

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

Contemporary Trends
in Tourism and Hospitality, 2015

re:)branding Serbia

Contemporary Trends in Event and Creative Industry

Abstract Book



Novi Sad | Vojvodina | Serbia

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Contemporary Trends in Tourism and Hospitality, 2015 **re:)branding Serbia**

Abstract book

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City of Novi Sad – Urban Heart of Vojvodina

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

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

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

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

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



Department of Geography, Tourism and Hotel Management

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

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

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

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

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

Contemporary Trends in Tourism and Hospitality, 2015

re:)branding Serbia

Contemporary Trends in Event and Creative Industry

About the conference

Contemporary Trends in Tourism and Hospitality – CTTH 2015 is an international conference regarding research in tourism, leisure, hotel management, gastronomy and multidisciplinary studies such as events and meeting industry, creative industries, entrepreneurship in hospitality etc. The CTTH is traditionally organised since 1997 and for the 16th time this year. Until 2009 it was annual, when it was re-arranged as biennial event. So far the scientific meeting comprised the following topics: contemporary tendencies in tourism, sustainable tourism development, cultural tourism, economical aspects of tourism and leisure, marketing and management, hotel management, specific forms of tourism, animation in tourism, hospitality and gastronomy.

On the other hand, the mission of **Rebranding Serbia conference** in general is to point out the importance of systemic development of Serbia's positive image via various lectures by eminent experts on national/state branding, as well as examples in the fields of science, art, sports and entrepreneurship of our most successful individuals and institutions. Rebranding Serbia's vision is to change the status of the branding of Serbia – from a passive, spectator phase and a “victim” into an active contributor and a creator of its own, positive image by bettering itself accompanied by long-term, systematic, institutionalized work. The main goal of this year's Rebranding Serbia 3 conference as well as in the previous period is to raise the awareness of opinion of the public, the media and decision-makers on the importance of Serbia's national (re)branding and the benefits on the event and tourism industry.

Linking the two approaches and creative teams this year for the first time we are offering completely new product in the region. In the synergy of Exit Foundation and the Faculty of Sciences, University of Novi Sad we are organizing the conference titled “**re:)branding**

Serbia – Contemporary Trends in Event and Creative Industry” that arose from the fact that globally recognized national brand such is Exit Festival has a large share on the current and future development of the event and tourism industry in the Serbia and Balkan region. Certainly, progressive development of these two branches of the economy could give more opportunity for the development of new creative concepts and entrepreneurship.

This kind of concept and way of thinking could bring more progressive economic, social, cultural, political and other 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 management, business, tourism, hospitality, event management and creative industries 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: 9th & 10th July 2015.

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

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

Website: <http://www.dgt.uns.ac.rs/ctth2015/index.php>

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- **Lazar Vujović**, Contributor of Exit Foundation
- **Nemanja Milenković, MSc**, CEO of Exit Marketing

Conference program

9th July 2015 (Thursday)

09.30 – 10.30 – Registration of participants

10.30 – 11.00 – Opening Ceremony

Welcome intermezzo:

Katarina Rakanović student of Music Academy of Novi Sad in class of Prof. Rita Kinka will perform Rigoletto Paraphrase (by Franz Liszt)

Welcome address:

- **Miroslav Vasin** – Provincial Secretary for Labor, Employment and Gender Equality
- **Vesna Kovač** – State Secretary at Ministry of Trade, Tourism and Telecommunications of Republic of Serbia
- **Prof. Radovan Pejanović** – Rector of the University of Novi Sad
- **Prof. Neda Mimica Đukić** – Dean of the Faculty of Sciences, University of Novi Sad
- **Ivan Petrović** – EXIT Foundation
- **Prof. Snežana Besermenji** – Head of Chair for Tourism, Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad

11.00 – 12.30 – Plenary session “Contemporary Trends in Event and Creative Industry”

Key Note Speakers:

- **PhD Leo Jago**, Professor at School of Hospitality and Tourism Management Faculty of Business, Economics and Law, University of Surrey (UK) Presentation: *The Role of Festivals and Events in Helping to Brand Destinations and Leave Legacies – Unrealized Potential*
- **PhD László Puczkó**, Managing director and Head of Tourism Section Xellum Management Consulting, Founder of The Tourism Observatory for Health, Wellness and Spa (HUN) Presentation: *Creativity, Experiences, Transactions. How to Turn Concepts to Guests’ Happiness?*
- **PhD Margaret Deery**, Professor at School of Hospitality and Tourism Management, Faculty of Business, Economics and Law, University of Surrey (UK) Presentation: *Volunteers and Host Residents: Important Event Stakeholders*

12.30 – 13.30 – Lunch break with cocktail

13.30 – 14.00 – Boško Savković, director and author of numerous promotional and documentary films

14.00 – 15.30 – Work in separate sessions

15.30 – 16.00 – Coffee break

16.00 – 17.15 – Work in separate sessions

10th July 2015 (Friday)

11.00 – 12.00 – Registration of participants

12.00 – 13.30 – Plenary session “re:)branding Serbia”

Key Note Speakers:

- **Gordana Plamenac**, Managing Director at the National Tourism Organization of Serbia
- **Milena Veselinović**, Freelance journalist at CNN International Presentation: *Pitching to journalists – how to make your country interesting to the international media (in the right way)*
- **MSc Dušan Kovačević**, CEO Exit Festival (SRB)

13.30 – 14.15 – Cocktail break

14.15 – 15.30 – Panel “I am Serbia” – promoting Serbia through people

Key Note Speakers:

- **Jovana Ružičić**, Founder of Repats Serbia Association, PR Consultant, Founder and Director of Center for Moms
- **Dragana Kojičić**, CEO of EARTH&CRAFTS and member of Repats Serbia
- **Charles Cather**, “Say Serbia” founder and blog author SerbiaThroughAmericanEyes.wordpress.com

Moderator:

Ivan Petrović, EXIT Foundation

15.30 – 16.00 – Coffee break

16.00 – 16.30 – Conclusion of the conference

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The role of festivals and events in helping to brand destinations and leave legacies – unrealized potential

Professor Leo Jago

University of Surrey

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Festivals and events have become key drivers of the tourism industry in many regions around the world and feature prominently in tourism strategic plans. The ability of festivals and events to attract new funds to the host region thereby generating economic activity and creating employment is well recognized and the prime reason that so many destinations support the event sector.

Other reasons that destinations so actively support the hosting of festivals and events is their ability to brand or re-brand destinations and to leave lasting legacies. There is growing concern, however, that these benefits are often not realized causing some destinations to feel that they have been mis-led by event promoters.

Some years ago, this author undertook a number of studies that identified the factors that maximized the prospects of festivals and events enhancing or changing the brand of destinations and leaving lasting legacies. This paper reports on a re-examination of these studies that shows that the key factors remain the same. It appears that poor planning and inadequate engagement with the local community are the most important reasons that festivals and events do not realize their full potential in delivering these outcomes.

Recommendations are presented on ways to maximize the prospects of festivals and events delivering the desired branding and legacy outcomes. As there is such pressure on organizers to ensure that the festival or event operates smoothly, post event outcomes such as branding and legacy are given much lower priorities, hence the need to ensure that the responsibilities for delivering these outcomes is given to other agents.

Keywords: events, festivals, brand

Volunteers and host residents: important event stakeholders

Professor Margaret Deery

University of Surrey

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This paper addresses the issues surrounding the management of two important groups of event stakeholders who are often seen as peripheral to the running of events – volunteers and host residents. Both of these stakeholder groups are essential to the smooth running of an event and yet their needs are often neglected. Many events, from the mega events such as the Olympics to local festivals, would not occur without the participation and commitment of volunteers. Their energy and enthusiasm is often an important ingredient in the event's success. More importantly, many of the event volunteers are residents of the host destination and a positive event experience plays a crucial role in the way the event is perceived by local residents. While there are many positive impacts of events on the host community, there are also negative impacts that need to be managed.

This paper is based on research undertaken by Deery, Jago and colleagues over a number of years that focus the management of event volunteers and the needs of event destination host residents. In examining the management of volunteers, the paper addresses the relationship between volunteers and paid staff (Deery and Jago, 2001), the transferring of knowledge between volunteers and other event actors (Muskat and Deery, 2013) and the development needs of volunteers especially those of senior volunteers (Jago, Deery and Mair, 2011).

With regard to the needs of event destination host residents, the paper examines how to promote the positive impacts of events on the residents while monitoring and managing the negative effects (Fredline, Deery and Jago, 2013). In addition, it deals with some of the key issues that will confront host residents of event destinations in the future. The implications for capacity building and enhancing social capital through these two key stakeholder groups is discussed.

Keywords: events, volunteers, stakeholders, host residents

Creativity, experiences, transactions. How to turn concepts to guests' happiness?

Dr. László Puczko

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Visitors are not only looking for great times, lovely experiences. The overarching expectation is to have services, destinations that make them happy (which is often undefined). The leisure and tourism industries are often prone to fashionable and trendy concepts, some of which became overused terms. During the last 20 years several marketing and product development concepts gained attention and popularity, e.g. creative industries, experience economy or transactional marketing. We can see the trend in these developments but by now the industry should consider new terminologies and concepts, i.e. wellbeing and happiness. Global journey of examples is discussed how creative industries can take part of the creation of happy experiences.

Place and location: image, awareness transformation through aesthetic representations, developing insight for fieldwork on events, images and aesthetics – the case of Exit and Novi Sad

Nicholas Wise

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More work and discussion is needed to understand how destination image and awareness links to aesthetic portrayals embedded in textual content/narratives. Newspaper articles and websites play a role in creating and presenting new images of places to international audiences. While image is certainly a point of context, what is often overlooked in textual sources are discussions addressing the importance of aesthetics and how such representations contribute to place perception/knowledge, which also helps construct destination image and awareness through a full appreciation of a place. Furthermore, what is even more overlooked is the significance of image and aesthetics based on the perceptions of international event attendees. The city of Novi Sad, Serbia represents a unique case given the location of the city's popular music event, the Exit Festival, which attracts youths from across the former-Yugoslavia, Europe and the world. Serbia's image has been (re)presented as a result of the success and impact of the festival. Moreover, the event's unique setting, held in a Petrovaradin Fortress, is described in relation to historical/cultural ambiance, and aesthetic attributes. Sources analysed stressed the beauty of Novi Sad and the Exit Festival venue. By also recognizing notions of spectacle and an event held in a distinctive location, this work assesses and interprets aesthetic dimensions presented in newspaper content and websites to understand how textual content is changing the awareness of Serbia's image. Findings from a content analysis of international newspapers will be used to develop themes as a way of developing interview and survey questions to gain an understanding of how aesthetics plays an important role in how residents imaging the Exit Festival and Novi Sad. More work is needed in the area of image regeneration to compare understandings and representations communicated through textual content and how this is

perceived by international tourists and event attendees. This paper will present an analysis of textual content from international newspapers and websites to how destination images, imaginations and awareness are reinforced through aesthetic representations.

Keywords: Aesthetics, Destination Image, Awareness, Serbia, Exit Festival

Congress tourism of Belgrade and Prague according to ICCA database analysis

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Business tourism represents a significant form of tourism, and thus is reasonably given a lot of attention. The number of congresses in the world is constantly growing, so the destinations note remarkable economic effects, but also effects important for the economic development of destination. Nowadays, due to all positive results achieved by congress tourism, many countries and cities put great efforts and significant financial means into the development of this sector, which carries a lot of competition with it. Congress tourism of Serbia represents congresses as one of primary tourism products, and the city of Belgrade represents the most important congress center. On the other hand, Czech Republic has an important place in the congress industry, and its most significant congress center is Prague that organizes various business meetings, domestic as well as international. The aim of this paper is to determine the degree of development of congress tourism in Belgrade and Prague through studying the material base and infrastructure of these cities, and make comparative analysis of congress tourism in these cities as well.

The analysis is based on the data obtained from the International Congress and Convention Association (ICCA) database for the period of 20 years. The ICCA is considered the most relevant source of congress industry data regarding countries and city destinations. Also, analyze is based on the data acquired by the Convention Bureau of Belgrade and Prague. The research results point out that congress tourism of Belgrade in comparison with Prague is insufficiently developed.

Keywords: congress tourism; Belgrade; Prague; ICCA; comparative analysis

Beer Fest in Prilep – new tourism brand in Republic of Macedonia

Mijalce Gjorgievski, Ace Milenkovski, Dejan Nakovski

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Event Beer Fest in Prilep, as a relatively young event briefly emerged as the biggest event of its kind in the Republic of Macedonia, delivering the highest attendance, i.e. during one weekend as the event lasts and the same is visited by about 400,000 visitors many of them are from neighboring countries. The event is an integral part of the tourist offer of the Republic of Macedonia, but also a magnet for tourists, which actually initiates or encourages the development of some alternative tourism forms, but also encourages the development of tourism in general in the country. In this paper by analyzing the event will specifically pay attention to the management of the same to demonstrate how with proper management can make a major recognized international event and how it affects the overall development of the area in which it is held.

Keywords: events, management, tourism, development

Examining the social impacts of the EXIT Festival by using the festival social impact attitude scale

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The purpose of this study is to assess the local residents' perceptions of the social impacts of the EXIT festival, using the Festival Social Impact Attitude Scale (FSIAS).

EXIT music festival is held in Novi Sad for 15 years and represents one of the most important and most visited events in Serbia. This festival has been listed as one of the top ten European festivals. While the FSIAS represented an initial step towards standardized measurement of festival-related impacts, there was also a need to validate it by testing it in different community environments (cities/towns and urban/rural areas) and testing it in relation to different festival types, as pro-

posed by the author of the scale. In this context, this study is of importance.

The aim of the research is to confirm the FSIAS factor structure and to determine if impacts of the festival were perceived differently among residents divided into groups according to their socio-demographic characteristics. Results indicated that the local residents' perceptions have two main dimensions: social benefits and social costs, confirming previous studies. Also, the results show that local population from Novi Sad perceived more social benefits from festival than social costs. Significant differences in perceived festival impacts were not found across socio-demographic variables.

The study's findings have several important implications for the local authority, for the local community and for the festival management. Also, theoretical implications are discussed and future research opportunities are provided.

Keywords: social impacts, EXIT, festival, FSIAS

Creative city concept and determination of tourism forms in Backa Topola

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Creative City is a concept without clear boundaries, but it is above all a practical and applicable concept, which is constantly transforming and changing, just like the city itself. Creative City is a city of connectivity and communication, not only between people but also between people and space. Connecting ideas and insights about the city is an essential feature when referring to identity of the city, where its important to understand the past in order to build the best possible future. Creative City in this way connects the economic and social actors and then doubles the dynamic connection between people and space. Existing natural (lakes) and created conditions represent the basis for the development of nautical, sports and recreational, cultural, manifestation, congress, eco, transit, hunting and fishing, as well as rural forms of tourism that are necessary to strengthen the material base and organization of tourism in municipality of Backa To-

pola. Development of creative tourism depends on creative tourism offer, people, ideas, recognition and support for the creative idea forces to create a creative space. The aim of this paper is, within the concept of creative city, to offer a possible model for tourism development in the city that has resources to effectively and efficiently contribute in increasing the attractiveness of Backa Topola as a tourist destination, and therefore a better valorisation of its tourism potentials. In the first part of the paper, it is given literature review of some previous studies about this topic. The second part of the paper is a research analysis. We used the innovative methodology World Cafes for hosting conversations about pressing issues. In the research we started with the hypothesis that Backa Topola has enough features to develop as a creative tourism town but that does not make sufficient use of its natural and cultural interaction potential. The second hypothesis relates to the willingness of tourism entities responsible for the current level of development of tourism of Backa Topola to trigger creative city. In this paper we used a SWOT analysis and statistic methods: descriptive statistics and ANOVA.

Keywords: creative city concept, tourism forms, development, Backa Topola

Historical background of Summer3p Festival (Palić) – a pioneer electronic music festival in Serbia

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The Summer3p Festival was initiated in 2003 with its primary goal to stir up the youth of Subotica and to offer them different, higher standard entertainment and to facilitate the penetration of global trends in music, film, fashion and style. The very idea of the festival sparked when a small group of people, dissatisfied with the quality of entertainment in and around Subotica, decided to create their own party. For the venue of that first party they selected the thermal pool at Palić. Later, the festival expanded to the entire area of Men's Beach, but the thermal pool remained the party core of the event until this day.

In the first two years the festival was a single day event, but the feedback of the audience was extremely positive (people wanted more), so the festival was first extended to a period of eight days in

2005. That move proved to be very successful and what started as a one-night party began to transform into a mini festival later called Electronic Music Festival Summer3p taking place every year at the end of July and since 2007 lasting for four days with around 11 000 visitors per year.

Each year, visitors enjoy the music of a variety of DJs, while indulging in the delights of thermal water with their favourite drink in hand. What differentiates Summer3p from most other festivals is the existence of a diverse daily program which includes many workshops, projects and campaigns that are interesting for people of all ages. Such activities include yoga programs, aerobic and fitness, sports, painting and eco workshops as well as many other projects related to the environment and art.

Throughout the years, the festival slowly reached an international character, with a special focus on the region gathering many visitors from abroad, mostly young people whose goal is not just to have fun but to also experience something new.

Finally, after ten years, positive appraisal finally came its way and from renowned British newspaper “The Guardian” no less, ranking Summer3p festival among the most picturesque festival locations in Europe.

Since the end of 2012, with an increasing number of additional small-scale events and post-festival activities the festival slowly began to “live” throughout the entire year and establish its presence in the cultural life of Subotica and the surrounding region.

Keywords: Summer3p, electronic music, music festival, Palić, Serbia

Summer Music Festival – 'Exit' the most important Serbian brand

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The Exit festival was founded by group of students in 2000 and it was kind of a student movement, fighting for democracy and freedom in Serbia and the Western Balkan region. The very first one was held in the University park during the 'year of democratic changes' in Serbia. Soon after, Exit moved to the 'top touristic hot spot' the Petrovaradin fortress in 2001 and as a unique attraction became the most important brand of Serbia. Nonetheless, social responsibility was and still is a very important aspect of the festival activities – is one of the few non-corporate music festivals in the world.

Exit has won the 'Best Overseas Festival' award at the UK Festival Awards in 2007, 'Best Major Festival Award' in 2013 and was ranked one of the 10 best major festivals at European Festival Awards in 2009, 2010, 2011 and 2012 and one of the 10 Best Overseas Festival at UK Festival Awards 2013. Exit has gained international media attention over the years. The International edition of CNN, CNN World Fiesta, featured an article on music festivals in the beginning of June 2011, which included Exit on the list of nine best festivals in the world. The Guardian declared Exit as 'the Best festival in the world' in 2006 and the best tourist destination in 2008. The Sun, the British daily newspaper, included Exit on the list of eight best festival destinations in 2012. In Euronews' May 2013 article on the world's leading festival destinations, Exit was included in the ten best European festivals in 2013.

Throughout the years, the festival reached an international character, with a special focus on the region gathering many visitors from abroad, mostly young people whose goal is not just to have fun but to also experience something new. So far, the festival has been visited by more than 2,5 million people. Every July Exit attracts around 180.000 youngsters from all around the world – Australia through Europe to US and Canada (more than 60 different countries).

Keywords: Exit Festival, brand, rock & electronic music, Petrovaradin Fortress, Novi Sad, Serbia.

Development of cultural entrepreneurship in the tourism of Tuzla canton

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Tuzla Canton has a larger number of valuable areas of cultural and historical heritage, which reflect tourist diversity and authenticity, which poses a great potential in the development of cultural entrepreneurship in the field of tourism. The paper deals with the dominant tourist potential and gives guidance in forming a good tourism offer, which will provide a unique experience for visitors to tourist sites, business meetings and events. It is shown how the resources of creative and cultural industry assist in the development of modern tourism in Tuzla Canton. The aim is to represent Tuzla Canton as a tourist destination for the development of a new culture of entrepreneurship that can provide profitability, increase employment and raise living standards of the population. Possibilities for the development of cultural enterprises in Tuzla Canton are great, but it is necessary to seriously engage in the process of designing and developing the tourism strategy and promoting the tourism market.

Keywords: cultural entrepreneurship, Tuzla Canton, tourism

The influence of an event on the tourism destination image change – case study of the Exit Festival in Serbia

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In the recent decennia events have become an even more useful tool to attract visitors to a destination and increase their awareness of the place. The image of a destination is one of the core instruments required in destination branding. The influence of use of events in tourism destination image (TDI) building has become a growing area of research. However, little is known about the dynamics of forming of a TDI influenced by an event. The main goal of this research is to explore the impact of Exit Festival on the creation of TDI of Serbia using the three-gap model. This festival was chosen as a case study because of the amount of foreign visitors it attracted over the years, but also for its unique origin, primarily non-profit oriented. The perceived change of the TDI of Serbia is even more interesting in the light of the Re-branding Serbia campaign. The visitors will be asked to fill in an on-line survey prior to their visit, consisting of open-ended and close-ended questions to assess their perceived TDI. The same group will be contacted afterwards in order to determine whether the visit to the festival had an influence on the TDI. Another sample consisting of non-visitors will also be contacted as a control group. The research will take place during this year's edition of Exit. It is hoped to achieve a holistic image of Serbia. The results of this study may prove useful in the future research on the image of Serbia, as well as in the re-branding process.

Keywords: tourism destination image, three-gap model, destination branding, mega event

Effect of consumer's cultural differences on affection toward travel destination: a comparison between Spain and UK

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In the area of business and management cross-cultural studies have received significant academic attention thanks to the increasingly global nature of markets. However, academic research has indicated that despite globalization of tourism market traveler's behavior continue to differ depending on the cultural values of their country of origin.

The purpose of the study is to explore if the different consumer culture background moderate relationships between perception of online risk, attitude toward tourism web site, consumers general satisfaction with browsing experience and consequently their affection toward travel destination. To test if the individual's culture affects proposed structural paths in an on line purchasing environment Hofstede (2002) model is used in two sets of research samples: Spain (high uncertainty avoidance and low individualism) and the United Kingdom (low uncertainty avoidance and high individualism). For data collection experimental design was employed in which website of fictional travel destination is specially created. Research sample consist of 314 respondents from which 119 Spanish and 195 British internet users. Structural equation modeling (SEM) was used for data processing.

Results reveal that all structural paths in the proposed model were significant. Additionally, cultural dimensions individualism (IND), long-term orientation (LTO) and uncertainty avoidance (UA) showed moderating effect on relationships between perceived risk online, attitude toward tourism web site, satisfaction during browsing and consumer's affection toward travel destination. Firstly, the positive effect of attitude toward the website on satisfaction is related positively to the individualism (IND) and negatively to the long-term orientation

(LTO) and uncertainty avoidance (UA) of the culture to which the user belongs. Secondly, the positive relationship between satisfaction and destination affection is positively related to the IND, and negatively related to the UA and LTO, of the culture to which the user belongs. Finally, the positive relationship between attitude toward website and destination affection is negatively related to the IND, and positively related to the UA and LTO, of the culture to which the user belongs. The paper concludes with a discussion of theoretical and practical implications of presented research.

Keywords: cultural differences, consumer behavior, perception, Spain, UK

Antecedents of affective image toward a travel destination in an on line environment

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Use of Internet and online technology has fundamentally change traditional way of tourism destination selection and purchasing travel services. Within experience based products such as tourism it is widely acknowledged that positive image toward a travel destination is the key determinant of the future travelling intentions and consumer's purchase behaviour. In the virtual based environment cognition and affection of a travel destination is predominantly influences by the design of destination web site. Further, perceived website usability has been an important indicator of users' behaviour in an on line environment whereas usability refers to the speed and ease with which users are able to carry out their tasks via a given website. Highly usable web sites provides positive experiences for the user through good

organisation of its contents, clear and concise information on destination product and services, easy navigation etc. Effective web site design measured via usability should contribute to overall satisfaction with browsing experience on line, perception of on line risk and affection toward a travel destination.

The object of the present study is to explore if the consumer satisfaction while browsing, perception of online risk and perceived usability of travel web site influence affection towards a travel destination. Considering the object of the study experimental research design was employed whereas website of fiction travel destination was specially created. The results support that higher level of consumer satisfaction with an on line experience and greater website usability exercises positive affects toward a travel destination. In addition, results demonstrate that perceived online risk has a negative effect on the affective image towards a travel destination. In conclusion, practical implications of the findings are discussed in respect to virtual destination marketing and destination branding.

Keywords: Affective image, Usability, Satisfaction, Risk online, Website

Assessment of Montenegro's (destination) competitiveness – a tourism industry perspective

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Tourism sector is one of the important pillars of economic development and transformation of Montenegro, which has a positive multiplicative effects. Although Montenegro is already known as an attractive tourist destination, its potential is not fully utilized and the preferred international image is still not fully achieved. Tourism sector has proved to be flexible and competitive after the negative impact of the global economic crisis, so that from 2010, destination achieved favorable results. However, competitive destinations of Montenegro, countries from the region, or those who gravitating towards the Adriatic basin and states of the northern and northeastern Mediterranean also continuously harmonize its offer to market changes. This implies that development tendencies are accepted and

various offers are generated, whereby each destination uses its own direction of development. Therefore it is very important that in such changeable environment, Montenegro defines comparative advantages and transform them into competitive.

The aim of this paper is to analyze specific attributes that characterize destination from the aspect of tourism employees, as well as elements related to strategic activities in the field of planning and destination management, research and information, human resource development, factors of location, safety, security, etc. According to the integrated conceptual model there were calculated estimates of the key characteristics of the competitiveness of Montenegro as a tourist destination. Since the destination is predominantly receptive tourist country, as well as due to a good knowledge of the portfolio of tourism offer, it is quite justified decision of the author to analyze competitive destination resources in terms of employees in tourism sector. It turned out that the highest potential of the tourism offer of Montenegro consists of natural and anthropogenic values that the country abounds. On the other side, negative tendencies indicate a low level of tourism system development, primarily because of the slow development of tourism offer, as well as for disagreement between tourism development and overall national development. One of the major drawbacks is the lack of an integrated tourism product of Montenegro, which actually represent a composition of North and South on what should be done by valorization of the natural tourist motives in the North.

In order to stamp out numerous disadvantages and limiting factors, it is important to set goals, determine the guidelines and vision of where Montenegro as a tourist destination should be in the future.

Keywords: destination competitiveness, comparative advantages, Montenegro, tourism offer holders

The effect of social media on destination image of Serbia

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The Internet spreads tourism information around the world fast and effective as an electronic word-of-mouth (eWOM). Tourism contents generated by tourists, travelers, travel bloggers, travel journalists and others who post, comment and share information on social media channels are probably the greatest source of brand value that form destination image. However, there is an evident lack of literature and empirical research into the role of social media content in shaping destination brands. By taking Serbia as a case study, this research explores the role of exchange information and ideas in a few chosen travel blogs on a destination image formation of the Serbia. The qualitative data is used for textual content analysis of online material to identify and understand the way Novi Sad has been perceived as a tourist destination. The findings highlight the major textual themes based on an amount of information given by communication technologies making all online participants to act as co-creators of brands.

Keywords: Social media, word of mouth, destination branding, Serbia, travel blogs

Influence of E-business on Expansion of Marketing Channels of Hotel Offers

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The aim of this paper is to show model of marketing channel expansion under the influence of new technologies. New communication and information technologies offer improved flexibility in communication and easier connection between hotel and market. In the earlier period hotels depended greatly on agents, while new technologies offer direct connection with end customers. Besides connection, the shown model offer possibilities to create new communication channels with strong feedback. Other than that, these channels offer risk mitigation for businesses involved as well.

Keywords: E-business, viral marketing, guerilla marketing, hotel business, internet

Attitudes of Citizens of Split and the Profession towards the Impact of Cruise Tourism on the Area of Split

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Cruise tourism is a phenomenon that has rapidly developed in a very short period of time. Every year, larger and larger cruisers with the possibility to accept up to 4,000 passengers are built. Arrival of a large number of passengers and mega-ships can have a dramatic impact on the visited port, the place and the population. There are three impacts of cruise tourism: the impact on society, economic impact and environmental impact.

This form of tourism has a positive and negative impact on coastal and island tourist destinations. Economic effects are undoubtedly significant and contribute to the economic development of the region and the country. Revenues generated by this sector vary from country to country, depending on the inclusion of participants of operational and public sectors in various activities of this industry. However, negative effects on the image of the destination, on sojourns of stationary tourists, on the life of the local residents and the environment must not be ignored.

In this paper, the attention is paid to the impact of cruise tourism, and attitudes of local people and professionals towards the impact of cruise tourism on the city of Split.

Keywords: cruise tourism, the impact of cruise tourism, attitudes of citizens and the profession in Split

Ethical climate in hotels of Kopaonik

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Business ethic have a positive effect on performances and productivity of organization, so identification of present ethical climate types imposes important issue of business. Despite many positive impacts of ethical climate, relatively small number of these researches examined their presence among employees, especially in Serbia. Hotel employees play a key role in interactivity with consumers and they often have a key role in formation of consumer's opinion about service quality. Aim of this study is to determine dimensions of ethical climate in hotels located at Kopaonik, famous winter sport and recreational resort of Serbia. The survey was conducted during the winter of 2014 and 2015 in 11 hotels located at Kopaonik, on the sample of 212 employees. In identification of ethical climate types in organizations, Viktor and Cullen (1988) used two-dimensional theoretical typology of ethical climate, that will be used for purposes of this research also. Using the cross-tabulation of moral criteria of assessing with types of reference groups, nine possible types of ethical climate can be found (three egoistic, three altruistic and three principal). In this study, four dimensions were found. The first dimension is dominated by principal (cosmopolitan, local and individual) ethical climate types in combination with local altruism. The second dimension is characterized by a combination of egoistic (cosmopolitan and local) types of ethical climate, altruistic (individual and local) and individual principal types. The third dimension is dominated by principal ethical climate types (local and cosmopolitan), and there are also cosmopolitan altruism and cosmopolitan egoism. The fourth dimension is dominated by egoistic ethical climate types (individual and local), and there is also a principal individual type. Results of this research contribute to theory in the field of business ethics. Also, results may have practical application in hotel business, but also in other organizations in tertiary sector. Management of these organizations can develop a positive attitude towards work, encourage greater productivity and improve interaction with customers. Identification of present ethical climate types can indicate what needs to be changed in relation to employees, in order to achieve better business results.

Keywords: ethical climate, hotels, Kopaonik

Exploring the motives of religious travel by applying the ahp method – the case study of monastery Vujan (Serbia)

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Religious tourism is mostly considered as the oldest form of people's travel. Thousands of years ago people were traveling miles away led by religious motives. Even though, pilgrimage is older than most of the other tourism forms, the major motives for religious travel still remain unexplored. Monastery Vujan represents one of the main riddles among religious tourism researchers' in Serbia. After the mysterious healing of Serbian patriarch Pavle in 1946 who suffered from tuberculosis, this monastery became one of famous sacred places for orthodox Christians. The principle aim of this paper is to explore the main motives which drive people to visit the monastery Vujan as well as their preferences between different types of secular and religious motives. In order to obtain information about the main motives of visit of this monastery and get their rankings, the study proposes the analytical hierarchy process (AHP) approach. The results indicated the strong preference of religious motives compared to secular motives of visit of this site. This shows that the monastery Vujan is perceived as a holy place famous for its healing powers and widely known for the Vujan's Saint, indicating its great religious significance. The study showed that the main motives of visit are *to pray* and *to pay respect to God*. However, it is paradoxal that some secular motives such as *surrounding nature*, *cultural value* and *architecture* as well as *historic value* are better ranked than the motive of *healing*, even though this place is famous for its healing powers and the healing was the most expected to be one of the major motives of visit. This indicates the significant presence of secular tourists who visit this monastery driven by non-religious motives. On balance, the research provides us with the complete ranking structure encompassing all analyzed motives of visit which show us a clear picture of the main motivation for visit of the monastery Vujan.

Keywords: religious tourism, religious motives, analytical-hierarchy method, monastery Vujan, Serbia

Assessment of organizational learning of tourism industry in Novi Sad (Serbia)

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Knowledge economy demands a different approach to organizations, which is reflected in the need for transformation towards learning organizations. Organisational learning creates competitive advantage and has a positive influence on both financial and non-financial organization performance. This is a bottom-up process, going from individual up to team and organizational level. This paper examines the level of organisational learning of tourism industry in Novi Sad. The instrument that allows this is the Dimensions of the Learning Organization Questionnaire- DLOQ (Marsick & Watkins, 2003). In this research, the full version of the questionnaire was used, consisted of 43 items with a 6-point Likert scale (1-almost never, 6-almost always). This instrument has proved to have a great value in use for both academic and practical purposes. The three levels of organizational learning are composed of seven dimensions: Create continuous learning opportunities, Promote inquiry and dialogue, Encourage collaboration and team learning, Create systems to capture and share learning, Empower people toward a collective vision, Connect the organization to its environment and Provide strategic leadership for learning. The research has been conducted on the territory of City of Novi Sad (Serbia). The tourism stakeholders in Novi Sad were identified using stakeholder matrix method. The second step was to divide them into generic groups for the purposes of this research: public sector, chambers and associations, educational and cultural institutions, tour operators and travel agencies, hotels and accommodation facilities and others. The sample consisted of employees from these groups. The data was collected using standard pen and paper procedure, as well using electronic questionnaire. The collected data was mined and analyzed. Using DLOQ, level of organisational development and learning culture was determined, problems diagnosed and solutions offered. Descriptive statistics gave an overview of different levels of organisational development among stakeholder groups. The results show that travel agencies and tour operators score above the industry average, and public sector and educational and cultural institutions score below the industry average.

Keywords: organizational learning, DLOQ, Novi Sad

NATURAL AND CULTURAL RESOURCES AND THEMATIC ROUTES

Perspectives for geotourism development in Srednje Ponišavlje (Nišava River midstream valley, Southeastern Serbia)

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Because of its characteristic geotectonic structure, the region of East, more precisely Southeast Serbia, has the biggest collection of geoheritage sites in the Republic of Serbia. It also represents the first region in Serbia where we can see the beginnings of geotourism development. In the southeastern part of Serbia, following various mineralogical compositions of the rocks, Nišava River has carved a composite valley. In such polygenetic and composite river valley, Srednje Ponišavlje (Nišava river midstream valley) represents, according to its geomorphologic features, a separate entity. Srednje Ponišavlje represents an area of extraordinary nature capacity because of large number of natural rarities and phenomena (surface and underground karst and fluvial reliefs, hydrographic forms), which have great possibilities for geotourism development. As the most interesting area of Srednje Ponišavlje, one can single out Sićevačka klisura (Sićevo gorge), 17,5 km long, that connects Niš and Bela Palanka cirque. By the regulation of the Government of the Republic of Serbia in 2000, the gorge was declined a nature park. Sićevačka klisura is formed by cutting Nišava in limestone terrain. In addition to exceptional natural rarities, Sićevačka klisura boasts a rich natural, cultural and historical heritage (monasteries, archaeological site, hydro-power), as well as many international manifestations (kayaking and paragliding competitions, art and literature colony). Despite exceptional predispositions in terms of the value of geological heritage, geosites of this area are still unknown to a wider audience. Aim of this paper is to use the evaluation model to highlight the values of geosites in Srednje Ponišavlje as well to evaluate its quality and give the assessment of geotourism development success. Using GAM model, 7 geosites have been analyzed, the ones on this particular area that have extraordinary geo-

logical/geomorphological and hydrological features for geotourism development. Of all the locations analyzed, the highest scores were given to Sićevačka klisura, although in all geosites extremely low estimates of additional value are noted. This paper also considers current condition of the geosites, which could be described as extraordinary considering non-existing negative influence to the geosites; the paper considers development of certain forms of tourism (excursions, sports and recreation, adventure), as well as the advantages and disadvantages in the development of geotourism in this area.

Keywords: Nišava, Sićevačka klisura, geotourism, GAM model

Appreciating Momo Kapor

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“Every self-respecting city in the world has its sentimental retreat: however much a city may love modernity and the fast life, it will have a quiet corner tucked away where it can give rein to its sentiments. As a rule, too, this is invariably the artists’ quarter. The most famous of these are certainly the Paris Monmartre and New York’s Greenwich Village; Vienna has its Gruenzig, Athens- its songful Plaka... Come to think of it, the intrinsic attraction of Belgrade’s Skadarlija lies in its having been home to artists, who lived in its houses and drank in its taverns; it lies in the legends of artists’ camaraderie, which has survived untouched and unsurpassed as a unique lesson in friendship- possibly the only true meaning of life, whatever the age.” MK

A tourist in Belgrade should be exposed to the influence of Momo Kapor. A city lives via the histories of its important people (Leicester suddenly came alive when the long-dead King Richard III was discovered in residence). The tourist or visitor wishes to appreciate the essences of the place visited- and since most visits are fairly short the essences need to be concentrated. A quick and efficient adsorption is required. Momo Kapor encapsulates the nature and spirit of Belgrade (and perhaps Serbia *in toto*)- he was a writer and an artist. His projection of Belgrade can be appreciated in many ways. A Momo Kapor museum or display will give visitors an insight into the Serbian mentality. The visitor needs to meet the model Serb- maybe the model Serb was Momo Kapor.

MK was born in Sarajevo in 1937, and lived most of his life in Belgrade, where he died in 2010. He was a writer and an artist; actually Wikipedia describes him as a novelist and a painter- but writer and artist is better.

He graduated from the Academy of Figurative Art in Belgrade in 1961. He wrote 'A Guide to the Serbian Mentality' the sixth edition of which was published in 2011, just after his death. This encapsulates his world view, and his view of Serbia and the Serbs. Our view of Momo Kapor can be provided by other agencies.

"History has chosen the confluence of Belgrade's rivers as a perfect place to shuffle its tarot cards and mix fates, races, civilizations and cultures. This is a great book for those able to read it..."

Social and demographic features of European tourists in the 20th century, case study: Vrnjacka Spa (Serbia)

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Vrnjacka Spa has been chosen due to its long tourism tradition in Serbia. The written sources about the characteristics of tourism, and hence of tourists exist since the establishment to today. Tourist traffic has shown different data during the 20th century. It is graphically presented and in tabular form. Data analysis has shown existence of correlation between social system, historical circumstances and standard of population with values of tourist traffic. Data about the social and demographic features of tourist are habitually business secret, especially according to the opinions of the private hotel owners. Because of that, the interview has been conducted. The answers were open, because they have not been predictable. All information about social and demographic features of tourist has been found in conversation with the people who worked as maids, waiters, receptionists etc in hotels of the Vrnjacka Spa. Some of them have remembered tales of its parents, who worked in tourism in the first half 20th century. Some of them have hosted tourists in their private homes. Beside literature sources which have been found, these memories are very precious for this paper. The research results have found that social and demographic features of tourists of the Vrnjacka Spa have been changed during the 20th century. The research results can be used in future European comparisons. At the end, the article highlights the situation on the beginning of the 21st century. Intensified construction of apar-

tment buildings has hampered the maintenance of records of tourist traffic. In the last decade of the 21st century, tourists in search of better prices, rarely stay in hotels. The rent private rooms or apartments are very popular. New hotels often do not reflect the real value of tourist traffic, as it seeks thereby to reduce taxes.

Keywords: European tourists, Vrnjacka Spa, Serbia, tourist traffic, social and demographic features

Possibilities for organizing geotours in the municipality of Bela Crkva

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According to a definition by Newsome and Dowling geotourism specifically focuses on geology, geomorphology and landscape. It promotes tourism to geosites and the conservation of geo-diversity and an understanding of Earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geosite visitor centers.

The Bela Crkva municipality has a high concentration of geosites which are of great scientific, educational, aesthetic and touristic importance. These values are the result of a complex geological structure and geomorphological processes that took place in this area, during the Earth's history. The most representative elements of geodiversity are parts of the Banat sands, loess profiles and former flows of Nera and Karaš rivers. Considering that the territory of this Municipality consists of several different geological and geomorphological objects, as potential geosites we can distinguish several formations: Dumača loess plateau, loess profiles near Dupljaja village, Mali pesak, fossil meanders of the Nera river, fossil meanders of the Karaš river and the Ramsar site Labudovo okno. Based on a survey research and tourist evaluation of proposed geosites the results indicate that this Municipality has good potential for geotourism development. According to these results, the paper also proposes several geotours which can provide an excellent basis for future geotourism development.

Keywords: geosites, geotours, geotourism, Bela Crkva, Serbia

Gorges as potential geotourism attractions of Serbia - comparative analysis of Ovčarsko-Kablarska Gorge and Grdelička gorge by using M-GAM model

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Travel to and appreciation of natural landscapes and geological phenomena continues to grow as a niche area of tourism. Serbia is one of the countries with a rich geodiversity in various aspects by means of which it disposes of large potential for the development of geotourism. Gorges represent one of the major factors for the development of this form of tourism. There are several gorges in Serbia which have huge potential for the development of geotourism such as Ovčar-Kablar Gorge and Grdelicka Gorge. The basic aim of the research paper is to show, by comparative analysis, the current state and tourism potential of these two sites, main obstacles of the geotourism development and, also, the possibilities for improving the stated areas by M-GAM model. The basic aim of the research paper is to show, by comparative analysis, the current state of tourism potential of these two sites, main obstacles of the geotourism development and, also, the possibilities for improving the stated areas. The M-GAM model provided the expert's assessment of both Main and Additional Values of the sites in accordance to the importance of each subindicator in the assessment model given by tourists.

Keywords: geotourism, geosite assessment, M-GAM, comparative analysis, Ovčarsko-Kablarska Gorge, Grdelička Gorge, Serbia

Possibilities for organizing an ecoroute in the area of Southern Banat

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The International Ecotourism Society - TIES (1991) defines ecotourism as “responsible travel to natural areas that conserves the environment and improves the welfare of the local people“. According to Center for Responsible Travel (2011) ecotourism currently constitutes more than 7% of the global tourism demand, accounting for approximately \$100 billion annually.

Thanks to its natural characteristics south Banat stands out from the rest of Vojvodina. On this territory three biogeographic areas (Pannonian, Dacian and Moesian) are meeting, and this is what gives specificity to this relatively small space.

In the southern Banat there are 17 protected areas, including two special nature reserves (“Deliblato Sands” and “Kraljevac”), two landscapes of exceptional features (“Vršac mountains” and “Karaš-Nera”), two nature parks (“Ponjavica” and “Mali vršački rit”) and 11 natural monuments. There is a total of 42.224,0596 ha of protected areas. Thanks to the large number of protected areas that are present on the territory of south Banat, it can be concluded that this area has great potential for ecotourism development. The most representative elements of biodiversity are parts of Special Nature Reserve “Banat sands”, as well as Landscapes of exceptional features “Karaš-Nera” and “Vršac mountains”. Ecological diversity, preserved nature, as well as wealth of flora and fauna provide creating an ecoroute that would include the aforementioned protected natural areas. Creating such ecoroute would contribute to the tourism development, promotion of the area as well as improving the protection of nature in southern Banat. Considering above mentioned facts, this paper proposes ecoroute that can provide a good basis for the future ecotourism development.

Keywords: ecoroute, ecotourism, south Banat, Serbia

Surčin municipality as an example of good practice in the tourism offer of Belgrade city thematic routes

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Surčin municipality as the youngest seventeen Belgrade municipality, thanks to its geographical characteristics, favorable traffic tourist location and an important cultural and historical heritage, in recent years represents an example of good practice in the tourism offer of thematic routes of the City of Belgrade. It is located about twenty kilometers west of the city center and classified in the green belt of the capital of Serbia, Surčin municipality is known for the airport “Nikola Tesla”, the most important airport in the country. The preserved natural environment, the presence of anthropogenic potential and typical rural identity of area in the edge of the capital, conducive to the development of excursion, recreation, sports, cultural, ecotourism and other forms of tourism, while Sava River, which flows through the southern part of the municipality initiated the development of nautical tourism. In recent years, the municipality has made efforts in regulation of tourist areas, which contributed to its positioning on the tourist market of the Serbian capital. Because of all the aforementioned Surčin has been recognized as an example of good practice in the offer of thematic routes of the City of Belgrade and promising tourist destination that attracts an increasing number of visitors.

Keywords: Surčin Municipality, thematic routes, City of Belgrade, good practice

Transmodern travelling routes – innovation in promotion, linking and protecting traditional cultural heritage, dynamic culture and natural landscape

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The aim of this paper is to stimulate thinking about the future of global tourism economy in a functional relationship with the local traditional cultural heritage, dynamic culture and natural landscapes. The second aim of this paper is presenting ways of innovation in promoting local cultural and natural landscapes - identity, heritage and diversity via cross media and online communication channels.

It has been proven that community does not accept the impact of the globalization process in a passive way. Cultural and natural landscape defines the mind set of “weekend nomad communities” - described as transmodern travelers, who are traveling to experience outdoor cultural events, taking place away from crowded urban spaces, to remote, naturally safeguarded, green and open countryside. The movement is happening spontaneously. Hence, we must be aware of the necessity to protect and safeguard green ecosystems. By controlling the side effects of spontaneously or deliberately created traveling routes we impact the level of safeguarding and conserving of cultural and natural heritage, within the ecosystem, urban and rural landscapes.

How can we utilize the benefit from cross media marketing solutions and protect the ecosystem while promoting creative industries, better to say, local cultural events?

Sustainability is defined by following elements: human factor, cross media utilization, IT usage, interdisciplinary collaboration, level of social innovation development and social impact awareness, existence of government, regional and local strategies and action planning.

In many societies the natural and cultural heritage is considered to be a national treasure, worthy of preservation and presentation, being a part of the global system. The process of globalization impacts cultural and natural heritage. It provides limitless opportunities knowledge access and information about the diverse cultural heritage around the world, causes an appreciation of cultural expression, which is in the interest of preserving the cultural and natural heritage. Global interactive cultural and natural heritage have become part of life of local communities. The main challenge in preserving this special ecosystem is balancing the law on the protection or safeguard-

ing of cultural and natural heritage, the needs of local communities, and the economy development.

Keywords: cross media, communication, marketing, promotion, cultural heritage, natural landscape, safeguarding, transmodernity

The contribution of incoming travel agencies to sustainable development of tourist destinations

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Tour operators and travel agencies are one of the most important links in the tourism value chain, acting as intermediaries between tourists and providers of tourist services. As organizers and facilitators of tourist mobilities, they can significantly contribute to sustainable development of destinations through initiatives for nature and local culture preservation.

The trending concept of sustainability called *Environmental Supply Chain Management* (ESCM), advocates the reduction of negative environmental impacts throughout the entire life cycle of a tourism product. In the context of the environmental issues, large tour operators are of major concern as they incorporate a large number of institutions and individuals, whose operations are extremely difficult to control.

The studies show that travel agencies that operate in line with the environmental standards have better overall performances. It is therefore strongly believed that following this concept would ensure their long-term business success. Put precisely, the customer satisfaction is higher and the motivation of employees and business efficiency is bigger, all of which reflect on their competitive advantage in the tourism markets.

According to the studies that took into account the biggest European tour operators, the environmental awareness is increasing every year, however, the implementation of new business strategies is facing numerous problems. The most common motive for the implementation of new concepts in their businesses is prevention of the negative publicity. Nature protection and cost reductions remain in the shadow in terms of tour operators, whereas small and medium size incoming agencies have a completely different approach.

Consequently, the implementation of the ESCM concept for big touroperators with long tradition and large number of employees is a very expensive and demanding process. A resource that is most difficult to provide is time required for the concept to be designed and successfully implemented. Despite the interest in the ecological projects, tour operators, for now, are still guided only by legal regulations and trends in the tourist demand. Small businesses and local initiatives, on the other hand, remain the most promising carriers of sustainable development of their communities.

Gaps in tourism-hospitality-agriculture links

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Gastronomy has become a central part of the tourism experience. Gastro tourism stimulates local development, because it can extend the tourist season, diversify rural economy, create new jobs and stimulate agriculture development. High quality food tourism experience is essential for hotels, restaurants and hospitality in general. However, it is not uncommon that restaurants use extra funds for food and beverage purchase, but in many cases avoiding local producers.

This study aims to overcome knowledge gaps in tourism-hospitality-agriculture links and help clarify the relationship between the two industries. The survey conducted on the territory of seven municipalities of Srem District, includes 30 restaurants and 90 agricultural producers in order to determine the key factors affecting the promotion and sale/purchase of locally produced goods. Data collection instrument developed for the study consists of two questionnaires, one for farmers, and another one for caterers. The survey was conducted online using Google Docs and by personal interview. Objectives of the study are following: 1) to critically review the challenges and opportunities to enhance positive linkages between the agriculture and tourism sectors in the Srem District by placing domestic products on the domestic tourism market; and 2) to identify specific areas of linkage in the selected region where the exploitation of synergies already exists or the potential to enhance linkages is extremely high;

This study is the first in a series of planned researches and the results will allow the establishment of guidelines and response to specific requests and needs of agricultural producers, advisory services and caterers, for helping to promote agriculture and rural development in this area. The results of this study showed that Srem has a number of specific local dishes and drinks based on authentic or or-

ganically grown plants. However, local dishes catering facilities in the selected area and the whole Vojvodina is unsatisfactory. It was also shown that the attitudes of the local population towards tourism development may be critical to the success and sustainability of any type of tourism in their area.

Keywords: tourism, gastronomy, agriculture, rural development, hospitality, Srem District

Employee motivation in the kitchen sector of hospitality facilities in Novi Sad

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The kitchen is one of the most important parts of each restaurant and it is very important that restaurant managers take care of the kitchen staff and their motivation. Every employee has unique needs and wants that must be addressed by the employer. The primary goal of this study was to test the ERG theory of human needs in restaurants in Novi Sad. This theory is based on a three-fold conceptualization of human needs: existence, relatedness and growth (E.R.G.). The second part of the research is related to stress, or how do kitchen workers cope with stress? The results show that there are some mutual correlation between level of stress reactions and the types of needs that employees want to meet. Human needs as well as their ability to cope with stress greatly affect the business motivation and this research can also confirm that. This research was conducted by a questionnaire study in the period from May to June, 2015.

Keywords: Employee motivation; ERG theory, kitchen sector

In which way do demographic characteristics affect guest's motivation to visit coffee bar?

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Visiting coffee bars and drinking coffee and other beverages away from home is everyday activity of almost every single person. According to that, the main aim of this paper is to investigate how people choose which coffee bar they will visit, through ranking different motivational factors divided into three groups: physical, social and marketing factors. Socio-demographic characteristics used in this paper are: gender, age, level of education, monthly income, place of growing up, marital status and employment status. The main purpose of the paper is relationship between socio-demographic characteristics and motivational factors in the aim of determining differences in motivation, which are result of different socio-demographic characteristics. The research was conducted on-line, using social network Facebook for data collecting during February and March 2015. Measuring instrument was taken from paper Waxman (2006) and it was modified by adding new group of factors – marketing factors.

Keywords: motivation, coffee bars, demographic differences

The effect of job satisfaction on organizational commitment of employees in hotels in Serbia

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Job satisfaction has become an important part of hotel business. It determines the success of hotel industry and the quality of services that will be provided to the consumer. This study aims to examine the particular employees' job satisfaction in the hotel industry in Serbia and to determine what effect it has on organizational commitment. Job satisfaction of hotel employees in Serbia is influenced by many factors. All of them can be classified into three categories: intrinsic, extrinsic

and general. Organizational commitment of employees can be affective, continual and normative. It was determined that all types of job satisfaction have the effects on the affective and normative commitment. That means that the employees satisfied with most aspects of the job, are more likely to stay in their organization and develop an emotional connection with the organization and the collective in it. More preferably, they will want to achieve organizational goals which are important for each hotel enterprise. Employees with higher level of job satisfaction will have a stronger sense of duty to stay in the hotel company and do the best they can in order to return everything good it was provided to them. Current assessment on job satisfaction in Serbia is average, and consequently, organizational commitment is low. This study is very useful for all those who intend to work in the hotel industry in the future, as well as for those who already work in the hotel industry and have the ability to influence on these factors. Results will provide a great help for hotel managers in finding ways to make their employees satisfy and thus to increase their commitment to the hotel. Overall, this will contribute to better business performances, quality of services and guest satisfaction, which will improve overall hotel business.

Keywords: job satisfaction, organizational commitment, hotel industry

Towards better restaurant service: display of nutritional values on the menus

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In addition to eating at home, there is a possibility of eating in restaurants and other catering establishments or to order a food. Business obligations, the manner and pace of life today, and a large number of options when it comes to eating out, require that at least one meal is consumed outside the residence or using the services of catering and retail facilities. With this in mind, restaurants are forced to fight in the market and to differentiate the specific offer to attract a particular segment of the market. Differentiation is possible through monitoring the trends and timely adjustments to more demanding consumer needs. In this way, restaurateurs also contribute to greater customer

satisfaction through quality service, which also has a positive effect on the restaurant and sales performance.

The objective of the study was to examine the attitudes of restaurant guests towards display of nutritional values on the menus and to test the difference between male and female respondents.

Based on the results of the survey of 82 respondents, it was concluded that nutritional information shown within menus is of no importance, and also that such information does not affect the selection of dishes. Although nutritional information can be helpful in selecting more favourable and healthy food, neither men nor women care about it.

Keywords: nutritional information, menu, contemporary trends in eating out, restaurants, service quality, customer perception

Concept solution of the first eco-hotel in Serbia

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Nature protection is becoming the most important thing in the world because nature resources are being depleted. It is of very great value that the industry is also included in sustainable development and promotes ecotourism. Contemporary trends in hospitality force the hoteliers to modify their services. Hospitality is increasingly becoming adjusted to the activities of nature preservation and the results of this are hotels that are self-sustained. The authors of this paper tried to create a concept solution of the first eco-hotel in protected natural area which will be harmonized with modern trends.

As a special natural preserve, Ludash Lake is the perfect place for the establishment of the first eco-hotel in Serbia. This hotel, which will be built on the principles of sustainable development, is going to attract eco tourists, scientists and hunter-tourists as separate market niches. The aim of the hotel is to promote the preservation of the environment, i.e. to raise awareness about the importance of protecting the natural treasures with the help of guests and hotel policies that include employees.

The hotel will be built from natural materials (cane, straw, cork, wood, bamboo and other materials) and it would not pollute the environment. It will be incorporated in the natural environment and will

not interfere with the behavior of the animal world. The hotel will employ people from the local community directly. All the necessary ingredients for the provision of meals and drinks will be delivered from the local community. Information desk will provide information about the tourism offers in the surroundings of Ludash, as well as information about additional amenities of the hotel. Waste material will be recycled and profit from recycling will be donated to charity. The analysis of trends in tourism and hospitality show that ecotourism is the type of tourism that will record increasing amount of tourists, because ecotourism is the future of tourism industry.

Keywords: eco-hotel, eco-tourism, sustainability, Ludash Lake

Social responsibility in the workplace – the best hotel chain practices

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Corporate social responsibility (CSR) means that companies are trying to find and demonstrate responsible business in the marketplace, in the workplace, in the community they operate in, and to the natural environment. Their impact needs to be positive. The aim of this paper is to show the best practices in CRS highlighting and analyzing the domain related to care for employees and CRS in the workplace.

According to The Fortune's 100 Best Companies to work for in 2015, four hotel chains are listed – IHG (Kimpton), Four Season Hotels & Resorts, Marriott International and Hyatt. It will be shown their models related to CRS in the workplace in order to give the best examples and guidelines for those who have not yet been developed in this business segment.

Every hotel organization must seek opportunity for change their business at examples of large hotel corporations do, and how they care about their employees. Large hotel corporations organize their own academies or programs that are based on learning, developing or acquiring skills necessary for this industry; they foster certain values and have integrated care programs and facilities for employees. These programs also motivate the participants to work and express their own values. Programs like these are available for participants who have already reached a certain level of education in hotel indus-

try but also for others interested in programs without any experience. Led by example of large hotel corporations, hotels in Serbia and other countries that do not manage their workforce properly, can have a positive impact on local community by including youth, people who have suffered traumas in their life such human trafficking, domestic violence etc. and help local community, and also find and recognized adequate staff that will help them on their path for change and more successful performances. We should not forget the old saying – happy employee means happy guest, which means happy owners

Keywords: Corporate social responsibility, hotels in Serbia, hotel chain

Practical use of sous vide method of heat treatment in catering industry

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Sous vide is a method of heat treatment of foods that originated from the need to extend the shelf life of foodstuffs and eventually it grew into a real movement in gastronomy. Many catering workers in Serbia are linking sous vide method with modern gastronomy although its occurrence is mentioned even in the 18th century and its first use in the mid-60s of the 20th century. Sous vide allows even heat treatment of foods at a controlled temperature which is much lower than the usual temperatures for processing certain foods. It also provides answers to the many challenges of modern catering industry relating to standardization, food hygiene and food safety. The aim of this paper is to describe the application of this method of heat treatment with an example of thermal processing beef fillet wrapped in chicken skin. Research on effects of this method of heat treatment is carried out in an experimental kitchen in order to notice the advantages when it comes to food quality and ease of the feasibility.

Keywords: Sous vide, heat treatment, gastronomy, catering, quality, meat

Influence of certain aspects of milk and dairy products quality in preparing dishes in the catering industry

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The main prerequisite for successful operation of catering facilities and creating customer loyalty is the quality of products and services. Aspects of quality are factors that affect the quality of the food product, or final gastronomic product. The quality of food is a very complex term and is comprised of several aspects. One of them is the technological aspect of quality. Technological quality represents characteristics of foodstuffs that affect the quality of the end product (gastronomic product). Accordingly, the subject of this paper are types of milk and dairy products used for the preparation of gastronomic products. The aim is to determine which types of milk and dairy products are used in the restaurants in Novi Sad, determine the structure of the dishes that contain milk and dairy products and which aspects (price, nutritional quality, sensory quality, technological quality) have the greatest influence on the selection of milk and dairy products used for the preparation of gastronomic products.

The hypothesis of this paper was set up as follows: *The sensory quality is the key aspect in the selection of dairy products used for the preparation of gastronomic products.* The research results clearly indicate that the most important aspect is the technological quality in the preparation of gastronomic products, while the nutritional quality is an important factor in the selection of products. According to the results the hypothesis has not been confirmed. The results are explained by the fact that fresh milk, dairy products and all other products are acquired in industrial packaging whose layout and design are not important since the dish is specially shaped in the final preparation by the chefs, whose sensory properties reach the level of art.

The results suggest that in the consumption of milk and dairy products, which are defined by the Regulation, the advantage have the sour cream, cheese and cheese products, as well as pasteurized milk. The consumption of milk and dairy products from the company "Imlek" is the highest.

Keywords: milk and dairy products, quality, gastronomic products, catering

Hidden nutritive allergens and their influence on risk management and costumer safety in hospitality

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Food allergens have appeared in the last two decades as a concealed form of threats which significantly endangers public health and their labeling on food products, drinks and non pre - packed gastro - products is clearly defined with legal regulations.

In practice the chemical risk management is faced with several unexpected problems. Some of them are: declarations or statements of allergenic ingredients, where the nutritional allergen that this food contains is labeled with an unusual name, or similar products from different manufacturers where one is safe and the other contains allergens. A hospitality facility, which deals with production and distribution of unpackaged foods, should except developed HACCP concept and standardized recipes for food preparation, provide a detailed, precise and clearly defined plan for management of chemical risks. It is essential that the framework of management allergens achieve constant and standardized procurement of food and that in a hospitality facility exists a person who is specially trained to recognize all potentially risks caused by food allergens.

Keywords: Hidden nutritive allergens, food and beverage, allergens management

Food event organization

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A strong connection between tourism and gastronomy was unconsciously established through food and drink festivals taking place in this region for a number of years. They represent a unique experience for tourists, their way to get familiar with local food and drink, socialization, direct participation as well as fun. Since food is Serbia's most important resource and gastronomy one of the key impressions of each single tourist, the organization of such festivals should be improved and promotion should be better organized.

The paper analyzes thirty food and drink manifestation, visitors' attitudes and motivations as well as possible organization manners. The online survey was conducted on a sample of 153 respondents in the Republic of Serbia. Research results indicate that almost half of the respondents (46.4%) answered that the lack of information on festival organization prevented them from visiting the stated festivals. Obviously, the organizers should pay attention to marketing activities more. Visitors attitude about how should be organized manifestation is different, and most agreed that a festival should have an entertaining character (71.1%), foreign exhibitors are desirable (66%), should be promoted within a different structure of potential visitors (66%), should be promoted in neighboring countries (73.9%), should have adequate parking space (84.3%), should be organized without the negative environmental impact (77.1%) should distribute brochures that would promote exhibitors (77.1%).

Most respondents as important visitation motives prompted tasting new products, followed by the gaining new knowledge on products through the contact with manufacturers and experts, tasting food and beverage, shopping at affordable prices, having a great time, meeting new people and escaping from the daily life routine.

Visitors are most motivated by new product tasting (80.45%), followed by familiar food and drink tasting (71.9%), gaining new knowledge on products through the contact with manufacturers and experts (70.6%), and shopping at affordable prices (68%). Having a great time is a motive of 83% of respondents, 60.8% of respondents wish to meet new people, and about the same number of respondents are motivated by enjoying the atmosphere, the crowd, the musical program and escaping from the daily life routine.

Keywords: food, drink, festivals, tourism, gastronomy

Profitability of the menu as a factor in the success of the restaurant business

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Profitability is the possibility of profit realization. Many factors can affect the profit-making, including the sale as the most important one, because it must exceed the cost in order to create any profit at all. In the field of producing and serving food, success is based on a regular and systematic pricing, preceding quality assurance of the production process and the quality of the product itself. The menu can be defined as a pre-assembled meal: breakfast, lunch or dinner with a defined cost. Because of the constant fluctuations in the market prices and strong competition, it is necessary to occasionally check the menu and its individual items. For evaluation (assessment) of the menu there are several methods. The most important methods fall into the following groups: subjective methods, indexes of popularity, scoring method, the analysis of the menu factor, matrix analysis, the goal (target) analysis, and other methods. After the analysis of the menu is completed, the items shown as poor and those least profitable and least popular are replaced by new ones. Removal of gastro-nomic products from an offer is an easy process but it is, preferred that prior to the removal the product as completely unprofitable, it is check whether it meets appropriate standards of quality and whether its price is formed according to the criteria. Menu contributes to the performance of the restaurant through the creation of profits for the company, while at the same time providing customer satisfaction. For this reason the analysis of the menu from time to time is necessary. This work had a task to analyze the profitability of the menu as a factor for the success of the restaurant business. The aim is to highlight the importance of calculating the profitability of the menu. The need for such research came from the knowledge that the success of the restaurant business should be directed to profitable operations. This study will provide a guidance for the improvement of the menu profitability.

Keywords: restaurant, profitability, success, menu, menu analysis

Pesticide residues, danger in a glass of regional wine

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Food production in the world is inconceivable without agrochemicals. Although that method is very useful because it provides more food for an increasing population on the planet, there are various studies that indicate their harmful effects on the health of consumers and the emergence of various diseases and in particular an increase in the number of patients suffering from various forms of cancer. Wine, especially red, has compounds that are one of the best antioxidants in the world. These compounds are the best “fighters” against free radicals, that cause cancer. It is generally known that the grapes before the wine production does not wash, in that way pesticide that are use during the protection of vines, reach the wine. Study of the European working group on pesticides (Pesticide Action Network-PAN 2013.) indicates that 100% of conventionally produced wine are contaminated with pesticides, and there is in the bottle about 10 different pesticide residues resulting from treatment of vines during cultivation. This research has the task to investigate the use of pesticides in the cultivation of grapes in Vojvodina and their residues in the regional wines with the intention to indicate presence of pesticide is it higher or less than the established standards.

Keywords: pesticides, wine, health safety.

Medieval food as a tourist attraction during visits of Serbian medieval towns

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During visits of Serbian medieval fortresses, such as Smederevo, Lazarev grad, Maglič, Golubac, a kind of tourist attraction can include the tasting of several types of food which was used in medieval times. Medieval food was slightly different than nowadays. It was changing during all medieval period across Europe. The food in medieval Serbia was a mixture between eastern and western countries. It was a country rich in wheat, wine, oil and meat. Tracking of making medieval food in Serbia is possible until the second part of XII century during the reign of Stefan Nemanja (1166 - 1196). Medieval diet recipes did not change much until Serbia felt under turkish reign in 1459.

Cereals which have been cultivated in this region were used for making bread. Except wheat, Serbs cultivated barley, oats and millet. Other kind of food made from cereals was porridge. Besides agronomy, people were involved in livestock breeding and one of the specialties was salted pork. The main drink was wine (especially mead), but Serbs also drank beer made of barley. Knowing all of this, in medieval Serbia we could find the following food: mead, red wine, yogurt, pork with cracklings and mushrooms, spinach pie, sauerkraut, cream, apple in honey and nuts, balls of cooked barley with dried fruit, sweet with raspberries and wild strawberries, pork, lamb and beef, cheese, cattle milk, fish.

Promotion of Serbian medieval food can have a major part in visits of Serbian medieval towns, for domestic and foreign tourists. It can be presented on events and happenings held on fortresses. It can be very interesting that people get familiar with diet recipes of that time. This kind of promotion can attract more tourists interested in gastronomic values. Medieval table can be simulated within medieval walls to evoke the spirits of that time among visitors. Serbian medieval towns are mostly neglected and not placed in tourist maps so this can be a good example how to change that.

Keywords: medieval food, serbian medieval towns, tourism

GIS assessment of food and water as crucial factor for evaluating hunting ground conditions

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Evaluation of hunting ground factors represents the determination of the quality of the habitat in relation to the needs of the game. It is based on the assessment of the basic factors such as food and water, vegetation, soil, calmness, the terrain and the other factors which have an impact on the survival rate of the game. Based on the evaluation, hunting grounds are divided into capacity classes to determine the capacity of a hunting ground, i.e. optimum density of certain species that can be successfully nurture on the base unit area of 100 hectares (1km²). Past practice has shown that the classical methods involve a lot of subjectivity often unrealistic determined capacity. Instead of the classical evaluation of food and water as crucial factor, this research proposes assessment of this factor using Geographic Information System (GIS) which have never been used for this purpose before. It is a combination of mutual methodological steps in fields of GIS and ecosystem-oriented research and evaluation of ongoing processes in the game habitat.

Keywords: GIS, hunting ground evaluation, food and water

The importance of educating the public about hunting

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Although we live in the 21st century, many do not realize the importance and the role of hunting. In order to familiarize people with this important economic sector it is necessary to work on their education. This paper is based on the education of the citizens and an attempt to change the image that hunters are not killers but a responsible entity whose primary interest is the sustainable and rational management of the hunting species. For the purpose of this paper made a survey with the aim of finding out how people understand the role of hunting and game management, which served as a basis for further development and raising awareness of their importance. The survey covered 60 subjects, different categories of age. The survey results showed that people are willing to change their previous convictions and that they want to acquire new knowledge, with emphasis to acquire this knowledge in practice, a category to which should be done is under the age of 18 and from 18 to 25 years.

Keywords: hunting, education, sustainable management

Digitization of hunting ground „Subotička peščara II - sever“

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Digitization slowly but certainly finds its application in many industries and this contemporary trend requires rapid adaptation and implementation. This concept is still relatively new in Serbia and a small number of people are familiar with the benefits that digitization offers.

Maps are of great importance for hunting, and managers of hunting grounds make very important decisions by using them. Digital maps are very practical for many reasons and they are progressively becoming necessary for modern management in hunting grounds.

The aim of this paper is to describe the entire process of digitizing hunting grounds and digital maps that represent the final result of

this process. The digitization process is done for “Subotička peščara II - sever” hunting ground which is managed by the hunting association “Subotička peščara” on an area of 39781.58 ha. The maps of hunting ground have been created in ArcMap program, the 10.1 version of ESRI company.

Keywords: Digitization, hunting, hunting ground “Subotička peščara II - sever”

Utilization of geographic information systems in game management on the example of the hunting ground „Podunavlje“– Futog

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Geographic information systems (GIS) are modern technologies used in the vast number of different industries and activities that have their basis on some geographical area. It is used for gathering, memorizing, search and display of miscellaneous spatial data. GIS is being used in such industries like forestry, agriculture, tourism, environmental protection. All of these industries have a certain connection to the game management and therefore GIS begins to be a useful tool in this area. Game management consists of several aspects as protection and sustainable use of wildlife and its habitat. It is important to monitor and analyze the conditions in the hunting ground in order to have better outcome and overview of the situation. So far, in Serbia most game managers still haven't recognized the benefits of GIS and it is being used on a very small scale. Purpose of this paper was to show some of the possible utilization of GIS in game management on the example of the hunting ground „Podunavlje“– Futog. The borders of hunting ground were digitalized along with all the settlements in the area, land cover and all of the hunting facilities. In the course of the analysis the importance of GIS was noted in such areas as keeping track of certain species of game, paths of migration, areas less suitable for wildlife, damage control in case of disasters, improvement of habitat and more rational use resources.

Keywords: game management, hunting, GIS, hunting ground „Podunavlje“–Futog

Mixing qualitative and quantitative research methods in the field of hunting

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In the literature on research methodology there are an ongoing debate about the relative merits of qualitative and quantitative research methods and strategies. The distinctions between these two 'traditional' approaches are not as precise as was previously believed and that it is no longer uncommon for researchers to use a plurality of methods. Mixing qualitative and quantitative methods is a way to reduce conflict between positivism and constructivism (interpretivism) and an opportunity for increasing flexibility that the researches has in choosing the most appropriate methods for obtaining information in the assessment process. Mixed methods research formally is defined as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study. Attempts to bridge the divide between interpretive and positivist research traditions and the methods they inform, have presented challenges for researchers in the field of hunting, especially in hunting tourism. Researches in hunting and especially in hunting tourism are multidisciplinary, including economic, socio-cultural and environmental dimension, and there are based on different written or visual materials with they own captive and consumptive elements. In this paper is highlighted the value of the mixed method, of a quantitative and qualitative approach, in explaining hunting tourism which had developed as an academic discipline and the way of enhancing the understanding of a very complex social world, in regards to unusual behavior of hunters.

Keywords: Mixed method research, hunting, qualitative, quantitative

Conceptual framework and implementation challenges of modern game management information system

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Adequate, timely and effective wildlife management system is becoming an important aim for many governments and public awareness around the world in the last few decades. Monitoring process in the game management field requires a large amount of information obtained from multiple sources. The complexity of the relationship between stakeholder for the development and implementation of information systems in the game management field, their diversity, geographic distance, cultural differences, political activities and membership of the organization are obstacles and challenges to overcome when developing such systems. Quality management and supervision in the field of hunting requires the possession of information in this field in real time. The development of information and communication technologies, the benefits they provide speed and power of computer technology, databases and their applications in the field hunting allows the introduction of the new concept of collecting and analyzing data in the field hunting - e-hunting. The paper presents the basic characteristics, objectives, benefits, obstacles and challenges, as well as stakeholders in the development and implementation of e-hunting as part of e-government and e-society.

Keywords: Information technology, game management, interorganizational information system, hunting

The impacts of poaching on population viability – the case of the Tibetan antelope

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Almost since the beginnings of legally regulated hunting, pouching represented a problem, but until the 20th century it was not considered to be a great threat to the existence of wildlife species. Small scale pouching was tolerated by most authorities, because mostly impoverished peasants poached for survival purposes, thus supplementing meager nutrition. At the turn of the 19th and 20th century, with the development of more effective hunting weapons and the booming of illegal wildlife trade, pouching became an almost industry level activity and the most serious threat to the survival of game populations. Extensive pouching resulted in a drastic decline of the wildlife population, where the most endangered species are the ones that are highly valued for their body parts. In recent history, the most severe example of species endangerment by pouching is certainly the case of the Tibetan antelope. The Tibetan antelope (*Pantholops hodgsonii*), is systematically classified in the order of *Artiodactyla*, family *Bovidae*, genus *Pantholops*. This species is endemic to the Tibetan Plateau, inhabiting open alpine and cold steppe environments between 3,250 and 5,500 m. Almost the entire population is found in China, where they inhabit Tibet, southern Xinjiang, and western Qinghai. A smaller number was also spotted in Ladakh, India. The wool of the Tibetan antelope, is highly valued for its extreme warmth and fineness and is traditionally used for the manufacture of shatoosh shawls in India. In the 1980s the neckpieces became a global fashion item, selling for as much as \$15,000 each. The demand for the high praised accessories caused the booming of illegal trade and the slaughtering of antelopes by poachers each year by the tens of thousands. The end result of such large scale poaching was disastrous. The population numbers have dropped from nearly a million (estimated) at the turn of the 20th century to less than 75,000 today. As a countermeasure, the Chinese government established the Changtang Nature Reserve, which had significant success in reducing their slaughter, but despite that fact, the Tibetan antelope still remains endangered.

Keywords: poaching, Tibetan antelope, population viability

A proposal for the price correction of roe deer trophies in hunting tourism

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The research presented in this paper included roe deer populations (*Capreolus capreolus*) at four locations in the Banat sub region (Nova Crnja, Novi Bečej and Novo Miloševo) as well as one location in the sub region of Bačka (Senta). The study included two distinct populations with their basic characteristics (density, births, deaths, etc.) and each of these populations is of a special ecosystem. Each population is located in a different life community (biocenosis), different habitat (biotope), and disposes with a common characteristic set of hereditary characteristics. The aim of this study was to determine the differences in the age structure, define average quality of the trophies during culling in hunting tourism in April, as well as the hunt of roe deer during the year (trophy hunting quota during mating, and culling in selective and sanitary hunting), determine the age structure for all the culls and a correction of the prices in hunting tourism for greater traffic (selling a large number of trophy bucks) in the future. The analysis of the roe deer trophies (864 trophy samples) in four hunting associations, determined an average gross weight of 420g, or 330g (gross weight minus 90g) with an average volume of 186cm³ of the antlers, an average of 87 CIC points and an average age of 5.5 years (period of observation 2004-2014). Given that the average weight of 330g is charged € 200 per trophy (by the price list) it follows that for all 864 trophies the total fee would be € 172,800. Due to high prices of roe deer trophies and the inability to sell them in a larger number a price adjustment must be made which would allow easier placement through hunting tourism in multiple larger numbers (1.500 - 2.000) than currently marketed (300). The proposal is that prices of roe deer trophies in hunting tourism (gross weight less the 90g) are the following: up to 400g - € 200; 400 to 460g - € 300; 460 to 500g - € 500; from 500 to 600g - 1,000 €; from 600 to 700g - 2.000 €; from 700 to 800g - 4.000 €; over 800g - 5.000 €.

Keywords: Roe deer, hunting tourism, game pricelist, CIC points

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