

Valuation of Tourist Potential Spa of Niš (Niška Banja) Area (South-east Serbia)

*Jovica Mojić, MSc**

Received: December 2010 | Accepted: June 2011

Abstract

Tourism potential of the tourist destination is determined using the evaluation of natural and anthropogenic resources which are significant for the development of certain forms of tourism. Specifically, for the evaluation of tourist potential Spa of Niš, a tourist and geographical location and a concrete zone size can be used, as well as the attractiveness of natural and anthropogenic resources, facilities already built of infra and supra structures and so on. According to the recommendation of the World Tourism Organization (UNWTO) for precise inventory and assessment of tourist values, it is desirable to outline a standard form by which the researchers could perform an inventory of tourist potential of a particular spatial area, regardless of size or hierarchical rang. In this paper, in a universal way, through analysis and synthesis of the values of internal and external factors, an attempt has been made to determine the value of the tourism potential Spa of Niš. In addition, a scoring method is used, by which it is possible to examine and compare a number of properties of various tourism resources. Lack of the scoring method can be seen through subjectivism which prevails in all stages of evaluation, but if adequately implemented, it still can give satisfactory results. The main aim of the research to rank the valorization of tourism potential, identify the advantages and disadvantages Spa of Niš tourism, as compared to other tourist destination of health and wellness tourism in Serbia, and in the wider environment, as well.

Key words: *tourist valorization, tourist destination, tourism potential, internal and external factors*

Introduction

Spa of Niš has many cultural and historical, traditional and natural attractions that are not sufficiently evaluated within the overall tourism offer of southeast Serbia. Remarkable geographic and traffic position Spa of Niš is a significant factor in the attractiveness of tourism that provides significant potential for developing tourism. The main assumption is contained in the fact that tourists exploring the cultural legacy of a country or destination is one

* PhD student, University of Niš, Faculty of Economics, Trg kralja Aleksandra Ujedinitelja 11, 18000 Niš, Serbia, e-mail: jmojic@sezampro.rs

of the primary tasks of animation, both in terms of enabling the individual experiences that modern tourists are increasingly seeking, and in terms of tourism and valorization of these resources. If we start from the axiomatic thesis on a tourism destination as a homogeneous whole space, and spatial elements of the environment as a “*strategic materials*”, the research aims to show how well-preserved tourist and recreational resources of natural resources could trigger the development of tourist destination and thanks to the identified area to enable meaningful participation of tourism in the overall regional economic development.

Spa of Niš in the last 30 years, is unduly economically harmed. Cultural and historical localities of Spa of Niš as a tourist destination with traditional and natural attraction, a wide selection of organically produced food can become a key factor in choosing a destination Spa of Niš as a place to stay for a combined fresh air and experience of other content. In the paper, “*Valuation of Tourist Potential Spa of Niš*” the author will explore all the cultural and historical attractions, traditional heritage and natural attractions, to present the assessment of their potential value and importance for future development. The surveys of tourists shall be conducted and so a way how these resources can be included in the tourist offer Spa of Niš, and their high valuation.

The explosion of construction that occurs in the vicinity Spa of Niš will devastate valuable space if the community fails to take appropriate measures to protect unexploited tourism potential. Tourism has had a close link with local communities (Beeton, 2006, Richards & Hall, 2000). The role of local communities in influencing tourism development activities is becoming clear (Hall et al., 2005). McIntyre, et al. (1993,) say that local communities must be organized at all levels to play more effective role in development, and interaction with the state and assume the role players at all levels. They must be able to identify potential tourism resources and attractions within their communities and to support and promote responsible tourism and community development. They should be an eager participant in the tourism and decision-making related to tourism development of the community. Kepe (2004) says that local communities should play a proactive role to ensure the positive benefits of tourism. Local communities should work closely with non-governmental organizations (NGOs) and educate people in the community about tourism. Protection, care and promotion of architectural heritage, cultural landscapes created by centuries, should promote awareness among the public and authorities on regional and local identity, as well as the quality of the built and natural environment. It is necessary to have a high-quality and balanced touch of historical and contemporary architectural expression.

The main objective of this study was to evaluate the tourism potentials and introduce the strategy of spatial planning, which should respect the principle of conservation of environment and space resources for future generations. So, in the context of sustainable development a sustainable construction must ensure the durability, quality design and construction with the financial, economic and environmental acceptability. Also, an attempt has been made to estimate the values of elements of the tourist potentials (individually and collectively) and to determine their usefulness and value of traffic.

According to Čomić (2008), “*The tourist valorization means valuation, ie. qualitative and quantitative assessment of the tourist value of all previously listed resources, and other constituent elements of tourism resources (travel accessories)*”.

Geographic characteristics of tourism

Spa of Niš is located 10 km south-east City of Niš, near the mouth river of the Nišava into river Southern Morava. Above Spa of Niš rises Mountain Koritnik (808 m), far West branch of Suva (Dry) Mountain (1870 m). Mid-part of the spa resort is built on travertine stone terrace of 250 m altitude, with a wonderful view of the valley. Spa of Niš climate is moderate-continental.

Spa of Niš, by medicinal hot springs was known in Roman times. Hot thermal water Spa of Niš, with an average temperature of 37°C, in combination with other therapies, helps in the treatment of rheumatic and cardiovascular diseases, diseases of the locomotor system, gynecological diseases, diseases of bone metabolism, respiratory diseases and enhances recovery after operative intervention in heart and orthopedic treatment. Curative ability and specificity of the Spa is mainly obtained by the thermal mineral water from sources (springs) such as: *Glavno vrelo* (38.2-38.5°C), *Suva banja* (12-37°C), *Školska česma* (17-19°C), Banjica and Pasjača and natural mineral mud. Mineral water is the main source Spa of Niš is hyper-thermal with a temperature of 38°C, oligo-mineral and belongs to the healing waters. Primary healing properties come from thermal mineral water and radon. Characteristics of thermal mineral water are: poorly mineralized, earth-alkaline homeothermal, with temperature 36-38°C (www.radonnb.co.rs).

According to the chemical composition of mineral water and the size of the pH value of 7.9 the sources Spa of Niš fall into a slightly alkaline water. They also have extremely low mineralization of 0.27g/l. The presence of elements, radon, radium and uranium in the analyzed phenomenon is evident: Rn (Bq / l = 148.0), Ra (Bq / l = 0.17) and U (mg / l = 0.0008). As for the content of free gas is analyzed state the following: N₂ = 84.29%, CO₂ = 1.00, O₂ = 13.50 (Filipović, 2003).

While the City of Niš in the colder half of the year is often under the fog, in Spa of Niš is clear and the air is fresh and clean. Summer insolation is significant, but without the extreme heat. Breeze and the forest air bring refreshments, help prevent heat and make the night enjoyable. The average annual temperature in City of Niš is 11.8°C, and Spa of Niš 11.2°C. Spa of Niš is a spa and a permanent settlement balneological (Marković, 1980). According to 2002 census in Spa of Niš lived 4,437 people (www.webrzs.stat.gov.rs).

Particularly important role in the development of spa and other forms of tourism has a geographic and traffic position Spa of Niš, which is from trans-European the route of *Corridor 10* (connecting Central and Western Europe with Former Yugoslav Republic of Macedonia -FYROM and Greece) 15 km away, and the *arm C* (route to Sofia and Istanbul), only 2 km. Convenience of geographical position is increased by the rail traffic as well, as there passes the rail route Belgrade - Niš - Sofia through Spa of Niš. Airport „Konstantin Veliki“ away from Spa of Niš only 12 km, which enables the arrival of foreign tourists scheduled and charter flights, and lately with cheaper *low cost airlines* companies. Also, there is a good connection of the city bus lines between Spa of Niš and the center of the City of Niš during the whole day. So, the presence of different types traffic provides fast, efficient and safe arrival of domestic and foreign tourists in this popular tourist destination.

Natural and anthropogenic resources in the immediate vicinity such as: *Roman archaeological site of Mediana* (5km), *Sićevo Gorge* (4km), *Jelašnica Gorge* (3km), *Cerje Cave* (20km), *Picnic area Bojana water* (5km), *Viewpoint and Trail Koritnik* (2km), *Kamenica Hill* (24km), *Monument of Čegar* (20km), *Skull Tower (Čele Kula) Museum* (7km), *Camp February 12* (14km), *Memorial park Bubanj* (15km), *Oblačina Lake* (28km), *Mali Jastrebac* (44km) etc., complement the tourist offer Spa of Niš.

Also, there are sports and recreation grounds, health center, pharmacy, the post office, shopping mall, art gallery, library, summer stage, and the church (www.niskabanja.biz).

In addition to the *Institute for treatment and rehabilitation „Niška Banja“* (Stationaries „Radon“ with 300 beds, „Zelengora“ with 160 beds and the „Terme“ with 100 beds), Spa of Niš has hotel facilities with 425 beds (hotels „Partizan“, „Ozren“ et al.) and 3000 beds in private accommodation.

Research Methodology

That the results of research and analysis easier to follow here will be the methodological procedure for researches. Will first be presented to the analytical framework on which are based research and analysis, will then be explained the basic units of research and analysis, tool for collecting data and sample, and eventually were presented and methods of measurement are based on the results of the survey research and SWOT analysis. In this way we have in this study, a detailed analytical approach in the findings section get a comprehensive analysis of the valorization of tourist potential Spa of Niš.

The analytical framework of research

Access to basic units of research and analysis, evaluation of tourist potential Spa of Niš greatly relies on the concept of methodological research process, which includes six basic dimensions: *Initial contact*, *Guidelines for Research*, *Proposal for Research*, *Major data collection phase*, *Analysis and interpretation of data*, and *Writing and presentations of reports*.

In *Table I*. we presented a methodological procedure for researches.

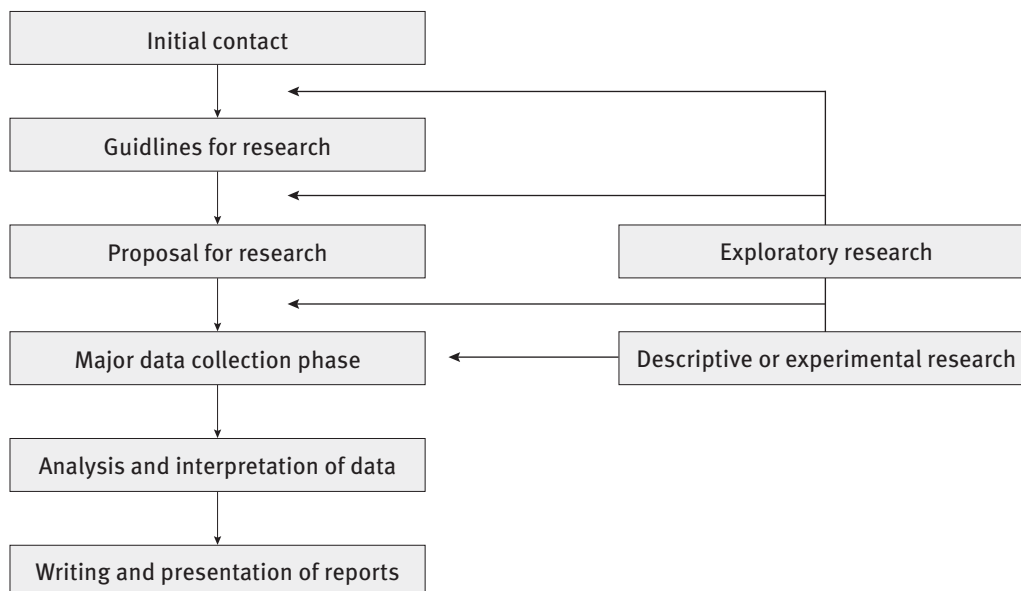


Figure 1 Methodological procedures of research

Source: Jobber, D., Fahy, J., (2006), „Basis Marketing“, The McGraw-Hill Companies 2.edition, Custom, (in Serbian)

The basic units of research and analysis

The initial contact to completion questionnaire was recorded in a conversation with tourists, professionals who are actively involved in the tourism sector, experts from the fields of science, people living in the territory City of Niš and Spa of Niš and employees in the local community, hotels and healthcare facilities in Spa of Niš. Research and surveys were conducted during the period June-September 2010 year.

The local community is identified as a key factor in tourism development (Moscardó, 2008), according to Eyler et al. (1999). Leaders are able to speak for the community because of their knowledge and their role in the community (Aref et al, 2009a). The main and major goal of collecting data based on questions in the questionnaire. According to Reilley the majority of tourism research has relied on the structure of research and quantification (Reilley,1996).

Also, in completing the questionnaire and participated 11 experts from the territory City of Niš from different areas: two travel managers, two geographers, a historian, an art historian, an urban planner, an architect and three tourist guides. At the same time, participated and three tourist guides from neighboring regions and one from Western Serbia (Koviljača Spa), Eastern Serbia (Soko Spa) and South Serbia (Vranje Spa).

During the process of selecting people to fill questionnaire, special attention was paid to the security to all respondents who do not live in the territory City of Niš and Spa of Niš knowledge on tourist destination Spa of Niš. Also, the condition was that at least once in the last 5 years visited Spa of Niš. All participants in the survey are explained in detail the internal and external factors individually, which should be evaluated.

Guidelines for Research were the cultural and historical sites, traditional heritage, natural attractions and geographical-traffic position Spa of Niš.

Proposal for research is given in the form of estimates of internal and external factors.

Major data collection phase was done in the form of survey list (Appendix, Table A). WTO has recommended creation of standard form by which the researchers could perform an inventory and evaluation of tourist value. Development of questionnaire in practice is usually left to the team of experts and is done by applying the appropriate scale values of the internal and external factors. This scale is not fixed and universal values, but is determined according to specific needs. Usually is done by scoring a scale of 0-3, 0-5 and 0-6, but there are higher ranges 0-8, 0-10 and 0-12. As directed by the WTO estimates *internal* factors executed by the formula:

A + B + C + D = X, where is:

- A assessment of urbanization,
- B assessment of infrastructure,
- C assessment of equipment and services, and
- D assessment of inherent characteristics.

and evaluation of *external* factors, according to the formula:

E + F + G + H = Y, where is:

- E assessment of accessibility,
- F assessment of the specific resource,
- G assessment of the vicinity of emittive centers and
- H assessment of importance of resources, values.

Multiplying the internal and external factors the total value of the estimation of tourist valorization, is obtained.

Analysis and interpretation of data was performed based on the assessment of internal and external factors. How to assess internal factors involved is:

Procedure of the internal factors has meant:

- Assessment of urbanization, which was conducted according to the type, quality and level of existing inhabited structure Spa of Niš. In terms of buildings quality we distinguished between: excellent and good quality (high-quality architecture and urban planning, pleasant appearance of the whole, etc.) medium quality (acceptable appearance of buildings and units, etc.), bad quality (equipment, which creates an unpleasant impression on the whole, neglected urban, low architectural quality of buildings, etc.). Degree of urbanization was measured at 4 levels: excellent, high, medium and bad;
- An assessment of infrastructure - where we were careful in assessing the following elements: characteristics of urban and transport infrastructure (excellent, good, medium, bad), level of services offered (perfect, high, medium, low), level of supply in relation to the needs of demand (excellent, high, medium, low);
- Assessment of tourist equipment and services that was made on the basis of their quantity and quality: the existing accommodation facilities (hotel and out of hotel accommodation), complementary tourism (restaurants, cafeterias, night clubs, crafts, sports, travel agencies), travel services (information, commercialization, traffic, etc.);
- Inherent characteristics of tourist resources - or those internal and immanent properties of resources that form the basis of its tourist value. Bearing in mind the great variety of tourism resources it is practically impossible to make a comprehensive examination of all their inherent characteristics. However, as an example, based on the suggestions of WTO experts, we cited certain characteristics that are related to one type of natural and which refer to one type of natural and one type of antropogenic - cultural resources: existing flora and fauna (excellent, high, medium, low) and historical buildings and monuments (architectural value of buildings regardless of time of origin - excellent, high, medium, low); era in which it was built older monuments are more valuable than new ones; extent of buildings and monuments preservation (excellent, high, medium, low); value of statues, frescoes, and craft works, and other artistic elements of the building (excellent, high, medium, weak).

Procedure of the external factors included the assessment:

- Accessibility of resources made on the basis of analysis of the appropriate transport infrastructure to a considerable extent determined the direction and intensity of tourist movement (excellent, high, medium, weak);
- Assessment of the vicinity of emissive centers - it is undisputed that the proximity of emissive centers significantly affect the volume of tourist flows directed to the resource. In assessing this factor we looked at the possibility of arrival of tourists from nearby cities distant from Spa of Niš (up to 100km, 300km, 500km, etc.) and then successively analyzed the cities located in these zones, except that more points had the cities with more inhabitants within the same gravitational zone;
- The specificity of the tourist resource as determined on the basis of comparison (comparative analysis) with other resources of the same type and number of such available resources (excellent, significant, medium and low specificity);
- The importance of resources - estimated, depending on the impact of its image (performance) on the market, or the volume of tourist demand directed at it and commercialization (sales services) opportunities it provides.

Writing and presentation of reports expressed the overall synthetic assessment of internal and external tourism resources and is based on an assessment of their overall potential and importance for the development of large-scale, exclusive or alternative concept of year-round tourism and tourism in the analyzed area, and on a comparative assessment of their importance in relation the tourism resources (competitive) receiving space in the immediate and wider environment. Information we have collected a database. These are actually the data are arranged by product of internal and external factors that give a total value assessment of tourism development. These data form the basis of information valuation Spa of Niš tourism potential that can serve the city and the local community and private investors to make future informed decisions in their work.

Tool for collecting data and sample

Of 200 hundred out standard forms, 105 were correctly filled out. Since respondents were asked to rate the four internal and four external factors recommended by the WTO.

Table 1 The result of data interpretation Internal factors

		Sum points										=	▼	Total points	Average rating	Mean Score
		+	+	+	+	+	+	+	+	+	+					
		/	4	24	24	105	144	119	112	99	20					
		Rating														
Proposals																
		1	2	3	4	5	6	7	8	9	10					
		Number of votes														
		x	x	x	x	x	x	x	x	x	x					
Assessment of urbanization	Building quality	/	2	8	6	21	24	17	14	11	2	651	6,51	6		
	Appearance of the building	2	6	13	7	14	25	11	15	7	5	611	6,11			
	Degree of urbanization	5	5	4	4	21	25	20	11	9	1	617	6,17			
Infrastructure assessment	Characteristics of urban and transport units	/	/	4	9	4	26	52	5	4	1	674	6,74	7		
	The level of services offered	/	/	/	/	6	40	33	10	12	4	729	7,29			
	The level of supply in relation to the needs of demand	/	2	/	6	8	17	40	15	10	7	730	7,30			
Assessment of equipment and services	The existing accommodation facilities	/	1	/	8	2	9	17	33	20	15	811	8,11	8		
	Complementary tourist offer	/	2	1	1	2	10	55	22	7	5	755	7,55			
	Tourist services	/	/	/	4	1	29	38	16	12	5	735	7,35			
Assessment of the inherent characteristics of resources	Existing flora and fauna	/	/	/	/	/	/	/	/	/	105	1050	10,50	10		
	Historical buildings and monuments	/	/	/	/	/	/	/	/	2	103	1048	10,48			
	Value of artistic elements of the building	/	/	/	/	/	/	/	2	3	100	1043	10,43			

Source: Own elaboration

Table 2 The result of data interpretation External factors

		Sum points										=	▼	Total points	Average rating	Mean Score
		+	+	+	+	+	+	+	+	+	+					
		/	2	/	32	10	126	119	272	162	150					
		Rating														
Proposals											Total points	Average rating	Mean Score			
		1	2	3	4	5	6	7	8	9				10		
		Number of votes														
		x	x	x	x	x	x	x	x	x	x	Total points	Average rating	Mean Score		
Accessibility to resources-appropriate transport infrastructure	Accessibility to resources	/	1	/	8	2	21	17	34	18	15	873	8,73	8		
	Transportation infrastructure	/	2	1	2	2	9	55	22	7	5	753	7,53			
	The intensity of tourist movements	/	/	1	4	5	26	37	16	12	4	735	7,35			
Assessment of proximity of emitting centers	Cities up to 100 km	/	/	/	/	/	/	/	/	1	104	1049	10,49	10		
	Cities up to 300 km	/	/	/	/	/	/	/	/	2	103	1048	10,38			
	Cities up to 500 km	/	/	/	/	/	/	/	2	3	100	1043	10,43			
The specificity of the tourist resources	Vrnjačka Spa		2	/	6	2	52	24	15	9	7	789	7,89	7		
	Soko Spa	/	/	/	2	14	39	23	9	12	4	693	6,93			
	Other spas in Serbia	/	/	/	2	4	26	52	16	3	2	723	7,23			
The importance of resources	The image Spa of Niš	/	/	/	1	1	2	35	21	11	34	873	8,73	9		
	The volume of tourist demand	/	/	/	1	2	8	31	28	17	18	836	8,36			
	Commercialization	/	/	/	1	2	8	20	30	25	19	857	8,57			

Source: Own elaboration

Research results shown numerically, with the scale values for each factor of 1-10 points, so that multiplying the number of votes (total 105) with score (1-10) obtained by the sum of points, that adding to the total votes for each proposal. Then the total number of points divided by 100 and thus receives average rating (In Table 2 and Table 3 was made an example of just the first draft for the sum of points). The sum of the average rating of all three proposals an external factor divided by three gives a mean score of 0 to 0,50 which is rounded to the lower value, and from 0,51 to 0,99 is rounded to the upper value.

Methods of measurement

Valorization of tourist destination Spa of Niš (Table 4) expressed in points from the shows that among the internal factors of the lowest ranked was the factor of urbanization (6 points), while the factor of inherent characteristics was assessed as most attractive (maximum 10 points). External factors are on average better ranked, but the factor of the specificity of the tourist resources has been estimated as the most attractive (maximum 10 points).

Table 3 Valorization of tourist destination Spa of Niš

FACTORS		EVALUATION										TOTAL POINTS
X.	INTERNAL FACTORS	1	2	3	4	5	6	7	8	9	10	
A.	Assessment of urbanization (structure of buildings in the tourist area Spa of Niš) Note: The lack of urbanization in the tourist area Spa of Niš can be treated as positively contribute to the conservation of vital natural resources assets. However, it can illustrate the negative side, since the lack of the necessary degree of urbanization doesn't allow the realization of tourist traffic.						*					
B.	Assessment of infrastructure							*				
C.	Assessment of equipment and services								*			
D.	Assessment of the inherent characteristics of resources (thermo-mineral attractive space with sources of mineral water, as well as numerous and varied geomorphology, hydrography, climate, landscape, flora and cultural-historical values).										*	
TOTAL: A+B+C+D = X												31
Y.	EXTERNAL FACTORS											
E.	Assessment of accessibility								*			
F.	Assessment of specific resources										*	
G.	Assessment of the vicinity of emittive centers							*				
H.	Assessment of importance of resources values									*		
TOTAL: E+F+G+H = Y												34
ALL TOTAL: (X x Y)												1054

Source: Own elaboration

Sum of the mean score given to assessment of internal factors in the total amount of 31= (6+7+8+10) and assessment of all external factors in the total amount of 34 = (7+8+9+10). Multiplying the internal and external factors (31x34=1054) the evaluation of tourism potential Spa of Niš was obtained in 1054 points of a possible 1600 points, which is a relatively good result in terms of valorization of tourist potential of this tourist destination.

Based on the results of the evaluation of tourism potential Spa of Niš it can be hierarchically possible to rank resources and other elements of the potential of the appraised value, which is an essential prerequisite for the realization of the next stage in the process of spatial planning of tourism. Namely, the value of resources and other constituent elements of the total tourist potential, indicate those spatial areas that have a comparative value for tourism development. This means that the spatial units with the highest value specified can expect the greatest tourist demand, and therefore have priority in tourism development. Tourism is a sector more, and as a means of economic and social and cultural exchange, it has many facets and types (Mowforth & Munt, 2003).

SWOT analysis

Table 4 SWOT analysis of tourist potential Spa of Niš,

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - geographic and traffic position - hospitality - natural resources - rich cultural-historical heritage - sports tourism (hiking, hunting, fishing, paragliding) - Spa of Niš (rehabilitation center) - conserved environment - City of Niš (international airport) 	<ul style="list-style-type: none"> - weak image, disorganization-holders offer - insufficient creativity and innovation - unbalanced regional development - poor service and culture of behavior - insufficiently investment in accommodations sports, entertainment and recreation - uneasiness organized supply of souvenirs and domestic products - low tourist signs
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - opportunities for improving the existing tourism product - strengthening mega trends field trips - penetrating new markets - strengthening entrepreneurship - availability of the European funds directed development of the personnel base of tourism - new jobs for residents 	<ul style="list-style-type: none"> - absence of local interest for foreign investors - hotel industry in the initial phase development - centralised management of natural resources - losing start competitive positioning in the region on field human resources - increased level customer dissatisfaction - slow growth of productivity - unchecked construction

Source: Own elaboration

Complex evaluation of tourism potential

According to the evaluation (1054 points of a possible 1600) it is obvious that the current situation of tourism is not in accordance with available attractive tourist potential because Spa of Niš has not created a complete tourism product or adequate utilization of available tourism potential. Therefore, we suggest that the planning of future development should be directed towards improving the quality factors that are rated low in the complex evaluation (lack of urbanization, infrastructure, vicinity of emittive centers) but also commercialize those ranked highly and not enough economically exploited. Efforts should be made to reduce the imbalance between internal resources as capabilities and external factors as opportunities. For example:

- Inherentness (attractiveness) of resources and specific resources as the highest rated potential commercialized by intensifying existing tourism activities and expanding the tourism product with new forms of tourism. In Tourism Development Strategy of the Republic of Serbia (2006) the following tourism products were found to be of particular interest, of which: city breaks (commercial tours for short breaks), a business tourism - MICE; mountain tourism, health and wellness tourism, tourism manifestation, special interests, rural tourism, etc.
- Geographic and traffic position should be used for the intensification of transit tourism. Though it is on a smaller scale already present in the tourist destination Spa of Niš, it could be intensified with better tourist signs, flyers and maps with the attractiveness Spa of Niš and its environment and so on.
- Vicinity of emittive centers - Travel agencies should be included to take into their programs excursions and weekend tours with a visit to Spa of Niš and its immediate environment. Also, tourist propaganda activities should be directed to schools, sports clubs and other associations and organizations, etc., or clients who are not only inter-

ested in medical tourism. Various forms of manifestation tourism can be interesting for people near the environment (the best example: Ilindan Fair - August 2).

- Investing in infrastructure that could by its capacity and quality meet current world standards and various types of tourists. According to the city development plan of the City of Niš a detailed Regulation Plan of Recreational Center „Lozni kalem“ in Spa of Niš was prepared. The plan established the conditions under which a planned area is spatially and functionally defined. According to this plan, it will be possible to build up the area in several phases as to provided units and subgroups, depending on the interest of the City of Niš, local communities and other investors and depending on commitments that can be set aside to equip the sites with the necessary infrastructure. The plan includes the construction of sports fields, aqua-park, business and shopping center, hotel complex with apartment-hotel, conference center, spa and wellness center, central park area, etc. (Detailed Regulation Plan Recreation Center, 2009).
- Equipment and services-educate existing staff and raise the quality of equipment.
- On the basis of set out proposals for activities that should be developed for commercial tourism potential Spa of Niš, the management of this tourism destination should listening to the demand create a series of new offerings and so complement existing tourist facilities. Analyzing the problems of managing tourist destination Cooper, Fletcher, Gilbert and Wanhill argues that „*the concept of sustainable development and tourism potential to be carrying the main focus of the management of tourist destinations*“ (Cooper, et al., 1993).
- Carrying capacity of a tourist destination is its ability to accept tourists and tourism development, without violating to a greater extent the total environment-natural, built and socio-cultural. It implies the presence of tourists, which in any case have an impact on the environment, but that is acceptable to local residents and tourists, and that is sustainable in the future (Smolčić, 2005).

Conclusion

In order to create optimal conditions for activating the economic potential of tourism and Spa of Niš to become a generator of tourism and economic development, it is essential for the city and local communities to be in a move active way involved in the promotion and encouragement of tourism development, but without trying to regulate all aspects of tourism products. If you do not create the necessary conditions for tourism development in the near future, the majority of natural and anthropogenic tourist values Spa of Niš tourism will remain a non-valuation. It is therefore necessary, in addition to reconstruction and modernization of existing facilities and receiving facilities, to begin, as soon as possible, the construction of the Recreational Center „Lozni kalem“ and thus enrich the tourist offer with new forms of tourist traffic. Integrated tourism planning involves an assessment of environmental capacity and control mechanisms of development and takes into account the protection of the interests of indigenous people.

So, from the foregoing, it can be concluded that the evaluation of tourism potential should include analysis of existing conditions, to identify the strengths and limitations of modern tourism on the one hand and to suggest directions for further tourism development on the other side. Therefore, the development of tourism Spa of Niš is linked to the promotion of wider and smaller spatial units, where it is necessary to ensure optimal coherence and coor-

dination of various facilities and services in that area. High quality tourist development, despite significant economic effects, include environmental protection, maintenance of cultural identity and achieving a high level of satisfaction of the tourist clientele.

References

- Aref, F., Ma'rof, R., & Sarjit, S. G., (2009a). Community Perceptions toward Economic and Environmental Impacts of Tourism on Local Communities, *Asian Social Science*, 5(7), 130-137.
- Beeton, S., (2006). Community development through tourism. In: Landlink Press, Australia.
- Cooper, C., et al., (1993). *Tourism-Principles & Practice*, Longman, Harlow, 78
- Čomić, Đ., (2008). Geography of Tourism, The Highest Hotel School of Professional Studies, Belgrade. (In Serbian)
- Čomić, Đ., Pjevač, N., (1997). Geography of Tourism, The Federal Center for the Advancement of Hotel and Catering, Belgrade, 5-41. (In Serbian)
- Eyler, A., Mayer, J., Rafi, R., Housemann, R., Brownson, C., & King, C. (1999). Key informant surveys as a tool to implement and evaluate physical activity interventions in the community, *Health Education Research*, 14(2), 289.
- Filipović, B., (2003). Mineral, thermal and mineral waters of Serbia, Association of Spa and Resort of Serbia, Institute of the Hydrogeology of Mining and Geology Faculty, Belgrade, 22-35. (In Serbian)
- Hall, D. R., Kirkpatrick, I., & Mitchell, M. (Eds.).(2005). *Rural Tourism an Sustainable Business*: Channel View Publications.
- Kepe, T.,(2004). Decentralization when land and resource rights are deeply contested: A case study of the Mkambati eco-tourism project on the Wild Coast of South Africa, *European Journal of Development Research*, 25(1), 45-71
- Jobber, D., Fahy, J., (2006). *Basis Marketing*, The McGraw-Hill Companies, 2 edition, Custom, (In Serbian)
- Marković, Đ., J., (1980). *Spas Yugoslavia, ROGP Culture*, Belgrade, 161-162. (In Serbian)
- McIntyre, G., Hetherington, A., & Inskeep, E., (1993). *Sustainable tourism development: Guide for local planners*, Madrid, Spain: World Tourism Organisation, 50.
- Moscardo, G., (Ed.). (2008). *Building community capacity for tourism development*, Australia.
- Mowforth, M., & Munt, I., (2003). *Tourism and Sustainability, Development and New Tourism in the Third World*, London, UK: Routledge Publishing.
- Official Journal of the City of Niš (2009). *The Detailed Regulation Recreation Center - Loznikalem in Spa of Niš*, No. 48, City of Niš, 6-14.
- Reilly, R. W. (1996). Revealing socially constructed knowledge through quas-structured interviews and grounded theory analysis, *Journal of Travel and Tourism Marketing*, 5(1/2), (22) 21-39.
- Richards, G., & Hall, D., (Eds.). (2000). *Tourism and sustainable community development*. USA: Routledge.
- Smolčić, J.,D., (2005). *Principles of Sustainable Tourism Development* , Faculty of Tourism and Hospitality Management, Opatija, 120. (In Croatian)
- Law on Spas, Official Gazette of the Republic of Serbia, No. 80/92 and 67/93.

Websites:Institute “Niška Banja“: www.radonnb.co.rsCensus 2002: www.webrzs.stat.gov.rsNatural and anthropogenic resources: www.niskabanja.bizPicture gallery Spa of Niš: www.banjesrbije.biz**Appendix****Table A Survey List**

Name:			
Surname:			
Occupation:			
Year of birth:			
Place of residence:			
INTERNAL FACTORS VALORIZATION	Evaluation of tourist resources		
A. Urbanization - type-estimate the quality, appearance and level of equipment, building	Type-quality buildings	Layout objects (architecture)	Degree of urbanization (level of equipment, building)
	Weak 1 2 3 Medium 4 5 6 Good 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 Good 7 8 9 Excellent 10	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10
B. Infrastructure-characteristics of urban and transport infrastructure	Characteristics of urban and transport units	The level of services offered	The level of supply in relation to the needs of demand
	Weak 1 2 3 Medium 4 5 6 Good 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 High 7 8 9 Perfect 10	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10
C. Assessment of tourist equipment and services	The existing accommodation facilities (hotel and out of hotel accommodation)	Complementary tourism (restaurants, cafeterias, night clubs, crafts, sports, travel agencies)	Tourist services (information, commercialization, traffic, etc.).
	Low 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10
D. Inherent characteristics of tourism	Existing flora and fauna	Historical buildings and monuments	The value of the statues, frescoes, craft works, and other artistic elements of the building
	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10

EXTERNAL FACTORS VALORIZATION	Evaluation of tourist resources		
E. Resources accessibility - appropriate transport infrastructure	Resources accessibility	Transportation infrastructure	The intensity of tourist movements
	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10	Weak 1 2 3 Medium 4 5 6 High 7 8 9 Excellent 10
F. Assessment of proximity of emitting centers. The possibility of coming tourists from nearby cities	Cities up to 100 km	Cities up to 300 km	Cities up to 500 km
	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10
G. The specificity of the tourist resources - Comparison (ratio) Spa of Niš with other resources of the same type	Vrnjačka Spa	Soko Spa	Other spas in Serbia
	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10
H. The importance of resources - the image of the market, the volume of tourist demand, the possibility of commercialization	The image Spa of Niš (personal impression)	The volume of tourist demand (currently interest)	Commercialization (sales services)
	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10	Low 1 2 3 Medium 4 5 6 Significant 7 8 9 Excellent 10

Source: Own elaboration