



UNIVERSITY OF NOVI SAD | FACULTY OF SCIENCES | DEPARTMENT OF GEOGRAPHY, TOURISM & HOTEL MANAGEMENT

TURIZAM

INTERNATIONAL SCIENTIFIC JOURNAL

VOLUME 25, ISSUE 3, 2021

ISSN 1821-1127 (Online) | UDC: 338.48

EDITOR IN CHIEF

Tatjana Pivac, PhD,
full professor

TECHNICAL EDITORS

Ivana Blešić, PhD,
full professor

Bojana Kalenjuk, PhD,
associate professor

Miroslav Vujičić, PhD
associate professor

Milosava Matejević, PhD
assistant professor

PhD Sanja Kovačić, PhD
assistant professor

EDITORIAL OFFICE

Faculty of Sciences,
Department of Geography,
Tourism and Hotel Management

Trg Dositeja Obradovića 3,
21000 Novi Sad, Serbia,
tel. +381 21 450-105;
fax +381 21 459-696

turizam@dgt.uns.ac.rs,
[http://www.dgt.uns.ac.rs/turizam/
engindex.htm](http://www.dgt.uns.ac.rs/turizam/engindex.htm)

LIST OF EDITORS

Andriela Vitić-Četković
University of Montenegro,
Faculty of Tourism and Hotel
Management,
Kotor, Montenegro

Jasmina Gržinić
Juraj Dobrila University of Pula,
Department of Economics and
Tourism "Dr. Mijo Mirković",
Pula, Croatia

Damir Démonja
Institute for Development and
International Relations, IRMO
Department for International
Economic and Political Relations
Zagreb, Croatia

Klodiana Gorica
University of Tirana
Faculty of Economy
Tirana, Albania

Muzaffer Uysal
Virginia Polytechnic Institute and State
University,
Pamplin College of Business,
Department of Hospitality and
Tourism Management,
Blacksburg, Virginia, USA

Konstantinos Andriotis
Cyprus University of Technology,
Department of Hotel and Tourism
Management,
Faculty of Management and
Economics

Larry Dwyer
School of Marketing, Australian School
of Business,
University of New South Wales,
Australia

Olja Munitlak Ivanović
Faculty of Sciences,
Department of Geography, Tourism
and Hotel Management
Novi Sad, Serbia

Moira Kostić Bobanović
Juraj Dobrila University of Pula
Faculty of Economics and Tourism
"Dr. Mijo Mirković"
Pula, Croatia

Ali Bakir
Buckinghamshire New University
Buckinghamshire, England

Eugenia Wickens
Buckinghamshire New University
Buckinghamshire, England

Zoran Ivanović
University of Rijeka,
Faculty of Tourism and Hotel
Management,
Opatija, Croatia

Elena Matei
Bucharest University
Faculty of Geography
Human and Economic Geography
Dept.

Dobrica Jovičić
University of Belgrade,
Geographical Faculty,
Belgrade, Serbia

Danijel Drpić
Polytechnic of Rijeka,
Faculty of Tourism and Hotel
Management,
Opatija, Croatia

Evangelos Christou
University of the Aegean,
Department of Business
Administration,
Chios, Greece

Jung Sungchae
Department of Tourism Management,
Honam University, Korea

Iva Slivar
Juraj Dobrila University of Pula,
Department of Economics and
Tourism "Dr. Mijo Mirković",
Pula, Croatia

Srećko Favro
Department of National Economy
University of Split, Faculty of
Economics,
Split, Croatia

Tea Golja
Juraj Dobrila University of Pula
Faculty of Economics and Tourism "Dr.
Mijo Mirković"
Pula, Croatia

Miha Lesjak
University of Primorska, Faculty of
Tourism Studies Portorož – Turistica
Portoroz, Slovenia

Tanja Mihalič
Faculty of Economics,
University of Ljubljana (FELU)

Adrian Nedelcu
Petroleum-Gas University of Ploiesti
Faculty of Economic Sciences
Ploiesti, Romania

Daina Vasiļevska
Turība University
Latvia

Content

Vanja Pavluković, Stojan Vuković, Marija Cimbalević

Determining Success Factors for Business Tourism Destinations:
Evidence from Zlatibor (Serbia) 110

DOI: [10.5937/turizam25-28201](https://doi.org/10.5937/turizam25-28201)

Adi Ćorović, Ahmed Obralić

Restoration of the Cultural Heritage Sites in Bosnia and Herzegovina
as the Basis for Intercultural Dialogue and Development of Tourism..... 121

DOI: [10.5937/turizam25-30494](https://doi.org/10.5937/turizam25-30494)

Biswajit Sarmah, Homeswar Goswami

Analysis of Challenges of Private Tour Operators in Developing Successful Business:
Case Study of Assam 134

DOI: [10.5937/turizam25-27590](https://doi.org/10.5937/turizam25-27590)

*Natalija Knežević, Biljana Grubor, Bojana Kalenjuk,
Stefan Šmugović, Maja Banjac, Goran Radivojević*

Correlation of Implementation of Principles and Functions
of Management in Hospitality Business 149

DOI: [10.5937/turizam25-33118](https://doi.org/10.5937/turizam25-33118)