Gursoy, 2012; Lee, H.T., 2013). It is especially important to consider specific issues relating to sustainable tourism marketing process and the participation of local people in the process. The subject of this work is to determine the existence of significant differences in the attitudes of some population groups within the community that may affect the marketing plan in offering different types of sustainable tourism in the National Park „Skadar Lake“.

The survey was conducted using a sample survey of 51 households in stated area, using the system of closed questions, mostly with Likert scale.

It was examined: the perceived im-

portance and the level of susceptibility to certain types of supply of sustainable tourism; the positive and negative views on the creation, placement and partial consumption of tourism products; the level of importance of barriers and weaknesses in developing and marketing of integrated tourism product.

Discussing the results of the research it could be stressed some observations about importance of marketing planning the sustainable tourism in areas such as the National Park “Skadar Lake“, especially in terms of situation analysis, marketing strategy, marketing mix activities and control marketing plan. Marketing planning the sustainable tourism have to be based on the desired relation to meeting the needs of tourism consumers and meeting the basic interests of the local population in protected areas. The key issue is to find an institutional approach in the community that ensures more comprehensive marketing plan.

**Keywords:** destination marketing management, sustainable tourism, marketing planning

## Trend Based Destination Competitiveness Analysis – The Case of Serbia

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A key element of a successful tourism industry is the ability to recognize and deal with change across a wide range of key trends and the way these trends interact. The fundamental task of destination management is to understand the directions of change and its implications for business. As the global environment is in a constant state of change, destination managers need to be ready to anticipate and pre-empt changes in order to achieve and maintain destination competitive advantages. This is important for all tourism destinations but perhaps more for 'emerging' destinations that are readying themselves to perform on the world's tourism map. As a transitional, small, relatively new and under-researched tourism destination, Serbia provides an interesting context to assess destination competitiveness in conditions of global environmental changes and the additional challenges of transition from a socialist economy to a market based economy. Using Importance Performance Analysis (IPA), this study develops a priority ordering for Serbian tourism stakeholders to debate, modify and to adopt actions that can help them pre-

pare for the challenges arising from global trends. Serbian tourism industry stakeholders from both public and private sector were asked to evaluate the importance of the management categories of risk management, innovation and product development, marketing, tourism and hospitality education, climate change, and sustainable tourism for industry's future development and also their performance in respect of these actions. The results of the study show that all these categories were accorded high importance by the Serbian tourism stakeholders. However, there are a number of areas in which the Serbian tourism industry considers itself to be underperforming in the implementation of strategies to maintain competitive advantage. This study provides a useful and easily understandable guide for identifying an action agenda for managers in both the public and private sector, as a means to help Serbia both to achieve and maintain destination competitive advantage compared to alternative destinations.

**Keywords:** destination competitiveness, global trends, Importance-performance analysis, Serbia

## Exploring the Influence of Photographs on the Conative Destination Image

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Growing usage of social networking sites (SNS), including photographs sharing from the trips, is evident in the tourism industry. In addition to somehow neglected tourist segment - the visiting friends and relatives (VFR), and their hosts, the hosting friends and relatives (HFR), the intent of the study was to explore to what extent the HFRs, and their private images published on Facebook, influenced travel behavior of their visitors. The research was focused on the graduate students who studied in three destinations in Europe (Esbjerg, Ljubljana and Girona) during the length of the program and their friends and relatives who visited them within that period. The mixed method approach was applied in the study, comprising collec-

tion and analysis of quantitative and qualitative data. The questionnaires were developed by following the previous studies on the conative image and organic sources of information. In regards to qualitative data, online images of three destinations were downloaded from Facebook and Destination Management Organization (DMO) official websites, content analyzed and compared. The results have shown that international students play a crucial role as ambassadors of destinations where they studied. Marketing organizations should consider them when developing special strategies for attracting the VFR segment.

**Keywords:** image, photographs, friends and relatives, social network, online photos

## Development of Tourist Identity through the Clusters in Culture

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Culture, heritage and people are the most important drivers for shaping and creating the image of their country. Positive identity of the country promotes tourism identity and increases the effects of tourist spending. To strengthen the competitiveness of the tourism mar-

ket, it is necessary to establish cultural clusters. Through the clustering quality is achieved through an inter-connection between the university, government/administration and the business sector into the multilateral action, which contributes to increase the innovation capaci-

ty of the whole society. In Serbia, the first cultural cluster is recently founded in order to strengthen the country's tourism identity and form a picture of the destination of cultural tourism. The paper

examines how cultural clusters in Serbia managed to strengthen and what is their role in the tourism market.

**Keywords:** clusters, culture, tourism, competitiveness, Serbia

## Consumer Protection in Tourism: Enhancing Destination Competitiveness

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In the economics literature, the role of consumers in facilitating competition, and promoting well-functioning markets, has long been recognised. In seeking the 'best' value for themselves (the most appropriate price/quality combination of a good or service) consumers not only advance their own self-interest, but also provide signals to suppliers on the product characteristics they require. Competition between suppliers, who respond to signals sent by well-informed and confident consumers, can variously lead to lower costs, improved product quality, greater innovation, higher productivity, as well as a more dynamic and efficient economy that promotes consumer well-being.

It is acknowledged that there may be 'market failure' preventing ideal outcomes. Thus, there may be information asymmetries as between businesses and poorly informed consumers who send weak and confused signals to the market. There may also be disproportionate market power in the hands of businesses which may be a source of unethical

conduct. Such market failures limit the benefits that consumers receive from transactions, while reducing the gains from competition more generally.

Market failures of the above type are generally addressed through the establishment of consumer protection mechanisms. Consumer protection measures can include regulatory (eg. Government legislation) and non-government measures, including self-regulatory and co-regulatory regimes (eg. codes of conduct, accreditation schemes). All such measures are intended to protect the interests and promote better outcomes for consumers via protection from unfair or unjust conduct or unsafe/defective goods; providing assistance when loss is suffered; and assisting in making better purchasing decisions. Consumer protection measures aim to improve consumer wellbeing by fostering effective competition and enabling the confident participation of consumers in markets in which both consumers and suppliers can trade fairly and in good faith.

Regulatory or non-regulatory consumer protection measures, properly designed, can remove or mitigate the risk to consumers from such circumstances. Once consumer protection mechanisms are in place, businesses that fail to respond effectively to consumers' preferences will be disadvantaged in the marketplace.

Tourists, of course, are consumers. Indeed, their unfamiliarity with most locations visited makes them particularly vulnerable consumers. Given the important role of consumer protection in promoting the required consumer confidence to fully participate in markets the question arises as to whether it is sufficiently recognised in the various frameworks of destination competitiveness that have been developed (Crouch and Ritchie 1999, Hassan 2000, Heath 2003; Dwyer and Kim 2003; Enright and Newton 2005; WEF 2012). Unfortunately, the demand side attributes of destination competitiveness, and in particular the role of the tourist as consumer, seem to have been relatively neglected in the research literature to date.

The tourism industry is subject to shocks in demand that can reduce the contribution of tourism to the economy. Policies that protect tourists as consumers can play a role in creating a tourism industry that is strong, flexible, innovative, and adaptive enough to respond to such shocks, and to recognize and capitalize on opportunities that they may present.

The paper first highlights six determinants of destination competitiveness that have been identified by researchers. These are: destination management, quality of service, fair and equitable legal system, ethical business behaviour, safety and security, and destination image. While seemingly distinct factors,

the paper argues that each is relevant to consumer protection, an important determinant of destination competitiveness but neglected by researchers.

Second, the paper discusses features of tourism that make consumer protection an important area of concern for the industry. Complexities that erode consumer confidence within the tourism context arise from the changing dynamics of the travel services chain, growing product complexity, information failures, changes in consumer values, and technological change. The nature of these problems is such as to warrant developing mechanisms for protecting tourists as consumers. While such mechanisms can help to enhance the competitiveness of destinations that initiate measures to improve consumer confidence, a number of problems limit the effectiveness of these mechanisms in tourism contexts.

Given the problems confronting consumer protection in tourism, the paper next discusses some possible measures that can be adopted to enhance consumer protection of visitors and thus destination competitiveness. Consumer protection, properly designed, can remove or mitigate the risks to consumers, while still allowing markets to function efficiently. In Australia, for example, a number of consumer protection rules redress failures in markets that leave consumers particularly vulnerable to financial or other risks. These include industry-specific consumer regulations, as well as ombudsman and co- and self-regulatory arrangements, and consumer education initiatives. A consumer protection measure particularly relevant to tourism is the Australian Consumer Law (ACL). The advantages and limitations of this initiative and rel-

evance to destination competitiveness are identified and analysed. The paper concludes with a discussion of how such consumer protection mechanisms create confident consumers, a necessary condition for sustainable destination

competitiveness, as well as promoting goodwill and understanding between hosts and guests and peaceful interactions between the two.

**Keywords:** Consumer Protection, destination competitiveness

## Branding Valjevo City as Touristic Destination

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The main idea of brand concept is making differences between products. The most important point of this concept is the fact that elements of the brand can take different forms and cause a variety of emotional, rational and cultural associations, beliefs and expectations. If we apply the principles of branding to Valjevo we assume to create a positive climate and tourism offers that could serve as a basic for attracting larger number of visitors, and further contribute to the economic development of the town. Successful Valjevo branding, requires authorities and practitioners to take into consideration destination image that potential visitors already have about the place and in accordance with induced image, practitioners must create the desired emotional structure related to the brand.

How local people feel about their town is also what differ one town from others. According to this, the aim of this

study is to define local people's experience since they are the most important bearers of the branding strategy.

The study was performed on two research samples. The first sample consists of 100 local people older than 18 years. The second sample includes 100 participants who were visiting Valjevo as a tourism destination. The result of this analysis suggests that the branding process of Valjevo is a necessity. Because of the decentralization trend, the moment will come when the functioning of a town will be left to itself.

The economic situation asks for the selection of those projects that do not require large investments, so it is necessary to look at the situation objectively and comprehensively. The whole idea of the research is based on self-assessment and pointing out what Valjevo is and others cities are not.

**Keywords:** city, brand, Valjevo, offer, image

# Optimal Values of Serbian Tourism Based on Quality Function Deployment Methodology

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Creating value for consumers is becoming more and more important in contemporary business management. Market oriented institutions are increasing the level of managerial and financial efforts towards creating and delivering superior consumer value improving the competitive position of a country. Creating and delivering value to users of tourists is rather complex due to the fact that while delivering a touristic service, there is a great number of actors involved. Nevertheless, the service is seen as a whole. Personal feelings have an important influence on delivered value which complexes the process of its creation. The value for tourists is analyzed in the context of total value delivered during a voyage.

The research is based on the Quality Function Deployment methodology. The aim of this research is to come to the conclusion whether Quality Function Deployment methodology can be

adjusted for the purpose of the tourist' demands and use it as such as an alternative method for comprehension and enhancement of competitive advantage.

Quality Function Deployment (QFD) is very powerful tool of the quality for better understanding and involving tourists' demands from the very beginning of the service emergence and designing process through all development phases. The research is to determine the importance of different elements of tourists' demands. In order to optimize and improve tourist development, it is necessary to transform tourists' demands into a service quality factor. The paper analyzed different expectations and preferences of tourists in Serbia that could lead to potential improvements of its tourism sector.

**Keywords:** value, Quality Function Deployment (QFD), tourists' demands, service

## Destination Competitiveness Focused on the Development of Equestrian Tourism in Croatia

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The main objective of the marketing strategy is to build sustainable competitive preferences. Possible sources of competitive preferences are in relation to the product, price, advertising, human resources and legal requirements. In order to realize the set objectives, effective strategic marketing management destination that is focused on the development of equestrian tourism it should provide answers to the many and varied issues/questions. Some of them are, for example, where, how, in what time and to whom

compete, what to offer tourists, guests and visitors, and at what price, who's needs to satisfy, and others.

The article briefly presents development importance and current state of equestrian tourism in Croatia and discusses approach to effective strategic marketing management of tourism destination that is focused on the development of equestrian tourism as a form of rural tourism in Croatia.

**Keywords:** Croatia, marketing, strategy, destination, equestrian tourism

### A GIS Analysis of Turnover of Tourists on the Example of Montenegro

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A geographic information system (GIS) is often defined as a system designed to capture, store, manipulate, analyze, manage, and present all types of spatial data. Turnover of tourists is usually presented as raw statistical data or as thematic maps showing regional characteristics. The aim of this paper is to explore different methods for analysis of turnover of tourists as an impor-

tant spatial data. The study examines the turnover of tourist in Montenegro. Montenegro is facing significant changes in turnover of tourist in last decade. The growth rates in the tourism sector have been remarkable since 2003. The present volume of tourists causes an excessive user concentration on the coast.

**Keywords:** GIS, turnover of tourists, Montenegro

### Role of Social Media in Online Travel Information Search

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Social media are playing an increasingly important role as information sources for travelers. The goal of this study is to investigate the extent to which social media appear in search engine results in the context of travel-related searches. The study employed a research design that simulates a traveler's use of a search engine for travel planning by

using a set of pre-defined keywords in combination with nine U.S. tourist destination names. The analysis of the search results showed that social media constitute a substantial part of the search results, indicating that search engines likely direct travelers to social media sites. This study confirms the growing importance of social media in the onli-

ne tourism domain. It also provides evidence for challenges faced by traditional providers of travel-related information. Implications for tourism marketers in

terms of online marketing strategies are discussed.

**Keywords:** social media, travel information, e-tourism

## Promotion of Museums' Offer through QR Codes

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QR code (abbreviated from *Quick Response Code*) is the trademark for a type of two-dimensional barcode first designed for industrial uses (automotive industry in Japan). Due to its fast readability and greater storage capacity, the QR Code system has become more popular, especially in consumer advertising.

QR codes in tourism, travel and hospitality can be used for product and destination marketing, in-house guest engagement, interpretive signage, adding multimedia dimensions to self-guided tours, and linking the online content to traditional print media.

Museums in Serbia, as a very important part of the tourism offer, still have tra-

ditional settings that are poorly interpreted. The majority of them have a scientific and historical review which is unattractive for various target groups of visitors. In museums it's important to continually try out new ways of doing things, including the use of new technologies.

The aim of this research is the review of the concept of QR codes usage in museums which is now starting to take shape. These codes are an excellent way to enhance the visitor's experience. They can bring life to exhibits, allow communication between visitors and educate at all levels.

**Keywords:** QR code, museum, promotion

## E-Turist: Electronic Mobile Tourist Guide

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Tourism is important for the Slovenian economy, but its impact is not only economic, it also promotes our country abroad and raises the awareness of our cultural and natural heritage at home. Finally, it can contribute to sustainable development through eco-tourism. To achieve all these goals, tourists need information on the places of visit delivered in an efficient and attractive fashion. Large tour groups usually visit only the main sights of the widest appeal, guided by a professional tour guide. However, for individual tourists and smaller groups, less known sights targeted specifically at them may also be interesting. These tourists do not have a guide, so they seek the information on the places of visit on their own. This is often a difficult task, since such information is scattered across various publications and websites.

In the e-Turist project we developed a mobile application that provides experience comparable to that offered by a professional tour guide, but tailored to each individual tourist. The tourist can enter his interests (cultural heritage, active tourism, gastronomy, entertainment), the available time and any special requirements he/she may have.

Based on these and other data such as opening time, the application prepares a personalized sightseeing program. To this end, it uses a recommender system that combines the extensive knowledge on tourism provided by Turistica with state-of-the-art intelligent computer methods developed at Jožef Stefan Institute. Afterwards, the application guides the tourist using the GPS, providing a multilingual written and voice description accompanied by photos. The tourist may comment and rate each sight, which is then used by the recommender system and tourism services providers to improve their services.

The long-term goal of the project is to offer a common access to tourism information for the whole country. Initially descriptions for the sights in the area of Heart of Slovenia and Slovenian Istria were prepared. However, we will strive to extend the application to other areas. This is possible by a web application for local tourism organisations, which allows entering the information on additional sights, as well as guidelines for the preparation of tourism content. The web application also allows local tourism organisations to track the activity of their visitors.

# MOTIVATION, BEHAVIOUR AND HR IN TOURISM

## Consumer Satisfaction in Some Spa of Vojvodina

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Vojvodina from the aspect of health tourism has similar features to Hungary, but its potential is still highly underutilized. The thermal water is as well qualitatively similar to the neighboring Hungarian areas (it has medical effect), but because of the relatively high investment costs of the well drilling these resources are unexploited mainly with the lack of financial support. However, due to the several positive effects of tourism in the economy, it might be worth to take advantage of this potential in Vojvodina, as in Hungary has been done. The aim of this study is to assess the current condition of the spas in Vojvodina and their potential for further development with taking into consideration the Hungarian examples of good practice. The main question of the study is: what are the characteristics of the spas in Vojvodina? How much are visitors satisfied? Is there need to bring the health tourism on the higher development level?

In order to answer these questions, the research has been conducted in the five spas of Vojvodina (Ada, Apatin, Becej, Backi Petrovac and Temerin). Research methodology used in the study was based on the observation and in-

terviews. The target research population was all spa visitors. A total number of 700 questionnaires were collected. Based on the observations it can be stated that the present condition of the spas in Vojvodina is similar to the condition of the spas in Hungary 10-15 years ago. This is partly due to the fact that Hungarian economic development programs gave priority to tourism, especially to the health tourism in the last 10 years. Additionally, with the accession of Hungary to the European Union, more funds were available for the developments. While Vojvodina neither can enjoy the advantage of EU fund as much as Hungary, nor the local support, because of the losses caused by the war is still felt in the region.

However, the local residents are pleased to go to the spas; they usually have a good opinion of them. With some service expansion they would be completely satisfied with the local spas. According to the interviews with spa managers, directors, it is also pointed out that they see potential for development of health tourism in Vojvodina, but they mostly hope larger-scale development in this area after joining the European

Union. Of course, in the meantime they strive to develop health tourism through the use of eligible EU Instrument for pre

accession assistance and cross-border projects.

**Keywords:** Vojvodina, spa, consumer satisfaction

## Ethical Climate in Hospitality Facilities in Serbia

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Many studies have shown that employees have a higher level of commitment if they can identify with moral values and standards that are represented in the organization. This, in turn, leads to a higher degree of job satisfaction. Consequently, ethical climate i.e. perception of ethical behaviour (behaviour according to generally accepted moral norms) and ways of dealing with ethical issues, should be one of the bases for sustainable business based on human resources. Yet there are no available studies of ethical climate in Serbia, especially in the service sector. In the previous research, it was found that by crossing moral evaluation criteria with the types of reference groups creates nine possible types of ethical climate (three egoistic, three altruistic and three principal).

The aim of this study was to determine the dimensions of ethical climate and differences in these dimensions, depending on the type of hospitality establishment (hotel or restaurant) in Serbia. The survey was conducted in the beginning of 2013, on the sample of 124 hotel employees and 115 restaurant employees

across the country. Using exploratory factor analysis, with Varimax rotation, five dimensions were extracted - the first combines altruistic (individual, local and cosmopolitan) and principal (dominating cosmopolitan) climates, while second dimension is clearly principal ethical climate (individual, local and cosmopolitan). Last three are describing egoistic ethical climate, third dimension is dominated by individual egoism and the last two by the local and cosmopolitan. Further on, there are differences in perception of ethical climate between hotels and restaurants. A statistically significant difference was found only for the first dimension, restaurant employees experience altruism more than hotel staff in Serbia ( $t_{(228)} = -2896, p < 0,05$ ). This survey clearly shows that there are certain specific characteristics of the ethical climate in Serbia and that two most prominent hospitality facilities differ depending on the perception of ethical behaviour. Implications are numerous and point to further exploration of this topic.

**Keywords:** ethics, tourism, dimensions of ethical climate

## Motivation and Working Behaviour in Frontier Tourism Business of Thailand-Laos

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The objectives of this research were to study the motivations and working behaviour of the frontier tourism businesses at the Thailand-Laos border, to compare the working relationship between travel agencies and the hotel business and to study the relationship between working motivation and working behaviour in the tourism business by using a total sampling of 140 persons: 112 persons from the hotel business and 28 persons from travel agencies.

The personnel in the tourism business were comprised of 42.1% males and 57.9% females. The ages ranged accordingly: 15-25 years old (15.0%), 26-35 years old (53.6%), and 36-45 years old (26.4%). The educational levels of the sample group were: high school diploma or equivalent (28.6%), associate's degree or equivalent (27.9%) and bachelor's degree (27.9%). Most of the personnel in the tourism business had a working motivation in the moderate range and the others were in the high range.

Most of the personnel in tourism business thought that their work quantities were in the moderate range. The overall of the work qualities were in the high range. Therefore, the personnel were considered to be worthy resources for having an average in the highest

range. For overall abilities they were in the high range and their average rating for morals was in the high range. And, the relationship with the organization of the personnel in the tourism business was in the moderate however, if someone criticized their organization, they would suddenly rise into the high range.

In addition, the results of the hypothesis: 1) the working behaviour in the travel agencies and hotel business had the same significance rank of 0.05. 2) working motivation of the personnel in travel agencies had a positive relationship with their working behaviour having a significance rank of 0.05 by using the Pearson's Product Moment Correlation result of 0.69. 3) the working motivation of the personnel in the hotel business also had a positive relationship with their working behaviour having a significance rank of 0.05 by using the Pearson's Product Moment Correlation result of 0.74, and 4) the working motivation of the personnel in the tourism business also had a positive relationship with their working behaviour having a significance rank of 0.05 by using the Pearson's Product Moment Correlation result of 0.79.

**Keywords:** Motivation; Working behaviour; Frontier tourism

## Work Motivation and Satisfaction in Hotels and Travel Agencies of Novi Sad and Maribor

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Although the topic of the work motivation and satisfaction is very popular in the literature, it is still not in detailed explored in the field of tourism and hospitality. The main purpose of this paper is to answer how much are the employees in hotels and travel agencies in Novi Sad and Maribor satisfied with their job and to explore the impact of work motivation on work satisfaction. In the first part of the paper brief overview of the previous relevant publications is given. The second part of the paper present the research analysis conducted in the chosen hotels

and travel agencies of Novi Sad and Maribor. The sample consists of 134 salespeople working in the travel agencies and on the hotel receptions. In this paper it is investigated the reliability of the questionnaire which measures work motivation sourced by De Beer (1987) and correlation between work motivation and satisfaction determinants. In the research following statistic methods are used: factor analysis, correlations, T-test and ANOVA.

**Keywords:** work motivation, work satisfaction, hotel, travel agency, Maribor, Novi Sad

## Preferences and Tourists' Spends in Tourism Places in the Autonomous Province of Vojvodina

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The tourism sector is considered as the first world industry and opportunity for employment of many people. Tourism activities have a large set of spillover for a range of sectors from agriculture to secondary industries through numerous service suppliers. Since it is a powerful developing force, it is a key sector in the national economies, provided that efficient tourism policies are implemented in order to maximise spillover effects. Despite the fact that it attracts a huge number

of visitors from a variety of segments, its management is not an easy task. This sector also faces hard competition between same destination offers which involve cutting prices. Finally, more and more people look towards more authentic and personalised vacation destinations. That is enough to understand the necessity for the concerned country to develop a new kind of tourism.

Tourism sector in the Autonomous Province of Vojvodina has been rec-

ognized as greath opportunity, which could be of vital importance for the local economy. Agricultural industries, wholesale and retail are strongly linked with tourism activities and usually derive numerous benefits from them. Understanding tourists' opinions and demands plays a crucial role in implementing appropriate and sustainable future retail offer strategies in Vojvodina in the future. This research was carried out in tourist destinations in Vojvodina, which is characterised by its highest number of visitors and their spendings. The aim of this work is first, on the basis of data on tourists' attitudes and

preferences compiled in a specific face-to-face survey conducted in 2009, to report on the profile of the tourists that have spent their time here; then, regarding their consumption and preferences, to understand the way tourism has helped demand and try to make the future management of the sector easier. Also, this research could help tourism sector in the Autonomous Province of Vojvodina to uncover changes and in the nature of tourists' spending patterns and trends.

**Keywords:** tourist's preferences, tourist's spends, marketing, retail management, destination management

## The Impact of Corporate Social Responsibility on Long-Term Success of Tourist Organizations

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The reason why up until now corporate social responsibility of organizations was mainly present at large organizations, is from one aspect you to their larger presence in the media and their substantial dependence on brand reputation and protection, and from a different aspect due to the manner in which corporate social responsibilities was promoted then presented in the world of business. Many companies still connected the concept of corporate social responsibility with major philanthropic investments, donations or sponsorships.

This paper presents the research that has been conducted as part of the research activities of the University of Tourism and Management in Skopje, Re-

public of Macedonia. The work proves the correlation between the application of socially responsible practices by the company and its long-term success. The research procedure encompasses organizations' strategies, as well as the four areas of corporate social responsibility activities: personnel relations, client relations, environment relations and community relations. The results of the survey conducted on 60 socially responsible companies, in accordance with the national selection; show that organizations that have accounted for socially responsible activities within their strategies are active in all four areas of corporate social responsibility.

**Keywords:** socially responsible companies, employees' relations, ethics in management, suppliers/consumers re-

lations, environment relations, investments in the community.

## The Impact of Culture as a Motivation on Market Performance, the Mediating Role of Destination Loyalty: The Case of Shiraz, Iran

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This research has been done in order to test the mediating role of destination loyalty. In other words this study tries to analyze impacts of culture counters as a motivation toward a better market performance. This article focuses on every specific detail of cultural impacts on destination loyalty while it is working on the general effects of the culture on the market performance to evaluate if it could be a free gate of pulling motivations for tourists to attract to the destination. This study offers an integrated approach to the relevant relationships between culture and destination loyalty and the

satisfaction brought by cultural focuses on tourism management. At the end, the article tries to find an appropriate answer to the equations which have been left in a fog for several years and remained unsolved. This research will find the answer for some questions such as A) Does culture have an impact on destination loyalty as a motivation? B) Should we count the culture as an advantage for some countries? C) Does culture affects the market performance as a variable parameter?

**Keywords:** destination loyalty, tourism management, cultural motivations, tourist motivations

## “Communication Tourism” and Problem of Tourist’s Psychological Adaptation in Different Ethnic Culture

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In the article we have presented our experience of the “ethno-cultural assimilator for the Tatar culture” creation. “Ethno-cultural assimilators” are type of situational training to become familiar with the culture of other people through the analysis of situations of interpersonal interaction. Modern situation on tourism market shows increasing tendency to exclusive character of touristic programs and consistency of these programs with specific consumer’s internal motivations, which can include not only traditional recreation aspects but also self-overcoming, self-exploration, search for senses. Modern tourists want broad interaction with other culture which can be most easily achieved via intensive inter-personality contacts with local population in areas of work and leisure, holidays, feasts, rituals and traditions. Such

kind of tourism could be called “communication tourism”. In fact, main aim of this type of tourism is frequently better understanding of one’s own culture which reveals oneself much better in comparison with other cultures customs and traditions. In this situation preparations for the meeting with different culture cannot be ignored. Knowledge of other cultures traditional values can prevent frustration or adverse incidents in contacts with the local population and various ethno-cultural trainings are effective methods of psychological preparation of personality to another culture in tourism.

**Keywords:** ethno-cultural assimilator; communication tourism; psychological preparation of personality in tourism, Tatar culture

## Market Profile of Cultural Tourists: A case Study of Zagreb

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City tourism, tourism in cities or short break is the third most important type of holiday trips of Europeans, following 'sun and beach' and 'touring'. City tourism accounts for more than one-third of the total European outbound trip volume and has been constantly growing during the last two decades. In 2009 a decline was recorded due to the global economic crisis. In the course of slight economic recovery, Europeans made 9% more city trips in 2011 (IPK International, 2005, 2006, 2007, 2008, 2011) showing more resilience to the economic crisis than other forms of tourism. A number of European cities that are selecting tourism as a strategic activity for local development is also constantly increasing making the global environment for city tourism development more and more challenging. In order to be successful at that competitive market, it is extremely important for cities to monitor their visitor characteristics. This paper is presenting a longitudinal survey on attitudes and expenditures of tourists and same-day visitors of City of Zagreb, the Croatian capital. The survey has been conducting since 1998, and in 2012 was conducted for the sixth time, interviewing 1,832 Zagreb's visitors. As a continuous survey it detects the trends in visitors' profile, trip characteristics, satisfaction with Zagreb tourism product, and spending pattern. Due to the uniform survey methods, aligned with the recommendations of the European Cities Marketing network, survey results also enable comparison of tourism

demand between Zagreb and other European cities. Particularly, this paper is focused on the profile of culture motivated tourism demand of city of Zagreb and its' difference in comparison to other segments of visitors. Chi-square test and nonparametric Wilcoxon rank sum test were used to test the differences in characteristics between the two demand segments. The results revealed that slightly more than every fifth tourist and same-day visitor in Zagreb in 2012 is motivated by visiting Zagreb's cultural attractions and events. The figure more than doubled compared to the period prior to 2003. Culture motivated visitors, compared to other segments, are slightly older on average, more educated and with a higher income. They are also more likely to be in Zagreb for the first time, more often accompanied by a partner only, and more often search for the information on Zagreb tourism offer through the brochures, printed tourist guides and internet. Their stay in Zagreb is slightly longer on average and they are much more active in touring the city of Zagreb and its' surroundings. However, they are also more critical in the assessment of the quality of Zagreb's cultural offer. The obtained results increase the knowledge on cultural tourism demand of city of Zagreb and provide the quality information base for future Zagreb cultural product development, and, subsequently, the improvement of Zagreb competitive position at cultural city tourism market.

**Keywords:** cultural tourism, Zagreb, city tourism, same day visitors

## The Indirect Effect of Perceived Equity on Tourists' Post-Experience Behavioural Intentions

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The purpose of this paper is to evaluate the indirect effect of perceived equity on tourist behavioural intentions, whereby tourist satisfaction construct acts as a mediator in the relationship between equity perceptions and tourist intended behaviour. The structural model was tested on a sample of 703 tourists staying at six Montenegrin tourist destinations. The empirical validation of the proposed conceptual model supported the validity of the research hypotheses. Precisely stated, the perceived equity positively affects tourist satisfaction, which positively relates to tourist behavioural intentions. Thus, the empirical results showed that perceived equity interacts with tourist behavioural intentions. In a theoretical sense, the study results revealed that perceived equity, as a 'non-standard' predictor, strongly affects tourists' post-experience behavioural intentions. In a practical sense, the study results implied that destination managers on all levels should take into account, in order to assure positive tourist behavioural intentions, three very different aspects of perceived equity at the to-

urist destination level – distributive, interactional as well as procedural. The distributive aspect of perceived equity implies that tourists expect to get what they deserve based on their inputs. Stated differently, benefits from staying at the destination should be adequate to the overall expenses. The interactional aspect of perceived equity implies the relative manner in which tourists are treated in terms of respect, politeness and dignity. Stated differently, during the stay in the tourist destination any tourist should be treated fairly and equally as all other tourists. The procedural aspect of perceived equity implies the relative manner in which the outcomes are delivered to tourists. Stated differently, all tourist facilities in the tourist destination should be available to every tourist under the same condition. Accordingly, all these research results might be taken as an important contribution to the study of perceived equity at the tourist destination level.

**Keywords:** Equity, satisfaction, behavioural intentions, tourist destination, SEM

## Socially Responsible Aspect of Public Relations in Organizations in Serbia: Case Study of Travel Agency “Go2&Max Travel”

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The area of this paper is the concept of corporate social responsibility as part of the PR activities of organizations operating in the Republic of Serbia. The aspect of social responsibility has been brought in connection with the activities of public relations in organizations in Serbia and its role and importance was discussed in achieving business results of organizations.

CSR is a concept according to which the organization on a voluntary basis integrates the care of social issues and environmental concerns in their business activities and relationships with stakeholders (owners, shareholders, employees, customers, suppliers, government, media and the general public).

The essence of the work is to identify public relations activities in order to socially responsible business in organiza-

tions in Serbia. By carrying out primary research was examined how companies operate in Serbia, report the general public about the activities of corporate social responsibility and whether these activities are used as a sort of PR tool in their business.

The work provides a basis for further research in this area on the example of successful companies on the domestic market.

This paper presents a detailed analysis of case studies related to the tourist agency “Go2&Max Travel”, which operates with great success on the Serbian market for six years and which is the leading travel agency in the field of youth tourism.

**Keywords:** public relations, corporate social responsibility, organizations in Serbia, travel agency “Go2&Max Travel”.

## Analysis of Factors Influencing the Behaviour and Brand Loyalty of Summer Season Tourists in Serbia

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There are many factors influencing tourist behavior and brand loyalty. The presented study is an attempt to analyze mutual relation between key personal and lifestyle factors (age, daily spending, length of stay), and their effect on the brand loyalty to Serbia as destination. Separate marketing strategies should be

devised for different groups of tourists, regarding the loyalty level to the destination. Health tourists make the core loyalty base, while Culture and Business tourists, although very valuable segments of the market are the least loyal tourists.

**Keywords:** Motivation, behavior, loyalty.

## Air Travel Safety Perception among Tourists with or without Flying Experience

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Air transport has the key position in the global economic growth. It represents the most important economic sector along with tourism, counting its direct, indirect and multiplier effects. The 21st century is the era of the air travel, as it has reached the share of more than a half of all passengers transported (51%). In the current safety conditions of aviation, even the smallest disorder could have major consequences. There are numerous factors in tourism that could cause difficulties in air travel. It is necessary to examine the psychological factors, as well as the safety perception of passengers. Transport safety is a significant factor for tourists, which could cause cancellation of bookings as a

respond to perceived safety risk during the travel. Other researchers showed that passengers are ready to pay extra money for a transport that seems safer. Air travel passengers are often avoiding airlines, whose planes were involved in accidents. The main task of this paper is to reveal the major topics and the issues of perception, and to create a base for further scientific research. Results of the paper could be useful to managers of tourist and transport companies. The authors of the paper formed two hypotheses: H<sub>1</sub> - There are no differences in air travel safety perception between tourist with and without flying experience; H<sub>2</sub> - Tourists with flying experience consider air transport as

the safest. The data in this research was gathered through a direct questionnaire. The main methods used for data analyze and display of results were descriptive statistics, T-test and standard deviation. Data was processed with the IBM SPSS 19.0. software package for statistical research. Results showed that tourists witho-

ut flying experience have doubts towards air travel safety, which is also influencing tourism. On the other hand, tourists with more experience regard airplanes as the safest way of travel.

**Keywords:** air transport, tourism, safety, tourist attitude, fear of flying, air travellers.

## Customers Delinquent Behavior in the Greek Hospitality Industry

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Delinquent behavior in hotels is well known both to the hotel industry professionals as well as to the customers. The particularity of hotels being considered to provide a „hospitable” and discreet environment, tranquility and security, prevents the disclosure of the incidents of delinquency that occur in them. In Greece, as well as abroad, despite the fact that delinquent acts are known to occur constantly in hotels, nonetheless the facts do not easily go public, and there seems to exist no hotel department responsible for systematically and ‘scientifically’ managing the cases in question. This study aims to record and classify the incidents of delinquent behavior occurring in the Greek hospitality industry through primary research conducted at hotels throughout Greece. In parallel, a record was created, of the way the incidents were handled, who was the person that managed such incidents, the existence -or not- of staff training, the employment of security personnel, whet-

her the assistance of the police was required or not, communication management of the incidents, etc. The survey was conducted by distributing questionnaires in combination with structured interviews with hotels’ executives.

The results demonstrate the existence of all kinds of delinquency such as theft, drug use/ abuse, prostitution, fraud, domestic violence, etc.

Due to the lack of systematic research in Greek hotels for the phenomena of delinquent behavior and ways of their management, combined with the location, the type, the seasonality and the size of the enterprise, a new survey is proposed to be conducted by means of a targeted research involving scientists originating from the field of social and legal sciences, management, psychology, etc. in order to provide a comprehensive picture of the problem and methodology to tackle the issue.

**Keywords:** hotel, hotel delinquency, hotel safety and security

## Evaluating Economic Viability of the Lodging Industry: Independent vs Chain Hotels

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**Purpose:** the purpose of this paper is to evaluate the economic results of the independent hotels in comparison with the chain hotels as well as report good practices for the viability of the lodging industry.

**Methodology:** an empirical survey took place in Greece and it concerns the period 2008-2011. The study was conducted via on-line questionnaires and the sample consists of 165 hotel units. Thirty five of them are independent hotels and the rest (130 units) belong to 35 hotel chains. The hotel classification varies from 2 to 5 stars and most properties are resort and city hotels.

**Findings:** the main findings of the survey show that for the period 2008-2011 the independent hotels are more profitable compared to the chain hotels. The sector's best practices include conducting a market and financial feasibility study before developing any property; purchase of assets in different cities and regions so that a drop in one market will not affect the others; developing mixed-use enterprises; balancing the needs and expectations of the hotel chains' various stakeholders; environmental certification and commitment; continuous investments and sufficient

working capital to support the penetration in new markets; carefully planned and effectively implemented strategies contributing in the success, profitability and viability of the enterprise.

**Research limitations:** this research was limited to the Greek hotel sector. Another limitation was the reluctance of some hotel managers to share the financial data of their property. Despite this fact, the sample is enough for reliable findings and conclusions, since the sample's size (bed capacity equal to 76.777 that accounts for the 10,85% of Greece's total 2\*-5\*capacity) is considered representative.

**Originality/value:** a financial analysis, the application of both benchmarking and empirical analysis for the hotel economic assessment, as well as the identification of good practices for the hospitality properties' viability are among the main contributions of this study.

Based on the findings of the survey, investors and hotel operators may have a clearer picture of whether it is preferable to invest their funds in the development of an independent hotel or they should turn to chain ownership.

**Keywords:** economic viability, lodging industry, independent hotels, chain hotels, good practices.

## Location and Exterior as a Quality Element

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The paper examines location and exterior as elements of quality in hospitality facilities. There are shown: models for measuring the quality of services and the selection and deployment of location; locating criteria and factors; site planning for construction of hotel; accessibility, transport, political environment, resorts and relation between resorts and hotels; the effect of physical surroundings on customers and employees. Also, there is presented a survey in which the respondents were asked to rate the quality of given elements that are related to the location and ho-

tel exterior. The goal of the research was to assess how the location and exterior are important in the choice of hotel. The survey was conducted on a random sample. In this essay are presented the results of the given research and it is explained using descriptive statistical analysis of individual variables. The paper presents comprehensive analysis of the location and exterior as elements of quality, with very detailed description of the items that were taken as relevant in assessing the analysis of the location and exterior.

**Keywords:** location, exterior, quality

## The Concept of Service Quality in Exceeding Customer Expectations in Nigerian Hospitality Industry

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In today's competitive environment in the hospitality industry scenario, service quality is one of the vital competitive policies to keep customer loyalty and build great brand image. Hospitality organizations are trying to win customer loyalty by providing quality services. This paper examines the concept of service quality management in Nigerian hospitality industry. After reviewing related literature, a total of 250 surveys were administered to staff and customers of hospitali-

ty services who were staying at five hotels drawn randomly from the Nigerian hotels. The results showed that Service quality has been linked with the success or failure of hotel organization. The winning strategy for hotel industry is to deliver excellent quality service to customer. The service quality dimensions such as reliability, responsiveness, assurance, empathy and tangibility significantly predicts customer loyalty. Monitoring customer loyalty has become an

important focus for all managers in the hotel industry. Failure to recognize the power of customer satisfaction, especially their emotions, could destroy the power of customer retention and loyalty. This paper implies that hospitality industry in Nigeria should consider the sequence of the service quality concept and model from customer orientation, customer satisfaction, service design and

delivery, understanding the components of the service and human resource issues as it affect service quality in the service industry and the service failure and delivery summed it up to achieve customer satisfaction and exceed expectations to win back their customers' loyalty.

**Keywords:** Hospitality, Service Quality, Loyalty, hotels, service quality dimensions

## The Structure of Food and Beverage Offer in the Hospitality Facility in Novi Sad

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Structures of food and beverage offers in hospitality facilities in destination has great importance for the success of a business as an adequate structure provides greater guest satisfaction. Tourism market requires such a food and beverage offer which will satisfy all market segments. It should be adjusted to guests who are willing to try new flavours of the destinations they visit, and those guests who want to enjoy the flavours they are familiar with and which they expect with a certain dish. The aim of this paper is the analysis of total food and beverage offer in 30 hospitality facilities in Novi Sad, with the aim to show the state of offer through field research,

where the main focus will be on national and local food and drinks that are the basis for successful development of tourism. Researches that have been conducted so far show that a very small number of hospitality facilities have adequate offer on the basis of the origin of the recipes by which the meals are prepared, which also applies to drinks that are served. It is very important that the offer consists of an equal representation of local, national and international food and beverages so the hospitality facilities can adjust its offer to all customers, whether locals or tourists.

**Keywords:** Structure of offer, food, beverage, hospitality facilities, Novi Sad

## Gastronomy as a Cultural Heritage in Relations with Culture Tourism

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Gastronomy is widely defined as the relation of food and culture. This relation is set by historical development of the Gastronomy. The culture tourism is a part of culture representation of the region in question, whether it is a matter of one town, or the entire country, or even several countries in the specific region. Region used in this research is that of The Republic of Serbia, Province of Vojvodina. Over the ages, this region had numerous invaders, as well as peaceful migrations. Amongst the invaders are six empires: Roman, Byzantine, Bulgarian and Serbian medieval, Ottoman and Austrian. Amongst the peaceful migrators are the famous nations in Europe, i.e. Slovaks, Germans, Polish,

Russians, Romanians, etc. Cuisines and drinking habits of the people that over the centuries occupied this area, have influenced culinary and the gastronomy image of today Vojvodina. The future of Vojvodina cuisine is not yet determined, since the plan has not been set by the relevant institutions. This article deals with relation of gastronomy as a cultural heritage acceptable for use in tourism. The approach taken is consideration of direct, indirect and potential impacts and influences of the gastronomy offer towards the results made through the culture tourism.

**Keywords:** Culture tourism, gastronomy, food tradition, Vojvodina, Serbia

## Gastro-Culture as an Inspiration for Experiential Learning (Example of Innovative Teaching)

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We could describe gastro-culture as “the behaviour culture in gastronomy”. If the term gastronomy involves “skills and knowledge for preparing exquisite dishes”, gastro-culture can be said to combine knowledge and skills for preparing

and serving food and beverages, as well as enjoying the food and drink in a civilized manner. The project “Gastro-Culture, as a challenge for primary school students”, was prepared as a series of cooking workshops aimed at children aged

from 8 to 14 with the goal to teach them the basics of food preparation, serving food and drink, and table manners and etiquette. Students are placed as teachers, by which they get many competences. In this paper, we want to draw attention to the complexity of workshops set up like this: the preparation and observation of all the individual elements of the workshop, guidance and instruction, communication, teaching and learning in specific situations in specific ways. As a method of teaching and learning we used the method of empirical learning. In the research part of the ar-

ticle, we were mostly interested in what the people who led the workshop think about this kind of a workshop. We tried to answer the question of how successful they were in achieving the goals and how they could have used specific competencies in the workshop, which they have acquired during their schooling at the Vocational College, Hospitality and Tourism program, at the Educational Centre of Biotechnology in Ljubljana.

**Keywords:** gastro-culture, gastronomy, education, empirical learning, competences

## The Vital Components of Restaurant Quality that Affect Guest Satisfaction

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Nowadays, the trend of dining in restaurants has become quite prominent in Serbia. Frequent restaurant visits are not only the reflection of satisfying hedonistic needs, but also the result of increasing number of single-person households as well as adjustment to the European business hours. In an increasingly competitive environment, restaurants must be focused on guests using marketing concepts that identify their needs thus leading to their satisfaction and increased retention. Service quality is fundamental component which produce higher levels of guest satisfaction, which in turn lead to higher sales revenue. The main purpose of

this study was to examine the quality dimensions that affect guest satisfaction in restaurant industry. Food and beverage quality, the quality of service delivery, physical environment and price fairness are analyzed as a key component of restaurant experience. The results could be helpful tool for restaurant managers to invest their resources more efficiently, making changes to crucial quality attributes that elicit the guests' satisfaction level. A management approach focused on guest satisfaction can improve restaurant business performance.

**Keywords:** restaurant, quality, satisfaction, guests

## Gastronomic Etudes

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The ethnic cuisine is the most important marker of ethnic culture, which determine importance in the development of tourism, and the impact on the perception of tourism services: the food, as daily needed thing of each person, can leave in memory of tourists the brightest impression of a trip, and this impression can be not only positive, but also negati-

ve. Gastronomic tourism can become a stabilizing factor in preservation and development of national culture. Gastronomic tourism is part of the ecotourism, the first steps in this direction in Tatarstan did farmer G. Kotdusov. The big role plays a bread museum in Bulgar.

**Keywords:** Gastronomic tourism, national culture, tourism in Tatarstan

## Hot Hors-D'oeuvres in Hospitality and Tourism Offer in Novi Sad

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Hors-d'oeuvres are opening snacks whose taste, aroma, color and flavor encourage the stomach to digest and prepare it for the enjoyment of the meal afterwards followed. Depending on the method of preparation and serving order, they are divided on cold and hot. Hot hors d'oeuvres are served after cold hors d'oeuvres and soups, or before the main course. They are prepared with different ingredients, typical for the region. It is characteristic for the region of Vojvodina that they are prepared and served for breakfast. The paper starts from the assumption that in the restaurants of Novi Sad, as the granary

of the region, the most common dishes are those made from dough (cooked dough, pasta, pies, strudels). The task of the study is to explore the offer. The research has been conducted in 30 restaurants. The aim is to determine which of these typical Vojvodina's hot hors d'oeuvres are represented as well to show, how and what ingredients have been prepared. This is important, because, authentic dishes can be attractive to foreign tourists, through which they can learn about the basic natural and social characteristics of the region.

**Keywords:** Hors-d'oeuvres, gastronomy, hospitality, tourism, Novi Sad.

## Sensory Evaluation of the Quality of Foie Gras Mousse in the Hotels of Belgrade

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Sensory quality of products rated by man's senses is one of the most important in estimating quality of gourmet products, and usually precedes all other grades of quality. Sensory analysis is a science of measuring and evaluating the properties of food with one or more human senses. Sensory quality is a total sensory impression of the sample being evaluated. Sensory evaluation of the quality is called degustation.

Quality indicates global phenomenon, and its basis is attractiveness, which is a positive concept. In principle, it is an indicator of satisfaction of standards or levels of perfection. Modern principles of quality lead to the highest level of quality concept the total (complete) quality, which in the food production and in gastronomy has several factors, of which is the most important - sensory quality.

Food and its preparation is an important part of the material life of man and his biological existence, that gastronomy, set to a leader in the hospitality industry. One of the most important conditions to fully satisfy the needs of guests, in all types of catering enterprises, is the care about the quality of gas-

tronomic products, or food that meets all the sensory characteristics (appearance, texture and flavor).

Sensory analysis of the quality of cold appetizers (Foie gras mousse) was performed in seven (7) of hotel facilities in Belgrade: Hotel "Palace", "Moscow", "Square Nine," "Holiday Inn," "Zira", "Majestic" and hotel "Metropol Palace".

For the Sensory quality analysis was used an analytical descriptive point system (scores from 1.0 to 5.0 and a total coefficient of importance to 20). The evaluation was performed by a five-member evaluation commission. The results were statistically analyzed.

Based on the results of sensory evaluation of quality of cold appetizer (Foie gras mousse) can be concluded that the Commission, with the highest grade (99) assessed Foie gras mousse at the "Square Nine" hotel and whit the lowest grade (59), the same appetizer prepared at the "Majestic" hotel, which is directly dependent on the technical equipment of the facility, expertise of employees, labor organizations, and other factors.

**Keywords:** sensory analysis, quality, cold appetizer, hotel facilities of Belgrade.

## The Importance of the Standardized Recipe in Hospitality Instance on Beef Dishes Offered in Belgrade Restaurants

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The norm is the list of ingredients needed in the preparation of dishes and drinks. It is an obligatory restaurant document according to the laws of the Republic of Serbia. In order for the controlled restaurant system to come up with expected (high) results, standardized recipes are needed, those that control the quantity and quality of the ingredients needed in the preparation of a certain dish, as well as for the control of the portion of the dish that will be served.

Standardized recipe is the formula or a guideline to preparing a dish. The task of this paper is to show the importance of the standardized recipes in hospitality, as those in the beef dishes offered in the restaurants in Belgrade. The goal of this paper is to emphasize the importance of recipe standardization in order to obtain the profitable management in hospitality.

**Keywords:** standard, quality, recipes, dishes, hospitality

## Peace and Tourism: Tourism – a Generator of Peace or a Beneficiary of Peace?

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When people travel frequently all over the world, it helps them get to know new people, cultures, values etc. That experience is capable of increasing mutual understanding among people who have been living in diverse cultural backgrounds. Furthermore, such travel also benefits the host countries economically and politically. However, there is an opposing view which claims tourism is not a generator of peace but a “beneficiary of peace.” Tourism is only possible in areas where peace is present; it is

absent in war zones, and much diminished in areas of high conflict and tension. Additionally, tourism has been perceived as a way of exploiting local people and destinations through the “commodification” of local cultures. The aim of this paper is to compare different views on the relationship between peace and tourism as well as to point out specific examples of their mutual relationship and contribution.

**Keywords:** tourism, peace, war, political issues.

## The Safety of Tourism in European Countries through the Perception of Students

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The research aim is to identify how students / respondents of different study programme detect safety of the European tourist destinations. The second purpose of the research is the compa-

risson of safety detection between northern and southern countries of Europe. The study involved students / respondents of 1st and 2nd year studies of the Higher Vocational College (hereinafter

HVC) and students / respondents of 1st and 2nd year of the Faculty of Criminal Justice and Security, University of Maribor (hereinafter FCJS). It was assumed that the students / respondents HVC evaluate the safety of tourist destinations in Europe more sensitive and critical, as students / respondents 1st and 2nd year at FCJS. At the same time we made a comparison of perception of security in the tourist destinations of Europe between the students of HVC and FCJS. We tested the safety factors such as climate protection, self protection and collective security.

In our research we included a sample of 100 students/respondents. We used an instrument in the form of a questionnaire for the quantitative measurement of the positions on the interval scale from 1 to 5 Likert-type. The meth-

odology of the available data was analyzed by the method of the arithmetic.

The findings suggest that the expectations of students/respondents of FCJS safety in European countries are higher compared to students /respondents of HVC. Moreover, from the observation it is also apparent that the students/respondents of HVC are less critical than the students/respondents of FCJS to the state of security in the tourist destinations of Europe.

It should be pointed out that one of the limitations of the survey was the fact that individual students/respondents listed more than one of the southern or northern states, where they vacationed, or have stated southern and northern EU states at the same time.

**Keywords:** tourism, security, students, European countries.

## EXIT Festival: Contesting Political Pasts, Impacts on Youth Culture and Regenerating the Image of Serbia and Novi Sad

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The Exit Festival is an annual music event that takes place in Novi Sad, Serbia each summer and has evolved into one of the most popular music festivals in Europe. This festival represents a unique case based upon the socio-political and cultural connotations surrounding its origins and location in the Balkans. Initially, the festival was organized by students from the University of Novi Sad as a passive protest against the policies of Slobodan Milošević. For youths the festival signi-

fies change, as the region was succumbed into isolation by a turbulent war that led to the disintegration of the Republic of Yugoslavia throughout the 1990s. Little research has assessed Exit Festival in relation to social and cultural impacts. This chapter critically assesses newspaper content to make sense of the social and cultural contexts and meanings pertinent to the Exit Festival. Three observed themes emerged from the content in this chapter focusing on: 1. socio-po-

litical initiatives; 2. influences/impacts on youth culture; 3. a 'new' international image. The notion of media spectacle has a long tradition and many uses within the study of events and festivals. In recent years the festival has observed a

growing international presence among attendees, and continues to have an impact on regenerating the image of Novi Sad.

**Keywords:** tourism, EXIT festival, politics.

## Can Visits to War Sites Promote Peace and Global Understanding? Perceptions of Visitors and Non-Visitors to WWI Sites

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Several researchers have stated that tourism can be used as a vehicle to promote peace and understanding among people. For example, Lankford et al (2013) argue that tourism would lead to a peace 'dividend' by fostering a broader worldview by enabling people to understand other cultures and develop friendships with people from other nations. Closer to the subject of tourism to 'dark' sites such as war landscapes and memorials, Murphy (2010) found that tourism to such sites had the potential to foster peace and cross-community relationships even though it did reproduce past conflicts to some extent. If the above benefits of tourism to other countries – especially to war landscapes – do exist, we would expect to find differences in attitudes and opinions of people who have visited such sites and those who have not. People who have visited war landscapes and memorials in other countries should hold a broader worldview than those who have not visited any (domestic or foreign) war landscapes.

This paper presents partial findings from an international on-line survey (n=2490) on how people around the world describe and remember an historic event - World War I. We hypothesized that respondents who had visited domestic and foreign WWI sites would differ from those who had not on the following variables: the impact of tourism to WWI sites on visitors, in how they describe WWI sites, and on whether WWI sites should be designated as World Heritage Sites. The results of the survey indicate those who had visited such sites were more likely than others to agree that WWI sites should be designated as WHS, and to describe WWI sites as places of pilgrimage, reflection, remembrance, and education. They were also more likely than others to state that keeping the memories of WWI alive would promote intercultural exchange and understanding of an event that shaped the world. These findings do indicate a broader worldview. Surprisingly, however, they were

not significantly more likely than others to state that tourism to WWI sites would promote peace or that keeping

the memories alive would serve as a deterrent to future conflicts.

**Keywords:** tourism, peace, dark sites, World War I.

## Middle East: Peace, Culture, and Tourism

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MENA region (Middle East and North Africa) goes through an important period of its modern time history. It could be described as a region in the middle of deep cultural, social, political and economic transition. Its importance for global stability originates from immense oil reserves and Muslims' cultural epicentre status. For a long time, tourism, except pilgrimage travels, has been considered as culturally inappropriate and economically unnecessary phenomenon by Arabic governments. At the beginning of 21th century, many Arab states develop tourism industry in order to diversify their economies (GCC states) or to earn foreign currencies (Mediterranean states). Rise of global terrorism and islamophobia after September 11 affected global tourism industry dramatically, but

pushed up intraregional tourism within MENA region. World financial crisis had the same regional effect enabling development of new market niche, so called "Islamic tourism". The Middle East was the only region that saw a drop, in both arrivals and receipts during last year, due to the continuing political turbulence (UNWTO, 2013\*\*). However, there are places within the region (like Dubai and Kingdom of Saudi Arabia) that recorded significant growth rate. Majority of their tourist demand originated from neighboring countries. The time of unrest in this part of the world brings about the need of local travelers to stay within the same cultural environment when making holiday destination choices.

**Keywords:** Middle East, North Africa, tourism.

## Effects of Socio-Economic Changes in Post-Soviet Estonia on Landscape Diversification

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The focus on this paper is south-west part of Estonia located in the surroundings of Pärnu County, on the coast of Baltic Sea. The end of the USSR epoch caused great economical and sociopolitical reformation of Estonia. Like other post-soviet countries, this caused considerable changes in the socio-economic and administrative structure. Land management system and urban development significantly changed in the past 20 years, which reflects overall socio-economic and political situation in Estonia. Nowadays, suburbanization and development of second houses become the major and most evident processes in current urban dynamics of modern Estonia.

There are multiple processes explaining this phenomena, and various factors triggering this process, which are analyzed in the current paper. The suburbanization process is not only influenced by the economic and political factors characteristic for Estonia. This process is now notable in various European cities and becoming new characteristics of modern urban development in Europe. Overall, the structure of European cities become less compact and dense, and more dispersed. There are multifold and complex factors explaining process of intensive second home development. The most evident are socio-demographic (depopulation, reset-

tlement) and economic reasons (change in employment and occupations structure). Regionally, this is typical for northern and eastern Europe (Estonia).

The research aims at spatial and socio-economic analysis of landscape patterns in Baltic coastal area of Estonia. The process of active suburbanization, which is analyzed in the current work, is caused by complex socio-economical factors which arise from sociopolitical changes since the end of the USSR. Study area encompasses Baltic coastal region of Pärnu County. The social-economic triggers causing intensive construction of summer cottages and landscape types were examined. The methodology is based on the socio-economic analysis of suburbanization based on statistical data and mapping of the landscapes. Mapping was performed using GIS, land cover maps and Landsat data. Fieldwork and in-situ observations were performed to detect built-up areas in Pärnu surroundings and proved intensive construction residential buildings in Pärnu, demonstrating changes in immobility system in modern Estonia, which affects landscapes. The results illustrate highly heterogeneous and diverse landscape types in the study area.

**Keywords:** Estonia, landscape diversification, suburbanization, landscape changes.

# HUNTING TOURISM

## Illegal Hunting as Limiting Factor of Tourist Offer in Vojvodina

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Any unlawful killing or capturing protected species of wildlife, qualifies as illegal hunting, which can manifest itself in two ways. Namely as (1) poaching (Violations of hunting legislation by hunters or persons on the professional work of game management) and (2) illegal hunting (illegal hunting by other individuals). Illegal hunting considerably reduces the amount of hunting animals, disrupts the structure and stability of their populations in habitats and biodiversity, as necessary, among other

things, and implies a limitation of quantity and quality of the hunting tourism. This research is the attempt to look at the forms and extent of illegal hunting in Vojvodina, the most developed hunting tourism destination in the country, and defining the measures and actions against its various forms, and to preserve hunting wildlife populations and increasing the quality and quantity of the hunting tourism.

**Keywords:** Illegal hunting, hunting tourism offer, Vojvodina.

## Prevention of Damage to Wildlife Caused by Lining of Irrigation Canals

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Linear infrastructure such as motorways, railway lines, pipeworks, and lined irrigation canals are potential barriers to wildlife migration worldwide. Their construction can cause signi-

ficant changes to natural conditions, thus making the habitat unsuitable for wildlife or restricting the populations to isolated minor areas. This can cause damage to agricultural crops and fo-

rest areas and also lead to microclimate and hydrological changes, increased human activities in neighbouring areas, environmental pollution (organic and inorganic pollutants), as well as to wildlife disturbance by frequent traffic lights and noise. The adverse effect of lined irrigation canals can be additionally increased as a result of road kills, drowning of both wild and domestic animals in lined irrigation canals or because of high fences regularly installed along the roads and canals. In recent times, special attention in Vojvodina has been drawn to lined irrigation canals, primarily because of their length (several or even tens of kilometres), but also because of permanent increase in their number aiming at improve-

ment in irrigation of agricultural fields. The measures most frequently applied to prevent the damage to wildlife and mitigate the adverse effects caused by irrigation canal construction and lining are: fences (lined canal fencing), overpasses (green bridges) and way-out structures ("steps" and "escape ramps"). This paper presents the results on the lined irrigation canal "Kula-Mali Idoš" with special emphasis on the efficacy of two overpasses for wildlife (width 8 m, length 25 m). It was concluded that there is no universal measure and solution which is efficient and applicable to entire Vojvodina, i.e. for all irrigation canals already lined, or planned for lining.

**Keywords:** wildlife, lined irrigation canal, overpasses, Vojvodina

## Wildlife Parks and their Significance in Hunting Tourism

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In Serbia, there are no active wildlife parks, although their establishment and utilisation have long been assigned multiple roles and high significance. This paper presents the data on the total area and structure, animal species, ticket prices, activities, and catering and tourist facilities in several wildlife parks: Lainzer Tiergarten (Austria), Animal Park of Grottes de Han (Belgium), Wildlife Park Eekholt (Germany), Ivo Wildlife Park (Romania), and Budakeszi Vadaspark (Hungary). Also, the paper presents the most relevant data from the Establishment and Development Programme of the Nature and Wildlife Park Banjska Šuma

(Brestovačka Banja near Bor), which was the first facility of that kind in Serbia established in 1978. The aim of this paper was to analyse the basic characteristics of the hunting ground Goč-Gvozdac Educational and Hunting and Rearing Centre (total area about 3,900 ha) and to assess the potentials for the establishment and complex utilisation of wildlife park within the Teaching Base Goč, managed by the Faculty of Forestry in Belgrade, with special reference to the concepts regarding the land use and its spatial and functional management.

**Keywords:** wildlife park, hunting tourism, hunting ground, Goč

## Possibilities for Correlation of Hunting and Rural Tourism on Territory of Municipality of Kragujevac

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The connection of hunting and rural tourism is the space in which they are conducted. Hunting tourism is connected to nature that is presenting rural areas, and mostly hunting is conducted in village areas. Those two much specified types of tourism movement, also very different, have plenty connecting parts. Together these two types of tourism can make more prosper of one area and bring more tourists. Kragujevac area, as place of birth of organized hunting in Serbia, has a lot of potential when it comes to hunting tourism. In municipali-

ty of Kragujevac there are two hunting grounds that are working on developing hunting and hunting tourism. On the other hand, this area is well known for its specified style of living and tradition in its villages, so it can offer a lot in rural tourism. Establishing cooperation between those two types of tourism could have very positive results in developing of tourism in rural areas of Kragujevac.

**Keywords:** Hunting tourism, rural tourism, specified types of tourism, correlation.

## Comparative Analysis of the Land Cover of the Hunting Grounds of Novi Becej and Indjija

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Land-cover conditions are possible to measure with mathematical metrics that quantify different aspects of landscape pattern. This research examines land cover patches in the two hunting grounds in Vojvodina: Novi Becej – which represent the hunting ground with the highest roe deer density (87 heads per 1000 ha), and hunting ground

of Indjija which represent the hunting ground with the lowest roe deer density (1 head per 1000 ha). In this research, the classification of land cover patches was based on Corine Land Cover 2000 (CLC2000) seamless vector data, by a landscape metrics for area like Number of patches – NP and Class area - CA. The main goal of research is to determi-

ne significance and impact of land cover as game habitat on its number and density. Hunting ground of Novi Becej is very fragmented (258 patches), with following land cover ratio: 211 - Agricultural areas, Arable land, Non-irrigated arable land (54,92%); 321 - Forest and semi natural areas, Scrub and/or herbaceous vegetation associations, Natural grasslands (11,93%); 242 - Agricultural areas, Heterogeneous agricultural areas, Complex cultivation patterns (8,29%); 231 - Agricultural areas, Pastures, Pastures (7,46%). Each of other 13 land cover types is represented with less than 5%. Hunting ground of Indija is less fragmented (109 patches), with following land cover ratio: 211 - Agricul-

tural areas, Arable land, Non-irrigated arable land (78,91%); 243 - Agricultural areas, Heterogeneous agricultural areas, "Land principally occupied by agriculture, with significant areas of natural vegetation"(5,37%); 112 - Artificial surfaces, Urban fabric, Discontinuous urban fabric, (%). Each of other 12 land cover types is represented with less than 5%. The results show that not only natural land cover types are important for adequate game breeding, but that it is very desirable to have more fragmented hunting ground, which can give shelter and food during entire year.

**Keywords:** Novi Bečej, Indija, hunting ground, land cover, landscape metrics, GIS

## E-Learning in Field of Hunting

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Education in classic form includes only organized learning. Learning is a broader concept that includes also unintentionally, unorganized and spontaneous learning and can be for a lifetime. Learning supported by Web-technology is rapidly developed in recent years. There are many created multimedia context which support access to formal and informal learning, including innovative use of mobile technology. Researchers of Net-generation find some changes about adoption of knowledge of this generation. Generations before Net-generation experienced formal learning in

school based on authority and oriented to teaching. Nowadays, with the advent of the Internet as a global phenomenon, there are a large amount of information available on the Web and Net-generation adopt a new kind of learning based on discovery. Modern hunting requires broader knowledge about hunting, game management, other natural resources, respect for the tradition of hunting as part of the cultural heritage of the people, continuing education and additional training for non-hunters and members of the hunting organizations. Net-generation have its own character-

ristic and represent the future of hunting. Their teachings are based on in a different way that currently provides formal education. The information and communication technology is what they are use in their life and the process of learning is necessary to adjust for the-

ir efforts and lifestyle. This paper describes aspects of the use of information and communications technology based on Web-technology in education in field of hunting.

**Keywords:** e-learning, hunting, Net-generation

## Methodology Framework for Requirements Analysis in Project of Game Management Information System Development

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In this paper authors describe methodological framework for requirement analysis of inter-organizational game management information system development. Engineering requirements in information system developing is a process which covers all the activities involved in discovering, documenting and maintaining a set of requirements for a information system. Presented methodological framework is a set of methods used for identifying and analyzing stakeholder's requirements in development projects of inter-organizational game management information systems and forms the basis for further consideration of the stakeholder's identification and requirements

analysis. During the planning and implementation of inter-organizational information system for game management attention should be on interests of government organizations, hunters, ecological scholars and public. Inter-organizational information system for game management should be based on information collection and exchange from different sources of game species populations, maximum and minimum huntable population size, trophy-scoring data, hunters' data, cadastre and game management plans for every game management unit.

**Keywords:** inter-organizational information system; methodology framework; stakeholder; analysis

## Hunting Tourism Potentials of Hunting Ground “Trest”

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This paper presents hunting ground “Trest” – its hunting resources and hunting-tourist potentials. As the territory of hunting ground “Trest” overlaps a part of the Municipality of Petrovac, the paper explicates the importance of hunting tourism for the Municipality of Petrovac itself. At the same time, the paper indicates the necessity of connection and cooperati-

on of the local government, Tourist Organization of the Municipality of Petrovac, and Hunting Association “Trest” from Petrovac, with the aim of improvement and more efficient representation on the market of possibilities and hunting-tourist potentials of the hunting grounds “Trest”.

**Keywords:** hunting, hunting tourism, Trest

## Damage Preventing from Wild Boars

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In this paper we discuss different ways of protection of agricultural crops from wild boars. Wildlife and hunting law in Serbia regulates question of responsibility for damage. Ministry of agriculture forestry and water management in 2010. adopted the set of regulations which defines more precisely measures for wildlife damage preventing as well as procedures and methods for damage determination. Authors estimate the effect of electrical fence, as one of the most efficient systems for protection

of agricultural crops from wild boars. Measures for wildlife damage preventing can be split into wildlife population control i.e. measures of taking from game resources, change of game habitat and application of different tools for wildlife damage preventing (different repellents). In practice a lot of events occur in which pest game or some of the protected or strictly protected wild animals.

**Keywords:** damage, wild boars, electrical fence

## THEMATIC ROUTES

### The New Architourist Destination: Dallas/Fort Worth, Texas

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Tourism has been an empowering phenomenon in our modern leisure oriented society, and become very important especially for politicians, economics and developers, as well as the urban planners and architects. Tourism has also a strong impact on architecture and urban space; approximately 63% of daily tourist activities are visiting famous places and urban spaces (Richter, 2010).

In this context, this paper will discuss the relationships between the design of architecture, urban space and the contemporary practices of tourism. A relatively new term “Architourism” – Architecture as a Destination for Tourism –, which is coined by Ockman and Frausto in 2005, will also be studied. Ockman and Frausa suggested that architecture itself has become a marketable destination today, and now architourism has its own niche in the tourist industry. Frank Gehry’s Guggenheim Bilbao Museum is a good example of how architecture can turn around a city’s fortunes.

All of these trends toward experiencing the architecture are allowing places such as Dallas and Fort Worth, Texas to augment and define tours that highlight the contributions that famous ar-

chitects have made to the area, thus providing a valuable resource of revenue generation for the community. Dallas/Fort Worth Area Tourism Council (DFWATC) was formed in 1978 to be a comprehensive force within the tourism industry to jointly market the entire area as a single-destination. The Dallas/ Fort Worth Area Tourism Council has banded together all segments of the tourism industry. The Council represents area communities, area hotels, major area attractions, museums, restaurants, shopping/retail establishments, transportation companies and support services to the industry.

In this sense, this paper will explore how Dallas/Fort Worth Area is transformed or revitalized around architourism, how it stimulates the creation of new masterpieces of architecture, and some forms of “desire” that motivate architourism like authentic, exotic, escapist, and spectacular. It will also be questioned in what ways contemporary media culture, globalization, urbanism, and consuming economy have changed the relationship between architecture and tourism.

**Keywords:** architourism, urban space, tourism, architecture

## Desinging Cultural Routes to Improve Cultural Tourism in Western Serbia

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Rich cultural heritage has become a factor that affects the competitiveness viability of the overall tourism product in certain area. Linking heritage in one or more cultural routes reflects the strong social, economic, political and cultural development processes. It reflects also the movement of people which have created the cultural diversity, multi-dimensional and continuous exchange of goods, ideas, knowledge and values among people, countries, regions and/or continents in the long period in the past. It can be presented by cultural, natural, historical and intangible heritage and tracked by complex, more versatile and more accurate interpretation of the history. The role of cultural routes is to “follow” the history of the nations, migrations and propagation of European civilization achievements in the field of philosophy, religion, culture, art, science, technology, and commerce (e.g. Baroque, Celtic or Viking Route, the Silk Road, the Road of Slaves, the Salt road).

The cultural identity of Western Serbia is based on good knowledge and appreciation of local cultural heritage, history, and collective memory. Through the Western Serbia territory, numerous local

and regional cultural routes could be established, as well as routes that would connect the same or similar features in the whole state and thereby acquire a national character. Due to the geographical position of the Western Serbia and, above all, a joint history with the neighboring countries, it is possible to design international cultural routes covering the bordering area of Bosnia and Herzegovina and Montenegro.

Forming joint cultural routes by networking and linking more related tourism and cultural attractions can cause increasing the attractiveness of the Western Serbia area. It may become enough interesting to attract a critical mass of tourists and visitors, and to use the benefits of joint development guidelines, service standards, and marketing. Attracting visitors to visit sites on a specific route, but who are not primarily motivated by culture and historical or cultural heritage, requires a combination of cultural motifs featuring other types of tourism attractions in one complex tourism product.

**Keywords:** Western Serbia, cultural routes, cultural tourism, design, improving

## Traditional Sailing Ships as Indigenous Dalmatian Nautical Product

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Modern tourist movements of the development of selective tourism forms have offered an opportunity to implement the valorisation of Croatian littoral area through the development of nautical tourism in all its forms, cruising included. As opposed to international cruise market, where the main word have cruisers with few hundred to several thousand passengers, a special type of multi-day cruising or excursion cruising along Croatian coast on traditional Croatian sailing ships has significantly developed in the last few years. Wooden sailing ships have a magical power to attract. They won't pass unnoticed regardless a huge competition of new trends in constructing technologically perfect modern mega-yachts and the most sophisticated mega-cruisers. In this paper, several traditional sailing ships will be described. They were primary intended to transport cargo, and today they're renovated with saloons, kitchens, toilets, bathrooms, air-conditioners and satellite TV receivers. Modern usage of this, for Croatian culture, important indigenous product promotes specificities of Croatian maritime and shipbuilding tradition, creates recognition and authenticity of nautical tourism in Croatia and creates also numerous other positive effects such as promotion of middle and small shipbuilding and employment of local inhabitants on islands that at the same time prevents their depopulation. In order to achieve full potential of this form of Croatian

nautical offer it is necessary to invest and to motivate main carriers of activities – small ship owners. Besides the need for economic incentives, it is also very important a joint defining of maritime routes for touristic cruising in the way to select ports that, with the state support, would be renovated to accept cruisers. It is also necessary to set a system of planned cruises and berth reservations by a careful selection of favourable locations. This would enable organisation stages and coordination within the ports, and at the same time it would enable a better efficiency and synergy economic effect of all business subjects in the destination. The most important thing within the selected ports is to enable to small cruisers a safe berth and in order to provide the main function of such port it is necessary to construct all required infrastructure (SRNTH, HHI 2006).

An overview of selected ports to organise berths and to offer services to tourists on traditional sailing ships will be given in this paper, as well as several proposed routes for sailing in the Splitsko-Dalmatinska County. Project implementation will use the possibility to develop certain historical ports along the coast and on islands, with all their specific features and customs that if valorised in the right way can become the initiators of a revival of traditional maritime towns.

**Keywords:** nautical tourism, sailing ships, cruising, touristic port, traditional port, maritime heritage.

## The Social Impacts of Cultural Events – A Case Study of Maribor 2012 European Capital of Culture

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Events are an important motivator of tourism. They can be a factor for economic development, but also a support to the urban regeneration of city and a factor for changing city image to make it more appealing and representative of the quality of life. Just how important cultural events can be is demonstrated by the evolution of the European Cultural Capital event sponsored by the European Union. In 2012 Maribor, the second largest city in Slovenia, held the title of the European Capital of Culture.

All events have a direct social and cultural impact on their participants and local community. However, local governments and event organizers usually focus on the economic impacts, which are important, but the social impacts may have an even more profound effect upon the local community.

Therefore, the purpose of this research was to measure Maribor residents attitudes toward the social impacts of the event European Capital of Culture 2012. The first objective was to develop a listing of social benefits and costs and then to ask residents of Maribor to evaluate it, in order to determine the primary social impacts of the event.

The second objective was to examine if there were any differences in attitudes toward the social impacts of the event among residents divided into groups according to socio-demographic characteristics.

The results showed that residents perceived more social benefits than social costs of the event. They agreed that the event had positive impacts primary on the promotion of Slovenia, as well as on community cultural life and image in general. In residents' opinion the event did not cause any negative impacts such as increase in crime rates, noise, litter, traffic jams, overcrowded streets and facilities. The results provide residents, event organizers, and local authorities with important community perceptions pertaining to the event. Residents and organizers both have a role in maximizing the social benefits and minimizing the social costs, in order to provide sustainable development of the event and community. Also, the results could be valuable for cities which are or will be in the bidding process for European Capital of Culture title.

**Keywords:** Events, European Capital of Culture, social impacts

## Religious Objects in Skopje (Specific Urban-Theme Tourist Attraction)

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Skopje is the capital and also the largest city in the Republic of Macedonia, which is characterized by its polyfunctionality, multi-ethnicity and it is cultural center of Macedonia. Skopje is a city with a rich and tumultuous history that has grown into a modern and urban city center with all the characteristics of modern living. Skopje in tourist sense is the main and largest urban tourist destination in the country that annually visiting more than 22% of the total number of tourists in the country, or about 38% of the total number of foreign tourists coming in the country visit the city Skopje.

From these data and findings resulting the need to create special urban-theme tourist routes through that Skopje will complement and enrich the tourist offer and program, will meet the needs and demands of tourists whose satisfaction would be greater and also will achieve greater tourist trade.

The purpose of this paper is to create and presenting of such urban theme tourist route in the city, which covers all important sacral objects that have great tourism value. In Skopje there are

more than 50 religious objects belonging to several religions, but all do not have the same importance for the purpose of tourism, so the paper covers only attractive tourist religious objects. The importance and attractiveness of the urban-thematic route is greater because of geographical and spatial position of the analyzed objects are concentrated in the downtown area or in its immediate vicinity and they are not very spatial distance between themselves, which enhances and facilitates the implementation of thematic route in practice.

Taking into consideration the characteristics of the treated religious facilities such as: different historical period from which it originated, the different religions which represent high tourist value, have the concentration of a relatively small space, access to them and their good condition and so on, we can conclude that the urban theme tourist route will inevitably contribute to improving the quality of tourist offer of Skopje.

**Keywords:** urban tourism, religious objects, theme routes

## Creating a Cultural Tourist Route in Subotica Based on the Art Nouveau Architecture Projected by Marcell Komor and Dezső Jakab

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Subotica is famous for its exceptional cultural heritage in the style of Art Nouveau. The main features of Art Nouveau architecture are unrestrained forms full of curved lines, wavy shapes and unusual color combinations. The use of new materials as well as geometric and floral motifs has become favorite design elements that can be found on the facades of the buildings in Subotica.

There are more than 100 buildings in the city that were built in the style of Art Nouveau and 14 of them were built in the Hungarian version of this style. Some of the most famous buildings, such as City Hall and Synagogue, were projected by Marcell Komor and Dezső Jakab, the main representatives of Art Nouveau in the architecture of Subotica. Their influence is visible not only throughout the fact that the buildings they projected became the symbols of the city, but also because they were responsible for bringing Hungarian Art Nouveau to Subotica. Although the scope of their work in Subotica is not particularly large, each one of their buildings became a symbol: Synagogue, the building of Jewish church municipi-

ality, City Hall, Subotica Savings Bank Palace, Aloiz Polakovic tenement palace and a large complex of buildings in Palić. These buildings are exceptional for their location and size, and they make Subotica worthy of its name - city of Secession.

As an addition to the existing cultural route of secession in Subotica, which was made as a part of the IPA Cross-border co-operation programme and includes a route which connects Szeged in Hungary and Subotica and Sombor in Serbia, it is necessary to develop and implement a route which would connect the buildings projected by Komor and Jakab. This route could present Hungarian Art Nouveau in a new and different way and introduce Subotica as a city in which these prominent architects from Budapest left their traces. The purpose of this paper is the presentation of the cultural route based on the architectural sites projected by Marcell Komor and Dezső Jakab, as well as the analysis of its opportunities and possible ways of implementation.

**Keywords:** art nouveau, Subotica, cultural route

## Future Trends and Directions of the Development of Rural Tourism in Serbia and in the World

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Well preserved nature, healthy life environment and relaxing vacation have become the everyday tendency of the perfect man to meet his need. The product of rural tourism is in correlation to natural environment, which is also the resource base when attracting attention towards tourism tendencies. The aim is to make the most of natural resources of the country by offering a highly healthy food that will contribute to the development of rural tourism. Revive the village, the tradition of hospitality and the cult of rural households, as well as natural and man-made features of rural areas, to apply the policy of sustainable development of rural tourism in order to maximize the benefits for future generations. The basic hypotheses which start with the preparation of this work are: one of

the future directions for the development of tourism of Serbia is rural tourism; Serbia has considerable natural resources that can certainly be valorized through rural tourism; Rural tourism can become a new development opportunity and the branch for the development of this type of tourism.

The aim of the paper is to show that rural tourism can affect the economic development of our country and the better preservation of natural resources. By adopting the concept of sustainable development and using the experiences of many European countries, Serbia may be in great demand of international market as an ecotourism destination

**Keywords:** rural, tourism, recreational, cultural function, product, sustainable.

## Regional Development and Sustainability: Cultural Tourism in the Southern Region of Jalisco

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This study aims to determine the potential for cultural tourism in the municipalities that comprise region 6 of the State of Jalisco, territorially delimited in the South of Jalisco. These municipalities are tested first to identify the

demand for cultural tourism and to determine the profile of the cultural tourists under the assumption that tourists who are motivated by culture tend to travel longer distances than most other tourists. Further, it discusses the

motivation and satisfaction of cultural tourists in order to establish the potential market in accordance with the characteristics of the target market in the southern region of Jalisco. Any operation of cultural tourism companies should make the strategic diagnosis, which explains the use of SWOT analysis

as a tool for strategic planning of cultural tourism enterprises. Finally, we propose some development strategies of cultural tourism in this region of Southern Jalisco.

**Keywords:** Regional development, tourism companies, Southern Jalisco, Cultural Tourism

## Tendencies of Sport Tourism Development in the Russian Federation

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At the present time the most perspective types of tourism at the world tourism market, featured by intensive growth are cultural and educational tourism; active types of tourism such as sport and adventure tourism; specialized tourism such as ecologic, scientific, cognitive, event tourism, treatment and health tourism etc.; cruise – sea and river cruises; business tourism. A vocational sport and health tourism refers to priority directions of state social policy in the sphere of tourism activity of the Russian Federation. Therefore study of development of sport and health tourism in Russia is an actual issue.

Sport and health tourism can be of sport, cognitive, educational, research and other direction. In the Big Soviet Encyclopaedia tourism is defined as a travel in free time; one of types of active vacation; the most effective means for satisfaction of recreation needs; constituent part of healthcare, physical culture; means of mental, cultural and so-

cial development of personality There are various definitions of sport tourism. For example sport tourism is a type of sport based on competitions on category routes of sport hike, including overcoming of obstacles of different complexity in natural environment, and on distances of tourism multi-sport competitions, laid in natural environment and on artificial relief, which are divided into classes as per their complexity. In 1949 the norms and requirements for assignment of classes and ranks on sport tourism were included into the Unified All-Union Sport Classification for the first time. At the present time Sport Tourism sport type is included into the All-Russian Registry of Sport Types under No. 0840005411Я.

Sport Tourism in Russia and some other countries is a type of sport with many years of traditions. It includes not only sport constituent but also specific mental sphere, and way of life of the very those who love to travel. Centers of

sport tourism development are still in non-commercial clubs (tourism clubs), though many tourists are engaged into it by themselves.

Independent movement of tourists who follow sport objectives is organizationally established by tourist groups (teams) and tourist clubs at the place of residence, and locally – by sport tourism sections. On the regional level they are represented by regional social sport organizations (federations). On the federal level the chief self-regulatory authority for tourism sportsmen is Sport Tourism Union of Russia (Federation of Sport Tourism of Russia). In sport tourism competitions are held as per two groups of disciplines: routes – directly hikes and sport trips in accordance with the category of complexity; distances – former tourism multi-sport competitions – are divided into classes depending on complexity of rounds. Competitions are generally held separately in every type of tourism. It is allowed to hold competitions on combined distances. In general official competitions (events) on sport tourism in the Russian Federation are held as per the Rules of Sport Tourism sport type, which are obligatory for sportsmen, coaches, team representatives, referees and organizers of such competitions.

Sport Tourism is effective means of physical culture and sport. As many other types of sport, tourism is connected to various personal sides of physical culture. In the process of formation of personal-

ity's physical culture sport and health tourism is represented on various levels of its growth. The main functions of physical culture and sport are quite efficiently implemented in sport and health tourism. Sport and health tourism has impact on those who are engaged in it by quite simple and available means: hikes, walks, tours, tourist gatherings, sport competitions, as well as regional and nature protection activity. Many sidedness of impact of tourism classes can be reviewed at the example of any tourist trip: active movement with a rucksack and overcoming of natural and artificial obstacles on the route – physical training; study of environment beauty – aesthetic education; installation of camp, provision of minimal domestic conditions in the field – labour education; provision of positive psychological climate in a tourist group – mental and moral education; effective solution of actual theoretical tasks for successful trip – intellectual education etc. We would like to emphasize two constituent parts among the aforesaid – physical and intellectual education. In our opinion they determine the unique nature of sport tourism in comparison with the other sport types.

So development of sport tourism in the country will enable increase of the efficiency of process of formation of physical culture for people of various age, sex and preparation level, as well as work activation in the sphere of tourism activity.

**Keywords:** sport, tourism, Russia

## Pedestrian Recreation Area of Modern Russian Cities as an Object of Cultural and Historical Heritage

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The Volga-Ural region of Russia has attracted increasing attention of domestic and foreign tourists. Ethno-cultural and religious diversity, interest in local history, the dynamic economic development, international sports events are the drivers of growth in tourist flows. The downside of faster economic development is a rapid construction, especially in the large cities of the region, including their historic centers, which often results in the loss of many objects that are monuments of architecture. And foremost,

it's these old historical and architectural centers of our cities that are attractive and original. Here, we propose to compare the pedestrian streets of Kazan and Chelyabinsk, comparable in many ways. The purpose of this paper is to analyze the condition and use of the cultural-historical and architectural heritage of the pedestrian streets in the Russian cities, to increase their tourist appeal.

**Keywords:** Pedestrian recreation, cultural and historical heritage, Russian cities.

## Wine Tourism as One of Many Possibilities for Development of the Skadar Lake Area (Montenegro)

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The Skadar Lake is the biggest in the Balkan Peninsula and depending on water level it covers an area from 370 sq km to 500 sq km. Its one part belongs to Montenegro (221 km<sup>2</sup>) and the other (147 km<sup>2</sup>) to Albania. Besides it is big capacity of fresh water, Montenegrin part of the lake with its lakeside, with surface area of 40.000 hectares was proclaimed to be a national park in 1983. Therefore the lake with its surroundings presents huge potential for domestic and foreign visitors in Montenegrin tourist offers.

In addition to sight-seeing of different cultural monuments, flora and fauna diversity, eating specialties from local cuisine etc., the wine tourism has recently become one of many aspects that have complemented tourist offer.

Namely, wine growing sub-regions Rijeka, Podgorica and particularly Crmnica, which lean by its north side on the coast of the Skadar Lake, with their diversity of wines' types in the old stone wine cellars as well as with other domestic eco products and together with traditional hospitality offer an

extraordinary spirit for those tourists who want to run away from an urban noise.

It is presented an analysis in this work, done through a research on the site, how different offers' types, among which is also the wine offer, can make an influence to the satisfaction of the citizens being involved in the project "wine routes", as well as which sugges-

tions and remarks the guests usually address *a propos* the wine tourism.

Besides to existing progress results showed that participants in "wine routes" were not sufficiently satisfied with the achievements. On the other side the guests had remarks about, hygiene, lack of wine routes maps and wine cellar designation etc.

**Keywords:** wine tourism, Skadar lake, Montenegro

## Persuasive Communication as a Tool to Encourage Visitors to Pay Park User Fees

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Park user fees (PUF) are well established in protected areas worldwide to provide and maintain visitor facilities, and for conservation and management of park estate. However, encouraging visitors to pay PUF is a persistent challenge for park managers. This study showed that persuasive messages were able to affect on the visitors' willingness to pay (WTP). The primary aim of this study is to measure visitors' willingness to pay (WTP) such fees in Fruška Gora National Park, where no such measurement has previously been undertaken. The method survey was conducted on three Park picnic areas. By setting the main hypothesis that tourists need adequate motivation

to pay PUF, the paper sought to answer on two very important questions with the setup of several lower-level hypotheses: are the visitors themselves actually willing to pay PUF? And what are the factors that influence visitors' willingness to pay (WTP)? Using persuasive messages was observed willingness to pay the PUF among 100% of participants. The method survey was conducted on a random sample of 253 participants. The data were processed with the SPSS program (version 17.0). To determine the frequency of specific deviations chi-square test is used.

**Keywords:** PUF, WTP, Tourism, Protected areas, Sustainability, Fruška Gora National Park

# Consumption of Rural Traditions, Local Food and Products and Built Heritage and its Impacts on Rural Social, Economic and Cultural Restructuring – A Hungarian Case

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Rural restructuring and sustainable rural development are the substantially researched fields in the contemporary rural sociology. The aim of the paper is to identify and understand the various forms of cultural heritage in rural space, local economy, tourism and in society. The focus of this paper is foremost the cultural dimension in the context of rural restructuring and rural sustainability, more specifically cultural heritage and heritage based tourism. During the last decades the countryside has gone through many changes. The basic setting of rural producers and urban consumers is transformed; the rural-urban relationship begins to change towards the consumption of the countryside. Consumption countryside “increasingly fulfills a role of socially providing a variety of marketed goods and services to non-rural people, who often wish to distance themselves from the pathologies of urban life, either temporarily or permanently.” Responding to these changes there is an increasing importance of the cultural components in rural development policy in Europe. According to the concept of a culture economy rural areas are increasingly adopting cultural markers as keys in the pursuit of development goals. Culture economy works through a

local cultural identity. Culture is regarded as key mechanism in development of local economy including tourism. The paper analyse the role of cultural heritage in two selected study areas in Hungary: Mezőtúr and Hajdúböszörmény micro-regions. The case study research collect and analyse local traditions, products, customs, practice and built heritage having new functions and meaning for local community or for outsider consumers. Research objects are local cultural events like festival or villages days, local gastronomy and crafts and the built heritage.

Main research questions are:

- What do we mean by cultural heritage in a rural setting?
- What is the contribution of cultural heritage in the development of rural areas?
- What are the conditions to integrate successfully local cultural heritage in the local tourism?
- Who has the power to define cultural heritage in development and tourism context?
- What are the contents and conditions of culture based tourism activities?

Keywords: rural space, sustainability, heritage, culture

## Pillars of Rural Tourism – Between Natural and Cultural Resources

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Attractive resources in rural areas included natural and cultural resources which affect profiling various forms of rural tourism, which tend to increase. Rural tourism product is a mix of natural and cultural resources. The relationship between natural and cultural resources in the process of rural tourism development are numerous and specific. The current era of tourism, tourism is indicated based on knowledge: The knowledge-base as a Platform for tourism - The Knowledge - Based Platform (Jafar Jafary, editor of Tourism Encyclopedia). Studying profiling of rural tourism, based on the analytic-synthetic methods, we came to the five pillars of rural tourism, which are explained in this paper.

The rural tourist pillars, intertwined connections between natural and cultural resources. We have presented it, on examples:

- Rural Museum Tourism: The Open Air Museum "Old Village", in Sirogojno,
- Farmsteads (salaši) ethnic tourism: Dida Hornjak farm,
- rural wine tourism: Rajacke pivnice (winw vault),
- Rural geotourism : Djavolja varos - natural geomorphological phenomenon.

We concluded that pillars of rural tourism contribute to:

- fostering the identity of rural tourist sites and destinations,
- economic and socio-cultural growth of the standard of rural tourist households,
- the promotion and affirmation of local communities.

**Keywords:** pillars of rural tourism, natural resources, cultural resources

## Cultural Orientation in Nautical Tourism on the Example of "Grand Circle Cruise Line"

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Tourism is one of the most important drivers of economic development in the world and probably the only acti-

vity which connects people and countries without any prejudice. Given that we encounter daily with clear differen-

ces in terms of ethnicity and gender, as well as their cross-cultural differences, it requires substantial effort in resolving the same. It is important to consider intercultural aspects of globalization in tourism. In the last ten years, there are many papers dealing with issue, especially those based on the implementation of Hofstede's dimensions of national culture. The paper specifically shows the classification of Hofstede's theory - the dimensions of culture and organizations with special emphasis on the cultural orientation of Grand Circle Cruise Line, which will be repeatedly compared. The idea for the research came from the above classification, and that the aforementioned company is also a global company that has to meet inequalities in culture and tends to mutual tolerance, respect, mutual similarity and closeness. Tourism development and contemporary trends have contributed

to the emergence of new directions in tourism industry. The aim of this paper is to examine nautical tourism as a selective form of tourism and become familiar with the issue of cultural orientation at the example of Grand Circle Cruise Line. In general, comparing Hofstede's theory with ideas of Grand Circle Cruise Line, we came to conclusion that the collectivism, short-term orientation and uncertainty avoidance are business ideas and prevailing dimensions of cultural orientation of the analyzed company. The results showed significant differences in national cultures, which clearly indicate the company's orientation to a single target national group that is the residents of United States. This work, as an example, could be useful to similar companies regarding management of cultural diversity in their collectives.

**Keywords:** Culture, organization, nautical tourism

## Creative City as a Platform for Urban Tourism Sustainability

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Cities have one crucial resource – their people! Therefore opinion and creativity of those who live in and run cities will determine future success of the city in every aspect. In the circumstances far from good when the economic, environmental, cultural and social crises are deep, there are a lot of people who are specialists in proving change is not possible. Yet, there is saying that the same energy is needed to analyze why somet-

hing can't be done as to figure out how to do it. In the time of crises especially in cities of countries in transition, such as West Balkan countries, rapidly changing context of modern tourism and hospitality industry, in order to succeed, need to be considered with particular attention to improve quality of life in the cities. By using creative city concept as a platform for research, which in its core has holistic and sustainable para-

digms, the paper summarizes meta-data tourism findings of bottom up urban tourism development.

The paper recounts lessons learnt from the practices in Serbia about undertaking creative bottom up approach to innovate traditional urban development processes and holism relationships among city stakeholders. It also presents possible effective model for enhancing sustainable tourism attractiveness of the place, based on holistic systematic treatments of different urban challenges. A research was undertaken in analyses the case stud-

ies of urban economic, social, cultural and environmental sustainable development. All case studies have its actual environment that is influenced by special geopolitical and sociocultural settings in Serbia. The research looks at civic tourism concept as practical one which brings at the first the benefits to the local community principles and actions for change and secondly as recommendations which focus on tourism development and improvement of local area.

**Keywords:** Creative city, urban tourism, civic tourism, sustainable tourism

## Study Regarding Development Possibilities of Romanian Villages by Rural Tourism and Agro-Tourism

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The Romanian rural area it is characterized by a chronic sub-development stage. The cracked land parts, lack of work, population ageing from rural area, migration aspect, observed especially at young generation, as migration toward the important urban centers as of external migration, all those leading to a continuous decline of rural space. Romania, especially after the adherence to European Union, started to understand more and more the economic concepts of developing the rural area, without having any experience regarding the rural tourism or agro-tourism. So, Romania has the benefit of the west countries experience in organizing its own rural tourism and agro-to-

urism. This “technologic” transfer it is continued even in present time, to the benefit of rural communities in Romania. The scope of rural tourism and agro-tourism it is not to eliminate the classic tourism, but more to complete. We consider that once this type of tourism is developed it will be observed a high level of living of the inhabitants in rural area and of course an evolution. Along this work we will approach aspects regarding touristic infrastructure (structures of touristic receive with functions of touristic hosting, capacity of hosting, comfort categories, tourist arrivals and number of nights) existing in Romanian rural area, analyzing the rural touristic aspect and of agro-to-

urism along 5 years by observing statistics. The rural tourism and agro-tourism, are a natural consequence of economic development of Romanian society and improves the opportunities of recreation for urban population, and not only, population which is under a continuous stress generated by socially

assembly development. So, we consider that the study regarding the evolution of rural tourism and of agro-tourism it is imposed as a natural necessity, this being the beginning of new types of development for the two types of activity.

**Keywords:** Romania, rural area, rural tourism, agro tourism

## Natural Tourism Values of National Park Skadar Lake – Significant Resource for Development of Sports and Recreational Tourism (Montenegro)

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National Park Skadar Lake has not been exploited by commercial developers and thus holds a lot of potential for the development of recreational tourism and sports.

Sports and recreational tourism in Skadar Lake Zone has opportunities for development through a number of forms, contents and various levels of activities. The existing sports and recreational tourist offer, which includes activities of major sports clubs, sports facilities and activities for tourists, a large number of sports events and other various sports and recreational offer, is an important element of tourist offer in this area. 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 and 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 Skadar Lake Zone. The results of the field research conducted in National Park Skadar Lake have enabled a number of concrete, applicable and achievable proposals, which should significantly contribute to the development of sports and recreational tourism. From conducted scientific research two main conclusions can be made. Although satisfaction with sport and recreation oriented offer, among the local population in the area of Skadar Lake, is present, special attention should be given to create new and better organize and promote existent sports and recreational tourist products. Also, different stimulative measures should be used to encourage local people to deal with sports and recreational tourism, in order to develop this type of tourism industry in

Skadar Lake sub region. Although natural and geographical values and quality of sports and recreational facilities in this area are convenient for the development of sports and recreational tourism, for the sake of more intensive development it is necessary to improve human and organizational resources and promotional activities.

The contemporary pace of the life, recommended healthy lifestyles and also the inclination towards the sustainable tourism, guarantee the important position of the sports and recreational tourism in the overall tourist offer of National Park Skadar Lake.

**Keywords:** natural resources, tourism, sport, recreation, Skadar Lake

## Sustainable Development of Tourism and Complementary Activities in the National Park, "Skadar Lake"

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Development of economic activities, which resulted in the creation of new utility values, predetermines the purchasing power of individuals, households and the national economy as a whole. Available resources, in general, predispose the economic activities of the national economy which in long term become their recognizable factors. Abundance of resources in economic terms is usually manifested as a comparative advantage, which is an essential component of competitive advantage of manufacturers demonstrated in the market, both in price terms and in qualitative terms. The consequences of globalization are visibly observed, and partly manifested through the disappearance of boundaries of national economies in terms of the existence of economic barriers to the movement of capital and its fluid power, leaving less and less space to the successful valorization of the domestic economic activity. Hence, the imperative is rationalization and

effective use of available resource and on that basis the creation of recognizable products of the national economy. By transferring the sovereignty of the state, if not the whole then almost entirely, through the process of EU integration and NATO Alliance membership, the only recognition of existing national space will be tied almost exclusively to the economic production of the national economy. Montenegro as relatively small area, has extraordinary natural resources that, through the prioritized development of tourism, may develop overall economic benefits and production in logistic economic activity, achieving sales of their products at the manufacturers 'door step'. We should not forget that globalization encourages the process of polarization and consumer power, especially in the sphere of tourist spending. It is a fact that creates a chance of more profitable valuation of tourism offered by the protected natural reserve conceived in the status of national

parks. In fact, in the small area of Montenegro, there are five national parks. What is still untapped resource of Montenegro is the ecological state status as an attractive and diverse area in which, among other things, healthy and orga-

nic food can be produced and immediately valorized in the sector of elite tourism, an important segment of the overall tourism offer.

**Keywords:** Sustainable development, tourism and complementary activities

## Contemporary Ecotourism Products in Ramsar Sites in Bačka Region (Vojvodina, Serbia)

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Wetlands are areas where water represents the primary factor, upon which depend the environment, flora and fauna. Ramsar sites in Vojvodina possess diverse components that are relevant to this area. This importance is reflected in industry sector such as economic development, forestry, fishing, hunting and tourism. These areas are the focal points of many scientists, researchers and tourists. From this, stems the importance of Ramsar sites and the interest of the local population for their protection. Ecotourism, as an alternative form of tourism, in the Ramsar site primarily enables protection and improvement of natural resources through visit of the “ecological” tourists. Developing ecotourism in the Ramsar site enables a lot of bene-

fits such as economic effects, where the cash inflow is used for protection and improvement of the wetlands, monitoring, community development, traditional crafts and cultural heritage protection. Because of this interconnection and apparent importance between ecotourism and wetlands, the subjects of this paper are Special Nature Reserves in Bačka region, which are also on the Ramsar Convention list. These are: Special Nature Reserve “Upper Danube”, Special Nature Reserve “Ludaš Lake” and Special Nature Reserve “Koviljsko- Petrovaradinski Marsh”.

**Keywords:** Special Nature Reserve, “Upper Danube”, “Ludaš Lake”, “Koviljsko- Petrovaradin Marsh”, Ramsar sites, Ecotourism.

## An Exciting Story about a Rock on The Danube: Implications for Peace, Cultural Tourism and Geotourism in the Region of South Eastern Europe

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In recent years a number of scientists have been engaged in the investigations related to the relationships between tourism, culture and the establishing of peace in a region. During the 90-ies South Eastern Europe was the subject of the attention of world public because of a number of political problems that occurred in this region. But this issue is rarely approached from the standpoint of tourism development and the possible influence of tourism as a mean for a faster development of peace and friendship in the region. It is well known that perceptions of political instability and safety are a prerequisite for tourist visitation. A civil war, terrorist actions or the perceived violations of human rights can all serve to cause tourists to alter their travel behavior. After the events of the nineties, the situation in many countries of Southeast Europe was still strongly influenced by events in the past decade (decomposition of Yugoslavia, political and economic instability, high unemployment and restrictions to free travel to EU countries). Many young Serbians did not have expectations of a rapid change that would allow them to overcome their isolation from representatives of young people in the neighboring countries of former Yugoslavia. Several students of the University of Novi Sad came up with the idea that the event tourism could be a mean to quickly overcome at least some of the consequences

of war conflict. They felt that Novi Sad was an ideal place to implement the idea of organizing a music event that could attract many young tourists from neighbouring countries. It is well known that cultural tourism can play an important role in the economic development of tourists destinations, can generate the development opportunities and contribute to the stability, competitiveness and integration of the European space. After nearly 10 years of the isolation in the political and economic terms, at the beginning of 2000 students of the University of Novi Sad, on their own initiative, started to think about the possibilities of the organization music festivals in the area of the known Petrovaradin fortress near the city Novi Sad. They hoped that such festivals could attract young people from all over the region of Southeast Europe. The city of Novi Sad is situated on the banks of the Danube and it is well known for its multiculturalism. In addition to Serbs many Hungarians, Croats, Slovaks and Romanians live in Novi Sad for a long period of several hundred years. This fact is very important because the organizers assumed that tourists will consider multiculturalism as an important prerequisite for a high degree of absence of ethnically based stereotypes among citizens of Novi Sad. The success was quite unexpected and more than 300,000 tourists every year visited music festivals which have been organized

on the Petrovaradin fortress. Most of the visitors are from the South East Europe and this is an additional benefit from the point of view of making peace in the region. Now, after more than 10 years from the beginning of the music festivals on the Petrovaradin fortress it can be concluded that these festivals contributed to:

- Developing positive attitudes towards each other (members of the host community and visitors).
- Learning about each other's culture and customs.

- Reducing negative perceptions and stereotypes.
- Developing friendships.
- Developing pride, appreciation, understanding, respect, and tolerance for each other's culture.
- Increasing self-esteem of hosts and increase of their psychological satisfaction of living in Novi Sad.

In the paper we discuss about factors which mostly contributed to the success of the event tourism in Novi Sad.

## Hydrological Values as Part of Tourism Offer of Northwestern Montenegro

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In morphological and economic terms Montenegro is commonly divided to north and south. Northern Montenegro is extremely mountainous relief configuration and less developed than in the southern part of the country that primarily involves coast. Northwestern Montenegro, as part of northern Montenegro, includes municipalities Pljevlja, Žabljak, Plužine and Šavnik. It has an area of 3,198 km<sup>2</sup>, which represents 23.1% of Montenegro. This part of the country is characterized by a variety of natural resources, among which are prominent hydrological resources. Rivers and lakes are the base of the hydrological tourism potential of northwestern Montenegro. Among the most important are rivers Tara and Komarnica, including lakes Crno and Piv-

ska. In comparison to all hydrological structures of the study area, just mentioned rivers and lakes are the most touristic valorized, but still not enough. In the study, the authors performed an inventory of water facilities in the area of northwestern Montenegro, to those who are recognized as tourist resources, and those that are potentially tourist valuable. Then they give the estimation of the level of the utilization of tourist valorization of water facilities and proposals for their adequate participation in this part of the tourist offer of Montenegro, as well as proposals to activate unused tourism hydrological resources.

**Keywords:** hydrological tourism resources, Tara River, Lake Crno, northwestern Montenegro

## Tourism Attractions as a Factor of City Tourism Development – Comparative Analysis of Novi Sad and Maribor

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City tourism, as a type of tourism which is developed in the city centers, recently is becoming more and more popular. In its broader sense it includes a wide array of different types of tourism such as cultural, religious, MICE, spa tourism, transit tourism. However, not all of them are primer motives of visit. Maribor and Novi Sad are cities which have developed different types of tourism which represent very important tourist products in the complex concept of city tourism. Moreover, both cities have enviable potentials in terms of natural and cultural resources as a basis for tourism development. The principal aim of this paper is the comparative analyzes of different types of city tourism in Novi Sad

and Maribor, as well as the indication of advantages and disadvantages of both cities in terms of development of aforementioned types of tourism. This paper focuses on the level of development of city tourism in Novi Sad and Maribor, by reviewing previous research and contemporary literature and practices. In addition, the paper presents a comparative analyzes between those two cities and shows the significance of improvements and the embracement of good practical examples from the city with more organized and developed city tourism, in terms of promoting tourist products.

**Keywords:** City tourism, Maribor, Novi Sad, tourism development, tourism promotion, comparative analyzes

## The Relationship Between Natural and Cultural Resources in the Function of the Tourism Offer Development in Surčin Municipality

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Surčin municipality represents the youngest and seventeenth Belgrade municipality formed in 2004 from the part of Zemun municipality, and it is located about twenty kilometers west from the city center. In the Surčin municipality there is the most important airport in the country “Nikola Tesla”. The convenient traffic and travel directions of the Surčin municipality are defined by the position of Belgrade-Zagreb corridor highway M1 (E70) and parts of Belgrade ring road M22 (E763 and E75), and thanks to the favorable geographical characteristics it is classified as the tourist destination with authentic character of the rural suburbs in Belgrade. Preserved nature close to the big city, and presence of anthropogenic tourist potential and distinctive identity

of rural areas are a good basis for developing different types of tourism. The Sava River flows through the southern part of the municipality and provides opportunities for development in the field of nautical tourism, river traffic and the cross-border and regional cooperation. The relationship between natural and cultural resources in the Surčin municipality are favorable for the excursion, recreational, sport, school, transit, event, cultural, youth and hunting tourism development and represent excellent resource basis for the further advancement and tourism offer development of the Surčin municipality.

**Keywords:** Surčin municipality, natural, cultural, resources, development, tourism, offer

## The Pavle Beljanski Memorial Collection – The House of Artists in Novi Sad

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The Pavle Beljanski Memorial Collection in Novi Sad with collection of modern art can contribute to touristic and cultu-

ral development of the city and the region. Nadežda Petrović, Sava Šumanović and Milan Konjović made great influen-

ce on national modern art and some of their most representative art works are in the Pavle Beljanski Memorial Collection. Like Novi Sad today, back then, Paris as art center, was link between artists and Pavle Beljanski, although their timings there were different. Nadežda Petrović was one of the pioneers of modern art. As a woman painter she was also humanist and founder of artistic societies and colonies. In the Memorial Collection there are fourteen art works from her most creative period. Her paintings were among the last ones added to the collection, but the collection begins with them. Nadežda Petrović Legacy is in Čačak, her birth town. During his last stay in Paris, Sava Šumanović painted five significant art works witch are in the Memorial Collection. Those paintings can be the base for understanding the concept of modern art, despite the fact that most of his art works are in Legacy in Šid. Šumanović's Memorial house is near the Legacy. Milan Konjović is famous Serbian

expressionist artist. When he was curator of City museum in Sombor, the Collection of Pavle Beljanski was open to the public for the first time. There are eight art works in the collection. Today, Konjović's Legacy is in his birth town, Sombor. The Pavle Beljanski Memorial Collection must be the vital point for introducing culture and heritage of Novi Sad to tourists. Petrović, Šumanović and Konjović are very important for understanding Serbian art and culture of the 20th century. Their legacies in Čačak, Šid and Sombor together with the Pavle Beljanski Memorial Collection in Novi Sad can contribute the touristic regional development as well as preservation of community's cultural heritage. The goal of this paper is to emphasize the link between the Memorial Collection and the legacies as a possible touristic attraction.

**Keywords:** Novi Sad, legacies, tourism, the Pavle Beljanski Memorial Collection, Nadežda Petrović, Sava Šumanović, Milan Konjović

## Belgrade's Offer of Cultural Tourism for the Cruise Participants

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

During the summer season, a large number of foreign passenger ships pass through Belgrade. Many passengers choose to spend several hours or even days in Serbian capital. According to the estimates of the Ministry of Infrastructure (based on traffic counts), around 600 to 700 passenger ships per year are sailing Danu-

be (with an average of 150 passengers per ship), with the average of 18 hours retention time in 2008. Considering the significant impact of cultural tourism in the overall offer of the city, all stakeholders in the tourism industry should be encouraged, both on the supply and demand side, to provide facilities in order that cruises participants spend more than the usual one day in the capital. Visiting not only the sites in the city, but also its surroundings, distinguished by its cultural and historical heritage, they will contribute to the future economic development of the culture, and the promotional effects that will affect the future longer retention of tourists. This work will po-

int out the cultural offer and the importance of Belgrade as the capital of Serbia and the city which is located on the route of Corridor 7, which in addition to its strategic geographical position, has a very favorable traffic situation on the rivers, which connect a number of European countries. This work aims to observe aspects of the current stage of development of the cultural offer and provide guidelines for valorization and inclusion of additional content in the presentation of historical and cultural heritage monuments of the city, based on the current supply of cultural tourism in Belgrade.

**Keywords:** Cultural tourism, cruises, sightseeing tours, Danube, Belgrade

## Urban Open Public Space, Good Opportunity for Sustainable Tourism in Small Islands

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Today, tourism has an important role in development of many Small Islands over the world because of their economic dependency on tourism. The sustainable tourism has established in order to balance between the social, economical and environmental dimensions of development in these Islands. This paper attempts to clarify that urban open public spaces can influence the dimensions of sustainability in Small Islands and become a simple resource for sustainable tourism development that acts as a continual shelter in the urban position.

It provides a conceptual approach to understand how the quality of urban open public space may improve sustainable tourism development in these Islands. From a literature survey, the study focuses on two bodies of knowledge in parallel. It reviews the global scenario of tourism in relation to the Small Islands and identifies features of these kinds of tourism destinations as well as concerns sustainability in there. It also investigates global scenario of urban design in relation to concerns of urban open public space. The study applies a com-

parative analysis to show an intersection between both literatures as identifies the issue of Small Islands in context of urban design and tourism development. Consequently, the study acquires an interpretive format that establishes the significance of quality of designing urban open public spaces for applying sustainable tourism in a Small Island. The results indicate how the enhancing the quality of urban open public space in Small Islands could improve tourism development with regards to the concept of su-

stainability. Eventually, this paper indicates some linkages between sustainable urban development and sustainable tourism in a Small Island. It also illustrates the importance of effective collaboration between different professionals and disciplines for integrating knowledge across a sector. Therefore, the output of the research can help to apply urban design as multidiscipline vehicle for objective of sustainable tourism in a Small Island.

**Keywords:** Urban open public space, Small Island, Sustainable tourism

## A Study of the Possibilities for Local Revitalization through International Tourism: Evidence from Sado Island, Japan

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Situated in the Sea of Japan off the coast of Niigata Prefecture, Sado Island is a perfect destination for foreign tourists to discover the unspoiled beauty of Japan, and offers great opportunities for the development of eco-tourism as well. Clear water, panoramic views, undisturbed nature, unique cultural traditions and delicious traditional foods are all there for foreign tourists to enjoy. Tourism in Sado Island has become an important sector, with an impact on the development of the economy, as well as on the revitalization of the island itself. Despite a large number of studies having been done, and attempts made at municipal and national levels (as well as by private enterprises and tour agencies) to encourage development, Sado Island faces the worrisome prospect of very low birth rates and a youth drain, leading to a rapidly-increasing

average age of the population, as well as a general decline in the number of tourists. The scope of this paper is to present the impact of tourism on Sado Island's economy, and especially on the island's revitalization. This study includes a survey and an analysis of a potential mechanism for development, focusing on the possibility of international tourism being a leading force in the revitalization of the island. At the same time, it will briefly clarify the impact international tourism could have on the local community, with the aim of maximizing benefits in such areas as employment, revenue, youth-drain prevention, support for local culture and industry, as well as environmental protection.

**Keywords:** Sado Island, foreign tourists, island revitalization, youth drain prevention

## The Impact of Culture as a Motivation on Market Performance, the Mediating Role of Destination Loyalty: The Case of Shiraz, Iran

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This research has been done in order to test the mediating role of destination loyalty. In other words this study tries to analyze impacts of culture counters as a motivation toward a better market performance. This article focuses on every specific detail of cultural impacts on destination loyalty while it is working on the general effects of the culture on the market performance to evaluate if it could be a free gate of pulling motivations for tourists to attract to the destination. This study offers an integrated approach to the relevant relationships between culture and destination loyalty and the

satisfaction brought by cultural focuses on tourism management. At the end, the article tries to find an appropriate answer to the equations which have been left in a fog for several years and remained unsolved. This research will find the answer for some questions such as A) Does culture have an impact on destination loyalty as a motivation? B) Should we count the culture as an advantage for some countries? C) Does culture affects the market performance as a variable parameter?

**Keywords:** destination loyalty, tourism management, cultural motivations, tourist motivations

## The Importance of Cultural Institutions in Candidacy of Novi Sad for the European Capital of Culture and its Benefits for Tourism Development

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The title of the European Capital of Culture is recognized as an opportunity for renewal and modernization of cultural institutions as the promoters in the nomination procedure, improving their appeal to the audience. This event, which lasts for one year is designed to

highlight the cultural resources, regional characteristics and integration of the city's various cultural segments into the European cultural matrix. The prerequisite for the candidacy is primarily the awareness of the local community on the need and importance of involve-

ment in this process and different benefits that would result. Defined cultural policy of the region and the city profiles the identity of all institutional and non-institutional participants and improves the interdepartmental cooperation between Culture and Tourism. Positive attitude and cooperation of these segments is a prerequisite for the candidate status and participation in further processes. The preparation for obtaining the candidate status opens possibilities of expanding citizens' knowledge on cultural offer and its lesser-known elements. At the same time, the city would be recognized by its culture, being a participant of wider cultural processes.

The preparations for the candidacy of Novi Sad for the European Capital of Culture 2020 started at the beginning of 2012. In this process, two main target groups have to be considered: local residents and tourists. Therefore, in order to propose a concept which will fulfill the needs of both target groups, the aim of this paper is to present the program potentials of cultural institutions, with special reference to museums, their role and importance during the nomination process and within the event, concerning the tourist offer of the city and the region.

**Keywords:** European Capital of Culture, museums, tourism, Novi Sad

## Literary Places as Tourist Attractions

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Literature can be an important element in the development of tourism. Places associated with writers can promote a specific kind of image in order to attract visitors. Literary tourism deals with places and events from books and details from the life of their authors. Literary places can be defined in many ways, but they are usually related with writers and the settings of their novels. Research questions of this paper include what are the literary places and how they attract tourists. The paper also examines the literary tourism in general, literary tours and destinations. People visit literary places for many reasons. Sometimes they are drawn to places connected

with the lives of writers. Tourists may be attracted to literary places that represent the settings for novels. In addition, tourists may go to literary places to experience a deeper emotion. Furthermore, they want to find out more about some important event in the writer's life. Possibilities of using literary places for tourism purposes are exceptional, but not sufficiently used. For the development of these places it is necessary to develop appropriate tourism infrastructure and amenities such as literary guides, literary maps, literary tours and more.

**Keywords:** literature, literary tourism, tourists, literary places, writers, books, literary tours

## Development of Mountain Tourism in the Republic of Macedonia, with Special References to Bistra Mountain and National Park “Mavrovo”

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The aim of this paper is to investigate the current situation of mountain tourism in the Republic of Macedonia as a new and rising tourism product that has been increasingly popular in recent years. Macedonia's mountains are exceptionally diverse in relief and offer abundant options for relaxation, along with sports and entertainment for tourists, since conditions are exceptionally conducive for tourism in both winter and summer. That is why this paper identifies the basic characteristics of mountain tourism and its development in Macedonia, with special references to the Bistra Mountain and the National park

Mavrovo as one of the most beautiful tourist centers in Macedonia. On the one hand, this paper attempts to identify types and forms of mountain based tourism that are offered and can be offered so that local communities can receive an equitable share of the benefits from such tourism, and on the other hand, how mountain tourism should be managed so as to avoid and reduce the negative environmental impacts of tourism.

**Keywords:** Republic of Macedonia, mountain tourism, mountain-based tourism, Bistra Mountain, National Park Mavrovo

## Spatial Distribution of Tourism Resources in Urban Heat Island of Novi Sad

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By the number of tourists and accommodation facilities Novi Sad is one of the main tourism destination in Serbia. Tourism statistics show constant grow as a result of the city's continued improvement of tourism resources. Tur-

nover in catering trade and number of tourist arrivals and overnight stays indicate significant increase during warmer part of the year. Novi Sad is located in the northern part of Serbia and according to Koppen-Geiger climate

classification, the region around Novi Sad is categorised as Cf climate (temperate warm climate with a rather uniform annual distribution of precipitation). As an significant urban area, the climate of Novi Sad is under influence of urban heat island (UHI), an area that is significantly warmer than its surrounding rural areas due to human activities. Based on research of Unger et al. and Popov and Savic there are nine different zones of annual mean UHI temperature intensity in area of Novi Sad (0°C, +0.5°C, +1°C, +1.5°C, +2°C, +2.5°C, +3°C, +3.5°C and +4°C). Spatial patterns of tourists in Novi Sad are closely related to zones with higher temperature inten-

sity. The purpose of the present study is to analyse the spatial distribution of tourism resources in all zones of UHI of Novi Sad. The research will focus on tangible resources, including key “attractors” in a destination (tourist attractions, historic sites, beaches, events, cultural facilities, sporting facilities, etc), accommodation, transport facilities and other resources (MICE facilities, etc). It is believed that understanding spatial distribution of tourism resources in context of UHI can help tourism officials to more effectively make decision in strategic tourism development of an urban destination.

**Keywords:** tourism resources, urban heat island, spatial distribution, Novi Sad.

## Geoconservation of the First Loess Geosite in Vojvodina – The Feasibility Study of the “Loessland” Project

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The role of geoheritage, which is represented in the set of geological, geomorphological and pedological values, is rapidly growing in various fields (nature conservation, geotourism and fundamental researches). Vojvodina possesses unique geological value, that is reflected in loess and it has a great potential for geotourism, that could provide the best geoconservation for these natural resources. Geodiversity includes many features and processes of significant value which are sensitive to disturbance and may easily be degraded which leads toward the necessity of their protection and conduction of series of activi-

ties that could promote the sustainable use of geodiversity resources in the purpose of education and enjoyment. The aim of this paper is tourist valorisation of loess profile Čot in Stari Slankamen in order to raise people's awareness of its existing value and importance as a part of geoheritage of the Vojvodina region. Loess profile Čot is located in northeastern part of the Srem loess plateau and it can be considered as one of the most completed middle and upper Pleistocene loess-paleosol sequences in Europe. The first step towards implication of loess geoconservation in Vojvodina was made in 2008 by the Tourist Organizati-

on of the Municipality of Indija with the project called „Loessland”. The main goal of this project is the creation of a competitive tourism product that would provide the economic prosperity of Stari Slankamen region. In order to conserve and habilitate this site for tourist visits, it is necessary to identify and eliminate all limiting factors that could jeopardize the entire project. Due to financial difficulties, the “Loessland” project can not be fully implemented at the moment,

so the focus should be on smaller steps of integrated approaches towards loess geoconservation and geotourism of this geosite, such as physical protection of the loess profile (from erosion), the creation of the tourist center and a souvenir shop as well as a small museum on the top of the loess profile (in one of the existing houses).

**Keywords:** loess, Stari Slankamen, Loessland, geotourism, geoconservation

## Sustainable Farming – Innovations for Tourism

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Sustainable farming and tourism in something we are all talking about. But do we really know what it is? A lot of farmers were recently confronted to new laws, which are regulating animal welfare and their keeping. This can be something to worry about or we can make a challenge out of it. There are a lot of possibilities to make animals better living and our lives easier. Instead of having cow for milk production we can have nursing cows with their offspring on pasture during summer and in winter just cows in a shelter. And an old barn we can use for tourists rooms or a restaurant. People from cities would be glad, if they can experience real farming life for a day. As a part of country development we started a farm with tourism on it and made

some innovative ideas a reality. We let our animals on pasture and rearranged old barn in a place for degustation with as little changes as we could. It was not expensive and we haven't had a lot of work to do. We also tried working in more sustainable way to feed the animals and give them a chance to live in their natural environment and their natural way of living. The results were visible in short time. Animals were healthier, producing more milk and feeding their calves, visitors were coming back and were happier and more satisfied. But most of all, they recommended our little farm to their friends.

**Keywords:** Sustainable farming, innovations, tourism, pasture, animal welfare, Conference session: Innovation patterns in sustainable tourism

## Shackleton`s Lost Spirit

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Antarctica is the most remote, coldest, driest, highest and harshest continent on earth. Even today in the era of space technology a large area of Antarctica remains unexplored and mysterious. Scientists assume that we have more knowledge about the surface of Mars than on individual parts of the southernmost continent. Wastelands of Antarctica and the idea of conquering the South Pole always drove researchers and scientists to extreme efforts. Some explored Antarctica for scientific reasons, some out of sheer adventure and some in the quest for glory and immortality, and at the end, most of them found their place in history. One of the most charismatic and inspiring Antarctic explorers whose name echoes in the geographical science for more than a century is Sir Ernest Shackleton. In comparison to Ronald Amundsen who first arrived at the South Pole, Shackleton`s contribution to science may at first glance seem less important, but historians note that Shackleton and his men, during his second expedition "Endurance", without any loss of human life shared the most incredible adventure ever recorded. The northern party of

his first expedition "Nimrod" were the first men ever to set foot on the magnetic South Pole. Sir Shackleton was also responsible for mapping routes through the Trans-Antarctic Mountains, which were later used by Robert Scott during his journey to the South Pole. The last contribution of Sir Ernest Shackleton to science and humanity came unexpectedly a century after the expedition "Nimrod" in the form of a most unusual cargo ever to be ripped out of the Antarctic permafrost. During conservation works on Shackleton`s hut, the crue of the "Antarctic Heritage Trust" from New Zealand, discovered three cases of "Mackinlay`s Rare Old Highland Malt" whisky. The whisky was personally selected by Ernest Shackleton to help sustain his British Antarctic Expedition. To outpoint the importance of this discovery, it must be said that the Scottish distillery "Glen Mor" which produced the rear liquor ceased to exist during the twentieth century and the recipe for the blending of "Mackinlay`s Rare Old Highland Malt" whisky, was believed to be forever lost.

**Keywords:** Antarctica, Shackleton, Whisky, Antarctic tourism

## Learning Needs of the Tourism Industry

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Tourism is one of the industries with fastest growing importance in nowadays globalised world and tourist professionals are facing different challenges on daily basis. The acquisition of skills in higher education has become a growing concern in a worldwide context of the need to enhance students' employability. Great efforts are being made to close the gap between industry expectations and what academic studies offer.

The purpose of this research is to investigate if tourism students at University Juraj Dobrila in Pula feel that their university experience enhances skills, which the tourism industry values as important, and whether there are differences in this respect between full-time and part-time students. We conducted

a longitudinal study starting with the first year students and repeated with the same sample of students during their third year of study.

The results of the study indicate that students perceive that the teaching strategies and curricula seem to be appropriate to help them to acquire the skills and competences that the industry needs. Furthermore, the findings show that there are significant differences in acquisition of the skills between full-time and part-time students. This calls for university training to reinforce the skills (attitudes, aptitudes, behaviour) that students will need in their future careers.

**Keywords:** tourism, learning skills and competences, higher education, full-time and part-time students.

## Innovation of Cultural Creativity in the Process of Creative Tourism in Thailand

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Attention on creative tourism in the global process with anthropological views of cultural creativity, we have seen and concerned very much with the 'local thought' in specific areas and communities that show diversity of innovations of cultural creativity in the process of creativity tourism in Thailand.

The paper will provide the represent cultures in the process of creative tourism, using cultural material from field-study, which uniquely experience tourists from three tourism places in Loei and Sukhothai province. The cases contribute how local people create nature to dimensions of variety cultures that supply for the sustainability in tourism.

The "cotton blanket" handmade in ChiangKhan, Loei, is local unique cultural product that people present their local wisdom of using local natural material, cotton, to create local handmade style of cotton blanket used in their living since long time ago. Tourists and travelers can be now experience the process of making the blanket not only to get the product but the understanding in the spirit of people and place of Chiangkhan.

Natural material as bee's wax has been used by the people of Dansai, Loei. They create "wax flower tree" donated for the sacred of local spirits and Buddhism stupa. The community of Dansai has a unique network of sacred leaders, shaman, who manipulate the process of

the ritual of wax flower tree ritual and festival which are now in every day life of local people and they do welcome travelers to pay the respect on the tradition with the process of experiencing wax flower tree individual rite of donation. Hereby, Dansai's people with a kind of wax flower tree, composed the nature to local belief with Buddhism religion, still strengthen by local sacred leader which represent very unique of culture and spirit of their place.

In case of ceramic community in the old quarter of Sukhothai historical park, people create their tourism product and place with the story composed of nature to culture and nation. The unique celadon of Sukhothai ceramic is originated from the earth where the place located is significant the origin city of Thai history. This also point out that there is a negotiation between local cultural identity and national identity throughout the historical relationship between the local area and the state.

It could be clearly seen that the 'local thought' of cultural creativity play the very significant role to compose their tourism identities of each locale which give the reconstruction of understanding to their spirit of place, related to local history and local culture. It comes up with the innovation of cultural creativity in the process of creative tourism by the local people who try to conduct the program of tourism to teach tourists by

practicing, meanwhile tourists learning with experiencing their cultures. Local thought and people in community are the very fundamentally important fac-

tor of creative tourism which will leads to sustainable tourism we concern.

**Keywords:** creative tourism, Thailand, culture.

## A Developmental Model of Marine Edutourism Industrial Zone to Improve the Community Economic Resilience at Kepulauan (Islands) Seribu, Dki Jakarta, Indonesia

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The research aims to develop a model of Marine Edutourism Industrial Zone (Zona Industri Wisata Bahari/ZIWEB) at Kepulauan Seribu (Seribu Islands) which is located in the north shore of Indonesia capital city, Jakarta. These zones integrated in the system of mutual networks (locally integrated, globally connected). There will be two methods employed in this study: survey to build a database and research and development (R&D) to produce a model of Marine Edutourism Industrial Zone.

Research results indentified 10 potential tourism islands for development of marine education tourism. The islands are divided into three zones: (1) South Zone, consists of Onrust Island, Untung Jawa Island, Lancang Island, Tidung Island and Pari Island. (2) Central Zone consists of Pramuka Island, Panggang Island, Semak Daun Island Keramba Apung (3) North Zone, consists of Kelapa Island and Harapan Island.

In the first year, the research focused on the development of the southern

zone as the location of Marine Edutourism Industrial Zone, including Onrust Island as an archaeological park; Untung Jawa Island and Lancang Island as a model of the involvement of local government in tourism through entrepreneurship; Pari Island as the potential island for marine tourism and Tidung island as the center Marine Edutourism for the development of mangrove plantation and coral reef transplantation. The model is validated by experts who conducted limited tryouts. Therefore the model could be used in the following studies for the development of zone 2 and zone 3.

With the development of the three zones, it is expected to enhance the growth and expand of tourism industry in this area. It is also expected to create a multiplier effect and improve the community economic resilience.

**Keywords:** industrial zones, marine educational tours, community economic resilience.