

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

TURIZAM

INTERNATIONAL SCIENTIFIC JOURNAL

VOLUME 18, ISSUE 4, 2014

ISSN 1450-6661 (Hard Copy) | ISSN 1821-1127 (Online) | UDC: 338.48

EDITOR IN CHIEF

Tatjana Pivac, PhD, assistant professor

TECHNICAL EDITORS

Vladimir Stojanović, PhD associate professor

Vanja Dragićević, PhD, assistant professor

Uglješa Stankov, PhD, assistant professor

Ivana Blešić, PhD, assistant professor Miroslav Vujičić, assistant

EDITORIAL OFFICE

Faculty of Science, 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

PRINTED BY

www.stojkov.rs

CIRCULATION

300

LIST OF EDITORS

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

Bente Haug Høgskolen i Finnmark, Finnmark University College, Norway

Catalina Ancuta Department of Geography, West University of Timisoara, Romania

Cheng Soo May Institute for Tourism Studies, Colina de-Mong Ha, Macau SAR, China

Dan Knox School of Arts, Design, Media and Culture, University of Sunderland, United Kingdom

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

Dragica Tomka The Faculty of Sports and Tourism, Novi Sad, Serbia

Elena Matei Department of Human And Economic Geography, Faculty of Geography, University of Bucharest, Bucharest, Romania

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

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

Jung Sungchae Department of Tourism Management, Honam University, Korea

Klodiana Gorica University of. Tirana, Faculty of Economics, Tirana, Albania

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

Muzaffer Uysal Virginia Polytechnic Institute and

State University, Pamplin College of Business, Department of Hospitality and Tourism Management, Blacksburg, Virginia, USA

Olga Hadžić Faculty of Sciences, Novi Sad, Serbia

Snežana Štetić The College of Tourism, Belgrade, Serbia

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

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

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

Ali Bakir Buckinghamshire New University Buckinghamshire, England

Eugenia Wickens Buckinghamshire New University Buckinghamshire, England

Igor Jurinčič University of Primorska, Faculty of Tourism Studies Portorož – Turistica Portoroz, Slovenia

Damir Demonja, PhD Institute for Development and International Relations, IRMO Zagreb, Croatia

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

Miljenko Brekalo The Institute of Social Sciences Ivo Pilar Zagreb, Croatia

Content

Marija Šuleić, Aleksandra Dragin, Vanja Dragićević Business Ethics of Tour Operators – The Case Study of TUI
Sandra Medić, Nataša Pavlović Mobile Technologies in Museum Exhibitions166
Milica Began, Marija Stefanović New Demands and Expectations in the City Tourism
and Does the City of Niš Welcome Them
Tourism Assessment of Roman-Catholic Sacral Objects Using Analytical Hierarchy Process (Ahp) – Case Study of Novi Sad, Petrovaradin and Sremska Kamenica