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2nd International Conference

Higher Education in Function of Sustainable Development of Tourism in Serbia and Western Balkans

PAPERS PROCEEDINGS

European Commission TEMPUS

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SED 2015

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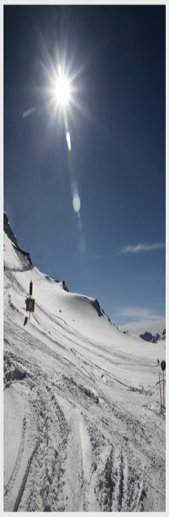

within

8th International Conference

Science and Higher Education in Function of Sustainable Development - SED 2015

SED 2015

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Second International Conference

Higher Education in Function of Sustainable Development of Tourism in Serbia and Western Balkans

within

8th International Conference

"Science and Higher Education in Function of Sustainable Development – SED 2015"

PAPER PROCEEDINGS

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PREFACE

The Second International Conference “Higher Education in Function of Development of Tourism in Serbia and Western Balkans”, that will be held within the SED 2015 Conference, is one of the results of the TEMPUS project No. 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR entitled “Modernization and Harmonization of Tourism Study Programs in Serbia” (MHTSPS), implemented by:
- Business and Technical College of Vocational Studies, Uzice, Serbia, lead partner,
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- Tourism Organization of Leskovac, Leskovac, Serbia,
- University of Greenwich, London, United Kingdom
- Technological Education Institute of Piraeus, Athens, Greece, and
- University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca, Romania.

Project is funded by the European Union, while EACEA - Brussels, and Tempus Office - Belgrade, provided a great help in its implementation through valuable suggestions that enabled achievement of desired quality level of both implementation process and project results. Work plan of this TEMPUS project has envisaged organization of three International conferences, with the objective of successful dissemination of project results.
The aim of this International Conference is that scientists and experts in the field consider and clarify the role of higher education in the development of tourism in the Western Balkans and Serbia. Beside the researchers from partner institutions participating in the MHTSPS project, the representatives of eight European countries took part in the Conference work. Participation of talented students is of special importance and will contribute to the sustainability and dissemination of the project and its results.

This Conference resulted in two Paper Proceedings. Conference Proceedings encompass articles of scientists and experts in the field, while the Students Papers Proceedings is a collection of student papers. All the papers have been reviewed, and authors themselves bear the full responsibility for the quality of papers and translation.

Užice, September 2015 Editors

CONTENTS

DEVELOPMENT OF ECO-TOURISM ITS IMPORTANCE, CHALLENGES AND STUDENTS PARTICIPATION IN EDUCATIONAL PROCESSES

Invited paper

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Abstract: *Eco-tourism, as a growing branch of the world tourism, is based on nature and its preservation. It implies an appropriate level of education and training of all the participants in eco-tourism at a certain touristic destination. Highly educated human resources from the field of eco-tourism play a particularly important role in this process. Therefore, this paper presents a possible model for development of high education as far as eco-tourism in function of sustainable development of The Republic of Serbia is concerned. Special attention is paid to students' participation in improving their entire knowledge on eco-tourism.*

Keywords: *ecotourism, ecotourism education, knowledge, quality of life, student*

1. INTRODUCTION

Tourism is a basic need of a modern human. It helps us improve the quality of living by revitalizing our own labor force trough holidays, resting over weekends, going sightseeing, cruising and alike. Consuming touristic products has become a widespread notion implying relaxation, insouciance, admiration and fun. A frequent result of touristic product consumption is a threat to nature and environment at touristic destinations and other places. Modern society is highly aware that large amounts of waste and deeply degraded environment may jeopardize the life on the entire Earth.
Tourism is one of the fastest growing industries in the world, increasing in sales and volume 7% annually since the 1990s (The International Ecotourism Society 2006). In 2012 alone, a growth rate of 4% in the international tourism sector has shown the expansion of the field (World Tourism Organization 2012). As one of the leading economic branches, tourism requires a set-up of eco-innovation programs in all forms of tourism, especially in eco-tourism[1]. Later is intensively increased nowadays.

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[1]Some definitions of eco-tourism: *1. Eco-tourism is a narrow-ranged journey into fragile, ancient, often protected areas; it tends to minimize negative influences. (HONEY); 2. International Eco-tourism Association defines it as a responsible journey to natural landscapes preserving the environment and improving social status of the natives. 3. Eco-tourism is a tourism with an ecological sound (SHORES); 4. Eco-tourism is an environmentally*

The aim of this paper is to show the development of education in terms of eco-tourism, in function of sustainable development of The Republic of Serbia. Special attention is paid to students' participation in improving their entire knowledge on eco-tourism.

2. ECO-TOURISM IN FUNCTION OF SUSTAINABLE DEVELOPMENT OF THE REPUBLIC OF SERBIA

Modern business operations imply "doing right things" rather than "doing things in the right way" *(Djuricic R.M., 2011).* This also implies a transition to the economy of knowledge which has become reality in a number of business systems and states. In future, the wealth of each country will mostly depend on the ability of their population to improve and upgrade their intellectual and other skills. Success of touristic business systems depends on their opportunities to operate in the fast-changing global market, where tourists have a number of choices at hand and which is getting more and more complex. In particular, development of information & communication technology (ICT) has influenced touristic operations. Therefore, touristic business systems are facing the need to develop their capability to manage and use the information, to adopt new skills and feel comfortable in a number of working situations.

Business subjects involved in eco-tourism operate in undisturbed natural areas. There they carry out various activities, such as traveling over mountains or through jungles, visiting unique eco-systems (canyons (figure 1), rain forests, coral reefs and alike), spotting fauna (birds, dolphins, whales, gorillas) and taking safari tours. Their goal is to preserve the environment through eco-tourism, to improve the quality of living of the local populations and to educate the visitors. Their priority is to get to know the natural and cultural resources of a particular area.

Eco-tourism is a "growing industry" which develops an alternative, customized touristic product of a lower intensity. It is given a special dimension by the way in which cultural and natural resources are utilized to create special experience for tourists. Less developed countries promote this type of tourism in order to manage protected areas and environment from the aspect of sustainable development. They use eco-tourism to attract tourists to natural and unique, yet accessible areas. Eco-tourism is organized for the nature preservation purposes through education, with negative influences on nature and local population being minimized. It implies a change of attitude of the local population and authorities in terms of protection and management of protected natural treasures and alike. Local population is thus

---

responsible journey to relatively intact natural areas (including associated cultural objects) for fun and respect purposes . At the same time, environment is protected, the influence of visitors is minimized, local population is usefully and actively involved, both socially and economically. (Hector Ceballosa-Lascurena).

provided with employment and enterprising opportunities through numerous economic and other benefits. In this way, apart from its five basic dimensions (1. Environment protection, 2. Education, 3. Increment of profit for the local community, 4. Rising quality of touristic offer and 5. Involvement of local communities), eco-tourism acquires another dimension connected with the concept of sustainable development[2] (Ross & Wall , 1999). That is, the notion of sustainable development is derived from a much wider concept of the "*sustainable development* " being " *the way of meeting the requirements of nowadays generations with no disturbance for the generations to come."* (WCED, 1987).

Figure 1. *The canyon River Drina - a chance for the development of ecotourism*

[2] a)"*Ecologically sustainable tourism inciting ecological and cultural awareness, understanding and preservation of the environment*" (Ecotourism Association of Australia, 1992.); i b)"*To travel in order to enjoy the diversity of nature and human culture not causing harm to anything*." (Tickell, 1994.)

Tourists use their eco-touristic trips to satisfy the need to learn about natural and cultural sights (including plants, animals, landscape and other features specific for the destination) through an active on-site recreation thus increasing their level of knowledge and awareness of environment protection. In reference to this, they are likely to change negative attitudes and habits in order to reduce adverse effects for the environment which is something they would not think about in urban environment. It is obvious that an eco-tourist is a person deeply involved into the environment protection issues (Bohensky, L. E., 2011).

Eco-tourism is classified into so-called alternative tourism. It means more than just a sightseeing tour (table 1); it is dedicated to the experience of authenticity and the thrill of exploration, it is dedicated to those urging to get involved in the experience and to consume quality rather than quantity. Eco-tourists are looking for new challenges and customized experience in unique, distant, less developed destinations.

Its offer is featured by small and medium service enterprises with highly customized offers for touristic experience. For this reason, eco-tourism differs from the mass tourism and requires an important educational dimension reflected in educational opportunities referring to the local environment and culture. Eco-touristic experience is interpretation of the environment and culture of the destination visited. Each nature-based tourism has got a sort of urge to acquire new knowledge. However, educational aspect, together with interpretation of the environment, is the key factor for touristic experience as far as eco-tourism is concerned.

Table 1. *Characteristics of European standards for eco-tourism (EETLS)*

GSCT kriteria/EETLS	**TIES Ecotourism Definition and Principles**
„ Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people “	
A) Demonstrate effective sustainable management	- Provide positive experiences for both visitors and hosts - Build environmental and cultural awareness and respect - Raise sensitivity to the local region's political, environmental, and social climate
B) Maximize social and economic benefits to the local community and minimize negative impacts	- Provide financial benefits empowerment for local people
C) Maximize benefits to cultural heritage and minimize negative impacts	- Minimize impacts
D) Maximize benefits to the environment and minimize negative impacts	- Minimize impacts - Provide direct benefits for conservation

Source: *Handbook of ecotourism labelling criteria and good practice in Europe*, Sofia 2009

3. EDUCATION – THE MOST IMPORTANT FACTOR FOR DEVELOPMENT

Modern business is operated in the globalisation circumstances with the rich getting even more rich (table 2). Treasures are sourced from marketing goods and services together with science and knowledge.

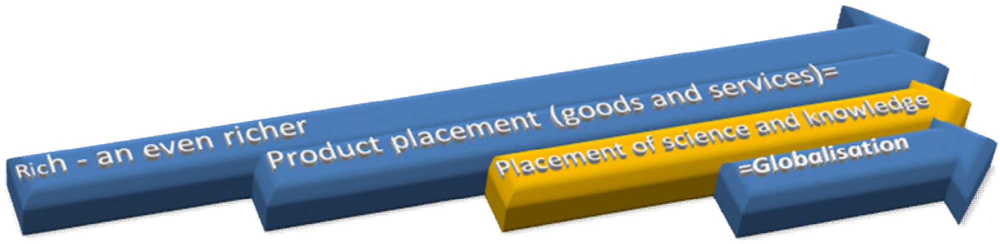

Figure 2. *The reality of globalization*

Learning is a process of changing the science. A pre-condition for this is a specific scientific requirement and influence of the environment. Learning process is relatively permanent improvement of an individual. The modern concept is referred to lifetime learning through educational system, but also through various aspects of informal education and training.

Education is featured by the following facts:

1. "Educated human resources are the source of economic power,
2. In developed countries, education is the most profitable activity (USA, Germany etc),
3. Science is the foundation for development; it requires highly educated experts coming from University,
4. Educated human resources are found on the educational market,
5. Social changes are ruthless; they cause frequent job transitions requiring new knowledge,
6. Educational services are sold even abroad,
7. The most common issues faced in the educational system refer to recruitment, standardisation of education levels and contents, diploma validation, translation, educational institution rating in the country and abroad and alike,
8. Capital is too expensive to be entrusted to the ignorant." *(Milosavljavić. G., 2002)*

Modern business requires and accepts knowledge as the presence of ideas, estimates, talents, process basics, relations, prospects and concepts. The knowledge is either in the head of an individual or is collected in organization processes, documents, products, services or systems. Knowledge management requires a synergy of data and capacities for information processing, as well as creative and inventive ability, in order to attain adjustment, survival and expertise of an organization in spite of frequent environmental changes. A man's perspective is crucially changed by the booming scientific and technical progress leading to constant changes of everyday's routine. Development of IC

technologies is causing establishment of virtual corporation and on-line job opportunities (Figure 3). Only the business systems capable of learning will become successful. In these circumstances, a modern man is more and more exposed to both social and economic pressure and is compelled to solve a number of issues on a daily basis (social turnovers, stress, fear, insecurity, psychosomatic conditions etc).
All these factors imply necessity to connect the science/education with the specific field of work. In fact, scientific knowledge is transferred into educational systems at a faster pace. Anyway, already the graduates come from universities with obsolete knowledge. On the other hand, his or her field of work constantly requires new skills and knowledge (Figure 4). All this should be brought in accordance through a system, bearing in mind that technical and technological changes are much quicker than the social ones and that we often do not know where their boundaries are. An ethic question referring to application of the scientific knowledge and creation of the new one is also frequently asked.

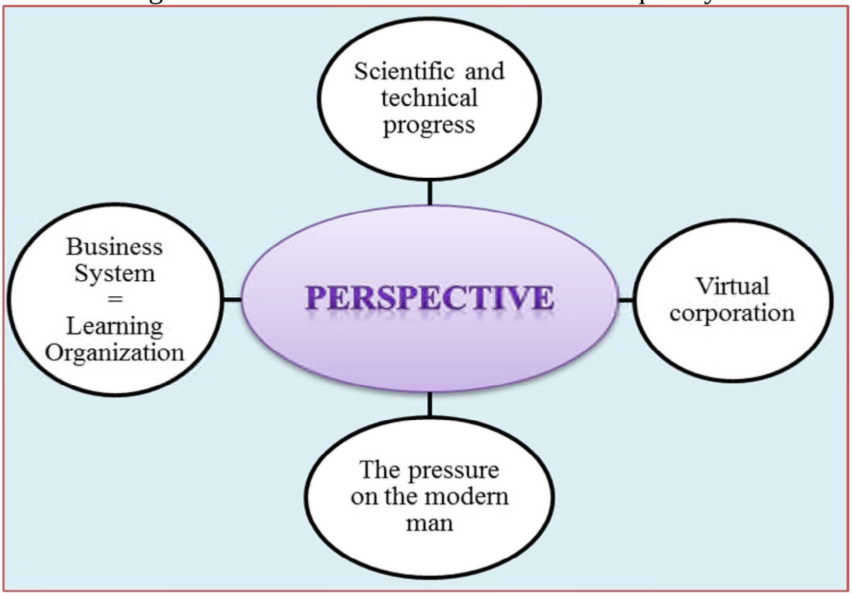

Figure 3. *Perspectives of modern development*

The education in the 2nd decade of the 3rd millennium must respond to changes by becoming more efficient in order to learn more in a shorter time". On the other hand, business systems should have certain mechanisms established to influence awareness of the constant need for improvement and adoption of new knowledge. It implies necessity to permanently improve learning means and methods. Modern IC technologies must not be omitted in this process. The fact that individuals and social communities are in a constant interaction should not be neglected (Figure 5). It is the same with the fact that each community has its own system of value and codes of conduct (according to tradition, culture, religion, level of development...) influencing each individual's need for knowledge.

Turbulent changes in societies and booming technical & technological development require permanent innovation of educational content at all educational levels. In fact, each individual must be additionally trained according to his or her level of education and to physical, psychological and social characteristics. Each individual should acquire the missing knowledge, as well as the new one.

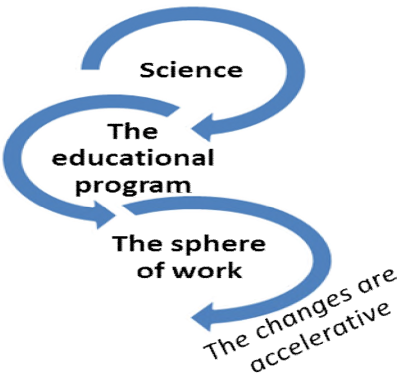

Figure 4. *Connecting science - of education and the sphere of work*

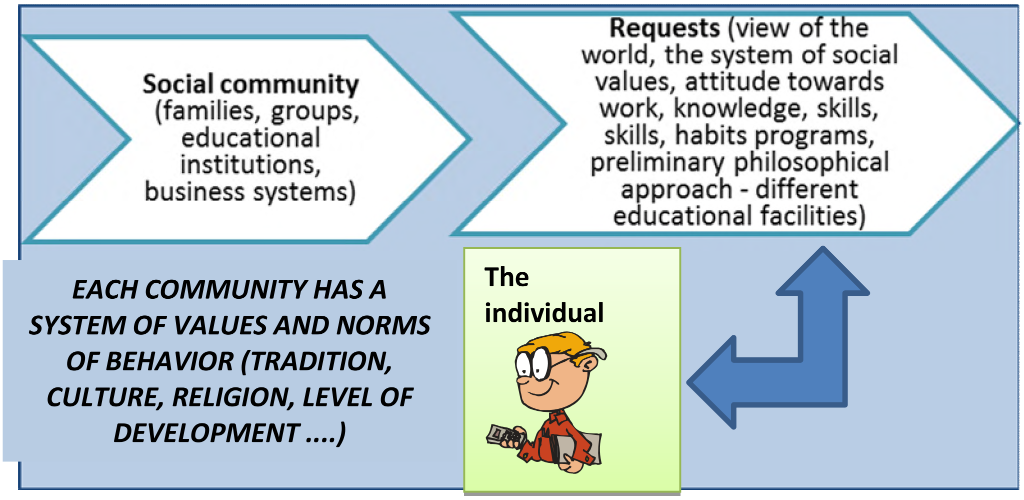

Figure 5. Social Communities and education (adjusted: Milosavljavić. G., 2002)

Contemporary education requires development of suitable data bases collecting the amount of knowledge referring to general issues, nature, technique and technology through the summary of the past, present and future knowledge (Figure 7).

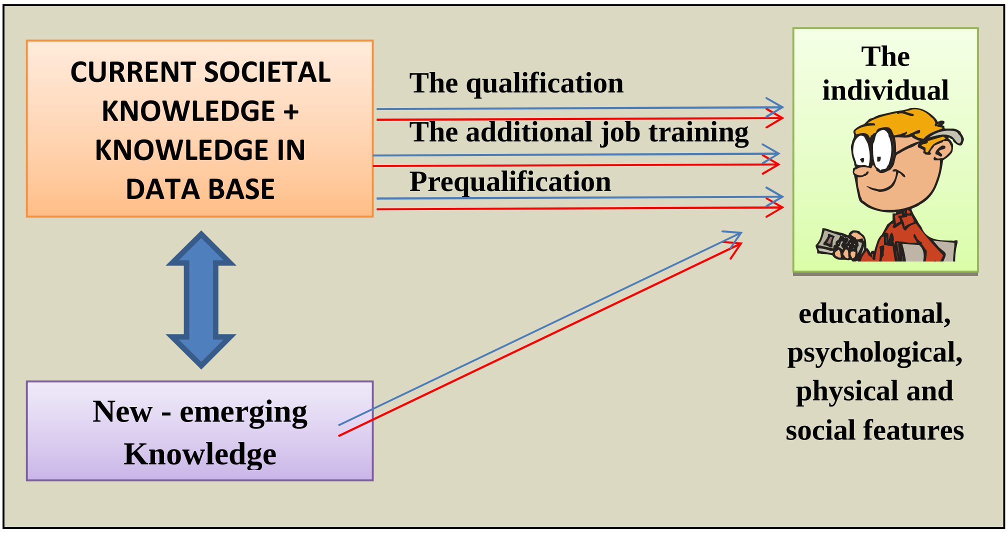

Figure 6. Innovation of educational content (adjusted: Milosavljavić. G., 2002)

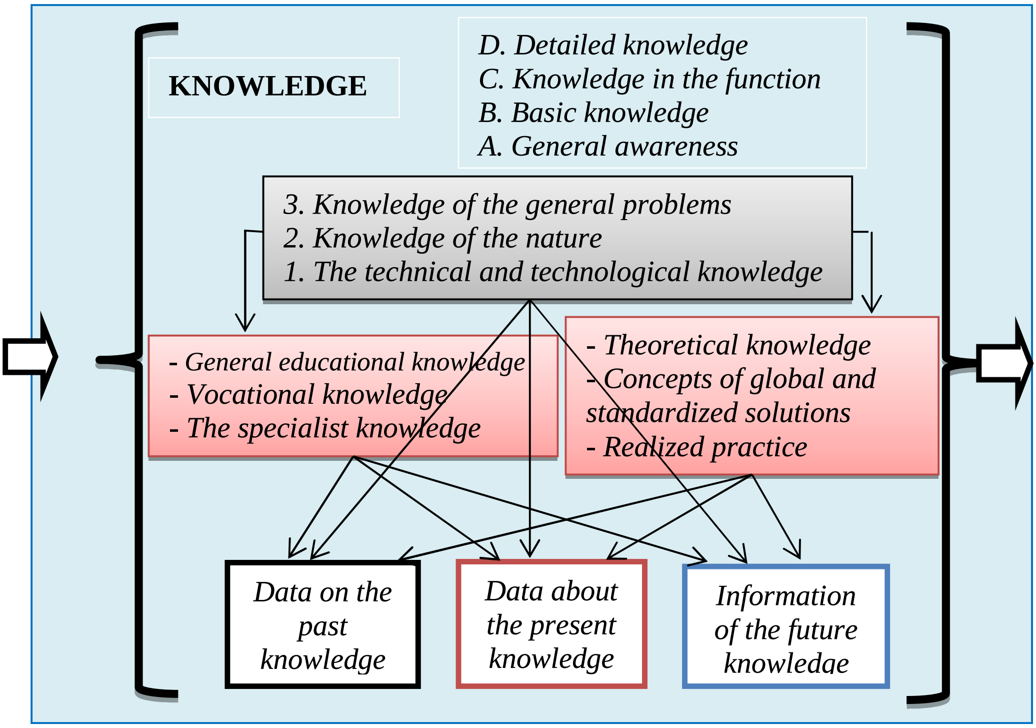

Figure 7. The database (Milosavljavić. G., 2002)

The education referring to eco-tourism is a specific one, requiring systematic approach involving students as active participants.

4. WHAT IS THE WAY TO GET EDUCATED FOR ECO-TOURISM?

Education for eco-tourism starts at home and is continued in schools and faculties. It is a never-ending part of a lifetime education. It is based on the functional connection between eco-tourism and environment requiring (Tisdell, C., 2010):
1) environment preservation and
2) environment recovery.
Eco-tourism is in full accordance with concepts and goals referring to high quality of living/natural environment. (Honey, M., 2006), In particular, it refers to the following positive factors (Var. M., 2010),:
1. *Concentrated development,*
2. *Protection of terrains and eco-systems,*
3. *Smart usage of natural resources,*
4. *Advanced transportation solutions,*
5. *Pure energy promotion,*
6. *Protection of unique culture and tradition and*
7. *Regional planning.*

As for education and training, one should not forget a prospective negative influence of eco-tourism on either environment or the local community. This must be taken care of through implementation of the code of conduct which is to be obeyed by everybody found in either protected areas or intact natural environment (Table 2).
Above mentioned points to complexity of education for both eco-tourism and ecology of human development[3]. That is, it is important to know that the present is featured by individual interests prevailing over responsibility, rights and privileges. At the same time, the fact is that genetic potential directs the individual, the environment makes a “functional processing”, while the individual makes a self-choice which relation he or she will have with the natural and social environment. Each individual goes through infantry and childhood; at this stage, the family has got the decisive role in the development. Later, the influence of educational institutions is growing. In reference to this, each individual is learning and adjusting to the environment through education, upbringing and socialization; depending on their

[3] *’’relation between an actively developing human being with volatile elements in his immediate environment’’***,** Bronfen Brener, 1997.

combinations, the outcome of development would differ from case to case. Social transition and „ecological

Table 2. *Negative and positive impacts of ecotourism as criteria for a code of conduct.* (Source: *Bustam D.T., 2010)*

Economic (Negative)	• Inability to pay on-going organizational costs (e.g., infrastructure, wages) • Leakages (e.g., revenue generated to non-local organizations)
Economic (Positive)	• Generation of revenue and employment • Provision of economic opportunities for the local community and beyond • Multiplier effect (e.g., spin-off economic benefits that support ecotourism such as purchasing local supplies for development and maintenance)
Environmental (Negative)	• Permanent environmental change (e.g., vegetation removal, site leveling) • Creation of waste residuals (e.g., sewage, exhaust)
Environmental (Positive)	• Operator involvement in protection and rehabilitation (e.g., protected area designation and cultural resource conservation) • Management of natural areas • Programs for ecotourists, neighbors, community members to be involved in environmental protection, rehabilitation, or management (e.g., volunteer, education, or fundraising programs)
Socio-Cultural (Negative)	• Social and cultural intrusion (e.g., consumer demands for authenticity) • Erosion of local control (e.g., employment in-migration) • Local inequalities (e.g., disputes over partnerships)
Socio-Cultural (Positive)	• Fostering a sense of community and empowerment through local participation (e.g., packaging with local service providers) • Providing aesthetic/spiritual enjoyment for residents and tourists • Fostering socio-cultural respect (e.g., education to raise awareness) • Providing access to resources (e.g., equal opportunity for tourists, employees, and community to access amenities and services)

transitions“ are directly dependent on the change of role and position of each individual, the latter being caused by the level of education and training achieved. Therefore, it is very important to attain so-called **"engaged learning“** - learning with comprehension - at all levels of educational work in order to form successful, engaged/involved students, responsible for their level of knowledge. To accomplish this goal, *the art of teaching* and *the art of learning* are there for them. This approach would enable each student to become both a member of the learning community and an active participant in all the structures of educational processes (Figure 8). On the other hand, such an approach would be used to build knowledge on eco-tourism, while classrooms would become the places for mutual understanding, self-confidence, "tough" questions, problem definitions and conversations.

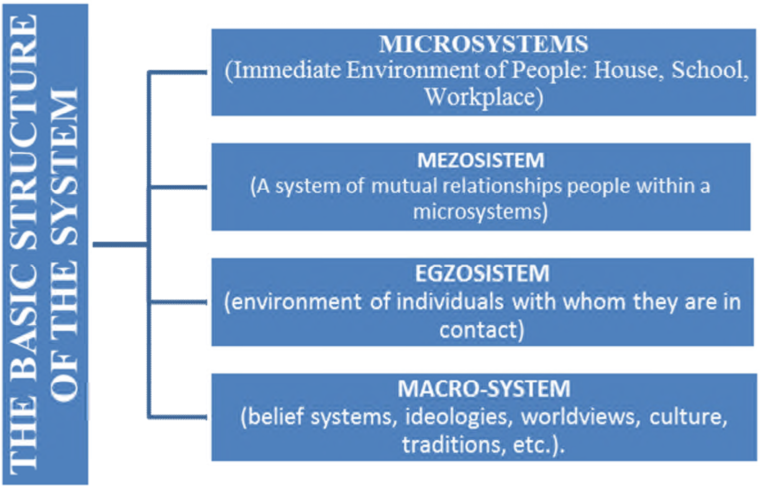

Figure 8. *The basic structure of the system related to the development of each individual*

It is obvious that only an active students' participation in the process of education for eco-tourism can lead to accomplishment of the concept of sustainable development in general. Therefore, in this paper we will further focus on the students' role in improvement of the process of education for eco-tourism. A possible approach based on the best European practice (G.M.van der Velden, 2013) is shown in Table 3. It shows the forms of students' involvement in educational processes constantly securing quality improvements of the institutions concerned, but also the quality of living of each individual.

Table 3. *Indicators of students' involvement in constant quality improvement of the educational institution*

INDICATOR	DESCRIPTION
Indicator 1 – "Together with their students, faculties define and promote the range of opportunities to involve students in quality improvement and assurance of the educational process."	- Close cooperation with students involved in the bodies of the educational institution,
	- Regardless of the type of ownership, all institutions must have the same approach to include students in its operations
	- Sudents' engagement is not limited to quality assurance.
	- Students representatives keep their institutions informed
	- Students engagement to be focused in an appropriate manner.
	- Presenting students' engagement to top management.
	- Introducing students' charter.
	- Local community to establish awards for students' representatives
Indicator 2 - " The ones	- Managing students' involvement.

rendering educational services create and maintain the conditions favorable for both students and personnel to take part in discussions aimed at a constant improvement of educational experience."	- Integrating social culture.
	- To establish the structure of boards and commissions.
	- Students' participation in CV and lecture quality assessments and alike.
	- Students' participation in strategic development of the institution.
	- Informal students' involvement to be provided.
	- Students to be given the opportunity to talk to decision-makers.
	- Students to take part in periodical redesigning works on CVs.
	- To ensure that students' representatives transfer the information to their colleagues.
	- To use virtual environments for students' communication.
	- To enable information transmission by means of mobile technologies.
	- Enable text message communication with students
Indicator 3 – "Establishment of a mechanism enabling efficient representation of the collective students' vote at all organizational levels in order for each student's opinion to be heard."	- Students engagement at all institutional levels.
	- To provide support of social media for larger discussions and to ease project works.
	- To nourish the feeling of unity between the institution and students' organization
	- To appoint "students-officers" for special roles in specific scopes of work(remote studying etc.)
	- To provide students' exchange.
	- To secure a students' representative for discussion among campuses located at different places.
	- To appoint a regional ambassador for remote studies to help the students abroad.
	- To secure Forum for postgraduate research referring to common issues for educational institutions and graduates.
Indicator 4 - " The ones rendering educational services provide the access to training for all students and employess together with permanent support for efficient accomplishment of their tasks in education improvement and quality assurance."	- To perceive the communicator role.
	- Students' representatives should be trained and supported.
	- Students' representatives must not be overloaded with work.
	- They should consult the colleagues before and after important meetings.
	- The opinion of those demanding changes must be heard.
	- To secure support for representing certain personnel.
Indicator 5 - " Students and personnel to be included in discussions based on proof	- Discussions should be based on proofs.
	- Students' polls and other research should be organized.
	- Interaction between students and personnel should be

and mutual information exchange."	enabled in order for them to be presented as members of the academic community.
	- Adoption of external teachers' opinions.
	- Data monitoring.
	- The results of research of the Students' Union should be used for constant quality improvement.
	- Students should be able to assess processes of education.
Indicator 6 – "Personnel and students jointly spread and recognize the improvements accomplished through students' engagement."	- Recognition of students' engagement.
	- Reward students for their engagement in quality improvement of the institution.
	- Students' representatives should be promoters of changes.
Indicator 7 – "Efficiency of students' engagement is monitored and checked at least once a year using pre-defined key indicators of performance, policy and process."	- Indicator of the students' share.
	- Indicators of national students' research.
	- Program research or certain module indicators should be used as a feedback of improvement measures.
	- Use different students' statistics to estimate whether the students are actively involved in quality management.

From above presented it is evident that students do play an important role in educational process. Their role is very demanding, hence in order to achieve great outcomes of the educational process students' engagement must be:

- Encouraged
- Mentored,
- Rewarded
- Appreciated

Only trained (skilled), motivated and involved students will be able to move forward educational process and keep it up to date with current standards and modern trends.

5. CONCLUSION

Eco-tourism refers to the place and time of the tourists' stay, as well as to the principles of conduct in undisturbed natural areas. It represents a type of tourism tending to protect the environment, quality of living of local population and visitors' education. In order to regulate this field, the European norm EETLS has been introduced thus making it possible to improve the entire environment, and not only the areas of preserved nature.

Eco-tourism is a growing industry; it requires lifetime education.

Family, educational system, state authorities, non-governmental sector, media, and each individual – all of them have got a decisive role in education for eco-tourism.

Students should also be active factors of educational processes in order to maximize the effects of sustainable development.
This model of students' participation in improvement of educational institutions has been proposed as an optimum solution in the current circumstances in The Republic of Serbia.

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SERBIAN TOURISM IN GREECE: AN ANALYSIS OF PUSH TRAVEL MOTIVATION

Invited paper

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Abstract: *The present paper focuses on the study of the Serbian tourist push travel motivations to Greece. The data were collected at Athens international airport for a Serbian sample of 250 respondents. The questionnaire was developed from a review of previous studies focusing on push motivations and translated into Serbian under the principles of a blind translation-back-translation method. Data were analyzed using factor analysis with a varimax rotation approach which was used to group the push motivational items with similar characteristics to determine a set of push factor dimensions. The four push factors were labeled 'enjoying activities', 'escaping from same daily life, 'novelty' and 'relaxing in foreign land'. Implications for marketers are discussed. Discussion and suggestions were also made for tourism industry of Greece.*

Keywords: *Push Travel motivations, Serbian Tourists, Greece Tourism Industry.*

1. INTRODUCTION

Several studies have investigated the different motivations of travelers between countries. Most discussions in the tourist motivation literature have tended to revolve around the concept of "push" and "pull" factors (Baloglu & Uysal, 1996; Jang & Cai, 2002). The rapidly increasing size of the international tourism market (i.e. figures for outbound travel and tourism) calls for further investigation of travel motivation factors. According to the UN World Tourism Organization (UNWTO), international tourist arrivals have been grown from 25 million in 1950 to 1.087 billion in 2013 and are expected to reach over 1.8 billion in the year 2030 (2014). If we take into account that one of the most important variables explaining tourist behavior is motivation, knowledge about the interaction of these two dimensions of tourist motivation can help marketers and developers of tourist destination areas to attract more travelers from these countries and provide better products and services that satisfy them. The marketing activities can be optimized if we understand better the consumer behavior and especially the motivation, one of the driving forces that exist behind any consumer behavior.
Although Serbian tourist motivations has been examined (Jovičić et al., 2012), it is not yet clear why Serbian tourists prefer Greece as destination instead of other tourism destinations. More specifically, according to the tourism marketing literature, no study

examines the Serbian push and pull motivations. This paper fills the gap by examining push motivations of Serbian travelers in Greece.

2. LITERATURE REVIEW

A number of researchers (Dann, 1977; Crompton, 1979; Yuan and McDonald, 1990; Klenosky, 2002) denotes that the most common and useful theory used to examine tourist motivations is the theory of push and pull motivations. According to (Dann, 1997) the push factors for a vacation are socio-psychological motives explaining the desire for travel, such as knowledge-seeking , novelty, relaxation, prestige, social interaction while the pull factors are motives aroused by the destination explaining the destination choice: cultural and historical attraction, travel arrangements and facilities, shopping and leisure activities and safety.

You et al. (2000) argue that the push and pull theory must be culture sensitive and marketers should recognize the differences among countries as a basis for designing effective marketing programs. Baloglu et Uysal (1996) identify fifteen push items: Going places friends haven’t been, Participating in sports, Being physically active, Roughing it, Experiencing new and different lifestyles, Seeing and experiencing a foreign destination, Travelling to historically important places, Learning new things, increasing knowledge Indulging in luxury, Travelling to safe/secure places, Seeing as much as possible, Being free to act the way I feel, Finding thrills and excitement, Getting a change from a busy job, Being daring and adventuresome, Escaping from the ordinary. Crompton (1979) suggested nine factors and categorizes as push factors the socio-psychological motives of escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, facilitation of social interaction, and as pull factors the cultural motives of novelty and education. Hanquin and Lam (1999) study the motivational push factors showed that &knowledge', &prestige', and &enhancement of human relationship' are the most agreed upon travel domains for Chinese travelers.

Sangpikul (2008) study the push and pull motivations of Japanese senior travelers to Thailand. Using factor analysis, three push and four pull factor dimensions are identified. The three push factors are labelled novelty and knowledge seeking, rest and relaxation and ego enhancement, while the four pull factors are cultural and historical attractions, travel arrangements and facilities, shopping and leisure activities and safety and cleanliness. Among them, novelty and knowledge-seeking and cultural and historical attractions are regarded as the most important push and pull factors respectively.

Jovičić et al., (2012) identified travel motivation of Serbian residents. Among the most important factors of Serbian travel motivations were: experiencing something new, visiting sights, escaping the daily routine, familiarizing with the local people and the culture are the strongest motives, while health reasons and satisfying the need for recreation are less significant.

3. METHODOLOGY

For the aforementioned purposes a questionnaire, in three sections, was designed to measure Serbian tourists' motivations for Greece as summer vacation destination. In the first section, respondents were asked if they have been in Greece before and how many times. In the second section, respondents were asked to indicate their agreement with statements about the reasons traveling abroad, and the third section they were asked about various demographics questions.
The 18 push motivational items (Sangpikul, 2008) were used to develop push factors and converted into a closed questionnaire style using five-point Likert scales, ranging from "strongly disagree" (1) to "strongly agree" (5). Before the collection of questionnaires, a pre-test was conducted to obtain feedback on the clarity and appropriateness of the questionnaire. Based on the pilot test, some questions were modified to ensure that respondents could fully understand and choose an appropriate answer. A total of 250 questionnaires were obtained.
The samples in this study were Serbian travelers who were travelling in Greece. The survey was conducted in the Athens international airport Eleftherios Venizelos .The questionnaires were designed to be filled without external guidance from the distributor. The questionnaire was originally designed in English and translated into Serbian by professional translators under the principles of a blind translation-back-translation method (i.e. from English to Serbian and then from Serbian to English) as suggested by Brislin (1976).The blind translation-back-translation method allows the researchers to examine the original and back-translated versions and thereby improve the quality of translation (Heung *et al*., 2001). The administration of questionnaire required approximately 10-15 minutes.

4. RESULTS

The average of the respondents was 35 years of age; 61.8% were male while 38.2% were female. 50.9% of the respondents were married while 36.2% of them were single and 12.9% were divorced. 32.2% had a high school diploma or lower, with 52.5% of the sample holding a bachelor degree and with 15.3% holding a master degree. Occupations included company employees (30.1%), business owners or self-employed (12.6%), government workers (6.9%), professionals, (6.9%) and 10.5% were retired. Most of the respondents (70.6%) were first time visitors to Greece; however, about 17.2% had travelled to Greece more than two times. Almost 55% spent on vacation less than 2000 euro while the 3.2% spent more than 4000 euro (Table I).

Table I: Socio-demographic profile of the sample

Have you ever visit Greece before?		***Education***	
Yes	35,4	High school or lower	32,2
No	64,6	University	52,5
If YES, how many times have you visited Greece?		Master / Doctorate	15,3
One time	11,2	***Spent on vacation***	
Two – three	17,2	Up to 1.000	13,4
Four times of	1,0	1.001 – 2.000	40,6
Gender		2.001 – 3.000	28,6
Male	61,8	3.001 – 4.000	14,2
Female	38,2	4.001 and above	3,2
Age		***Occupation***	
Less than 18	3,8	Student	3,9
19-28	17,6	Company employee	30,1
29-38	28,5	Business owner /self-	12,6
39-48	18,4	Government sector	6,9
49-58	12,9	Professionals and	6,9
58 and above	18,8	Housewife	18,2
Marital status		Retired	10,5
Single	36,2	Other	17,8
Married	50,9	***Country***	
Divorced /	12,9	Serbian	100%

The three most important motives, each of which scored above 4.0 on the five-point Likert scale, for the respondents to travel abroad were a) I want to travel to a country that I have not visited before , b) I want to see something different that I don't normally see and c) I want to enhance my knowledge and experience about a foreign country. On the other hand, the three less important motives were a) I can spend more time with my couple or family members while travelling, b) This is the time I can physically rest and relax, and c) I want to enjoy and make myself happy while traveling (Table II).

Table II: Mean score push motivational items as perceived by Serbian travelers

	Mean	Std. Deviation
I want to travel to a country that I have not visited before.	5,20	0,912
I want to see something different that I don't normally see.	5,16	1,021
I want to enhance my knowledge and experience about a foreign country.	5,10	0,925
I can spend more time with my couple or family members while travelling.	3,3	1,303
This is the time I can physically rest and relax.	3,2	1,252
I want to enjoy and make myself happy while traveling.	3,12	1,322

Factor analysis with a varimax rotation approach was used to group the motivational items with similar characteristics to determine a set of factor dimensions (TablesIII). The four factor dimensions were identified from factor analysis of the 18 educational items. They were labelled as: a) “Novelty”, b) “Enjoying activities”, c) “Escaping from same daily life”and d) “Relaxing in foreign land”. These were named based on the common characteristics of the variables included. The four factor dimensions explained 70.18% of the total variance. Among them, ‘Knowledge seeking’ and ‘Rest and Relaxation emerged as the most important factors motivating the respondents to motivate travelling in Greece (mean scores of 25.9 and 24.7 respectively).

Table III: Push factor analysis (motives/desires to travel abroad)				
Factor dimensions	Factor Loading	Eigenvalue (%)	Variance explained	Reliability alpha
Novelty		6.74	25.9	0.86
I want to travel to a country that I have not visited before	0.767			
I want to see something different that I don't normally see	1.704			
I want to enhance my knowledge and experience about a foreign country	0.499			
Enjoying activities		4.94	24.7	0.82
Friendliness of Greek people	0.474			
Greek Food	0.748			
Seasides/beaches	0.655			
Escaping from same daily life		3.01	12.03	0.80
This is the time I can escape from stress in daily life.	0.821			
This is the time I can escape from the ordinary or routine environment at home.	0.661			
Relaxing in foreign land		1.96	7.55	0.75

I can spend more time with my couple or family members while travelling.	0.743			
This is the time I can physically rest and relax.	0.682			
I want to enjoy and make myself happy while traveling	0.631			
Total variance explained	70.18			

According to Kaiser's (1974) criterion, a factor dimension with eigenvalues greater than 1.0 can be reported in the final factor structure, and only items with factor loading greater than 0.4 (indicating a good correlation between the items and the factor grouping they belong to) should be retained for each factor grouping. In this study, all the push factor dimensions had eigenvalues greater than 1.0, and the items in each dimension had a factor loading greater than 0.4. In addition, Cronbach's alpha was calculated to test the internal consistency of items within each factor dimension. The results showed that the alpha coefficients for the four factor dimensions ranged from 0.75 to 0.86, well above the minimum value of 0.6 as an indication of reliability (Hair *et al.*, 2006). A significant difference existed between the age groups and the push motivation of enjoying activities ($F=17.225$, $p<0.005$). The age group of 39-48 rank high that motivation like the novelty motivation ($F=4.981$, $p<0.005$) than the other age groups. The marital status was affect the importance of the two motivations, one of them was the Relaxing in foreign land ($F=7.153$, $p<0.005$) and the other was Enjoying activities ($F=6.207$, $p<0.005$). The divorced or widowed category consider more important these motivations that the married. Furthermore, the singles consider the novelty motivation more important than the married. Two significant differences were found between the money that the visitors spend on vacation and two motivations. More specifically, novelty ($F=3.533$, $p<p<0.005$) and escaping from same daily life ($F=2.523$, $p<0.005$). These differences consider the respondents that spend more than 4.000 euro on their vacations. The above motivations were less important than the other categories which spend less money on their vacation. Significant differences found for the occupation ($F=3.514$, $p<0.005$), housewife and retired respondents that consider less important the motivation of relaxing in foreign land. The respondents that have visited Greece before consider more important the relaxation motivation ($F=5.461$, $p<0.005$). Finally no significant differences found for the other socio demographics variable like gender, times that they have visited Greece and education.

5. CONCLUSIONS, IMPLICATIONS &FUTURE RESEARCH

To the best of our knowledge, this study is the first to examine the push travel motivation of Serbian in Greece as a tourism destination. One of the main results of this study shows that enjoying something different or experiencing a new culture appears to be an important objective for Serbian travellers. This is also consistent with the findings of Cha et al. (1995) in which they reported that 'knowledge-seeking' was regarded as one of the most important push factors among Japanese travellers. The results also study shows similarity with other studies on Asian travellers (e.g. Yuan and McDonald, 1990; Zhang and Lam, 1999; Sangpikul, 2008) in that 'novelty/knowledge seeking' is an important push factor for travel.

Although this study has certain limitations, some of these offer opportunities for further research. An interesting extension of this study would be to repeat it with a more representative sample given the fact that the present research uses a convenience sample causing an overrepresentation of some demographic groups. Furthermore, several future directions for research stem from this limitation as well as the need for further examination of the impact of cultural and religious (orthodox) influences on their travel motivations. A segmentation based on this evidence combined with push travel motivation could help managers to optimize the effectiveness of marketing activities and to offer a tourism product exclusively suited to the specificities of these peoples.

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BRANDING UZICE FOR TOURISM BY EXPLOITING THE CITY'S NIKOLA TESLA CONNECTION

Invited paper

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Abstract: *This is an exploratory, conceptual paper that makes a tentative case for the Serbian city of Užice to utilise the elements of its Nikola Tesla heritage in its tourism branding, in order to emphasise its connections with the great scientist. Following a general discussion of destination branding, the theory and practice of places drawing upon their connections with famous people for branding purposes is explored. There follows a review of the work and reputation of Tesla and the story of the Užice power plant that was built to function on Tesla's revolutionary system of polyphase alternating current. Finally the probability of a branding strategy for Užice based on its Tesla connections is evaluated and potential challenges are identified. The ideas explored in this paper will be of interest to tourism academics as well as tourism promotion practitioners.*

Keywords: *destination branding, tourism promotion, personality association, Tesla, Užice.*

1. INTRODUCTION

In recent years, competition between tourism destinations has grown in line with an increase in the global supply of cities, resorts, rural areas and other places that are intent upon winning a share of the tourist dollar. At the same time, cities in particular have increasingly understood that they are in direct and indirect competition with each other – at the national and international level – to attract not only visitors but also investors and entrepreneurs, individuals with key skills and high-level talents, and those seeking to study at the higher education level.

The development of cities as a marketable product has led to competition between them (Gordon, I., 1999) as each attempts to maximise the potential benefits in terms of the boost to the local economy of the additional income that may be yielded by the target markets, or the increase in civic pride. For city marketing worldwide, branding has become one of the important promotional strategies, as urban areas seek to differentiate themselves in order to appear distinct and attractive as places to work, invest, study or – the focus of this paper – to visit as tourists.

This paper begins by considering how branding as a marketing tool may be applied to tourism promotion. It then focuses more precisely on the practice of branding cities through exploiting their connections with famous people, before exploring the potential for the Serbian city of Užice to use its links with the scientist Nikola Tesla to brand itself for the tourism market.

2. DESTINATION BRANDING

The precise definition of what types of places may constitute a tourism destination has been extensively debated in the academic REFERENCES on this topic, with little that may be described as a consensus emerging to date. The difficulties in arriving at a universally-acceptable, workable definition of a 'tourist destination' have been acknowledged (Davidson, R., 1997), but for the purposes of this study, a tourism destinations will be considered to be 'a defined geographical region which is understood by its visitors as a unique entity, with a political and legislative framework for tourism marketing and planning' (Morgan, N., 2004).

It is clear that in order to be successfully promoted in the targeted markets, tourist destinations must be favourably <u>differentiated</u> from their competitors and positively positioned in the minds of the consumers and potential visitors (Oliveira, E., 2015). They must discover and establish the uniqueness of their identity, from which their 'unique selling points' or 'unique product propositions' can be demonstrated and brought to the attention of the consumer, whether resident, tourist, investor or other (Ashworth, G., 2010). A key component of this positioning process is the creation, management and communication of a distinctive and appealing image, and in their communication with potential tourists places are increasingly adopting branding strategies in order to gain a competitive position and assert their identity (Morgan N, 2011).

In the world of business-to-consumer marketing for goods and services, there is widespread acceptance of the fact that branding can provide a significant means of differentiation and thus competitive advantage (Aaker, D.A, 2000.; Keller, K. L. 1993). But in the last three decades the concept of branding has been increasingly applied to the marketing of places, predominantly cites, and destination branding has become one of the most important topics within the tourism research REFERENCES. The core idea underpinning destination branding is the deliberate shaping and projection of a selected sense of place, conveying associations that establish a brand in the mind of the consumer as place user (Elliott, R., 1998).

Branding is often referred to as one of the most powerful and innovative tools of destination marketing strategy but at the same time, one of the least understood. And while the usefulness of place/destination branding is widely recognised, there remains nevertheless much confusion about its nature and scope, and there is still a paucity of theoretical and conceptual studies to advance our understanding of this phenomenon (Ashworth, G., 2010). (Anholt, S., 2010).

Nevertheless, there is general agreement among commentators on, and practitioners of, destination branding concerning the vital importance of, firstly, selecting an appropriate <u>theme</u> to be used as the basis of branding the city; and, secondly, the fundamental need for stakeholder support and <u>commitment</u> to the brand. In the context of tourism marketing, the key stakeholders include those operating in the local hospitality industry, in tourist attractions and other tourist-facing businesses, as well as local residents and politicians, whose support is essential to the success of any destination branding exercise. A recent study (Bregoli, I., 2012) on the relationships between stakeholder coordination and destination branding process suggested that considerable efforts need to be made by destination marketing organisations to promote the destination brand to the stakeholders in order for the brand to be adopted and applied in their businesses. Indeed, in order to ensure local commitment to the city branding, it has been suggested (Clark, J.D., 2010), that the branding process should in fact beginwith the setting up of a branding committee with the involvement of local representatives and other relevant stakeholders in order to determine the theme and brand promise before finally executing the chosen brand.

To return, however, to the critical issue of choosing an appropriate theme for use as the basis of branding a city, it has been argued (Ashworth, G., 2010) that of the many instruments that can be employed in the furtherance of a city branding strategy, three are particularly favoured by place managers, and generally loom large in most place branding policies. These are signature buildings, hallmark events and personality association, the branding of a city by exploiting its associations with a famous personality. The third of these instruments will now be explored in greater detail, being central to the subject of this paper.

3. DESTINATION BRANDING THROUGH PERSONALITY ASSOCIATION

Personality association has been widely used as an instrument of place branding policies, and has on occasion been remarkably successful as a tool. Few researchers have investigated the principles behind this specific form of destination marketing; but one authority on the subject explains the concept of branding though personality association as follows:

> ‘In the search for a unique identity, places associate themselves with a named individual in the hope that the necessarily unique qualities of the individual will be transferred by association to the place …The nature of these associative attributes … are assumed to enhance the place in some way. It is this sought-for transference of associations from person to place that the branding lies’. (Ashworth, G., 2010).

In other words, places ‘appropriate’ famous people to their brand in the attempt to bask in a measure of reflected glory and become more attractive through the implication that those places somehow demonstrate similar values, achievements and qualities to those of the personalities whom they have selected as the essence of their branding.

Clearly, in order to be meaningful, there is a need for the place to be able to claim a special link between itself and the person, as well as to repel the competing claims of other places upon the same person. It has been argued (Ashworth, G., 2010) that some types of personality prove to be more suitable for brand association than others: those excelling in the artssuch as Gaudi (Barcelona),Dürer (Nuremberg), and Mozart (Salzburg) represent the most popular choices for city branding. And while historical figures are also popular candidates for branding, they also have the potential disadvantage of being possibly more divisive, less globally appealing and more subject to reappraisal over time as history is revised (Ashworth, G., 2010).

More pertinent to the subject of this paper, there are also a number of precedents of cities adopting famous scientists in their branding strategies, such asNicolaus Copernicus (Torun), Louis Pasteur (Dole), and Alfred Bernhard Nobel (Stockholm). Well-known scientists, like famous artists, may be considered model personalities for place branding when their contribution to the world is positive, significant and enduring. There can be no doubt that all of these criteria are met amply in the case of Nikola Tesla.

4. NIKOLA TESLA

Nikola Tesla was born in 1856 in Smiljan, which today is located in the Republic of Croatia. He studied at Graz Polytechnic School and Charles University in Prague. He intended to specialise in physics and mathematics, but soon he became fascinated with electricity. He began his career as an engineer at a telephone company in Budapest in 1881. Before going to America, Tesla joined the Continental Edison Company in Paris. After that, he accepted an offer to work for Thomas Edison in New York. The young Nikola Tesla came to the United States in 1884 and spent the next 59 years of his productive life living there. He died in 1943 at the Hotel New Yorker, where he had lived for the last ten years of his life.

The main results of Tesla’s work were recorded in over one hundred of the most important patents of his inventions registered with the USA, Great Britain and Canada Patent Administrations, as well as in more than 20 other countries. Those patents may be classified under the following eight fields: rotating magnetic field; motors and generators; transformation and electric power transmission; lighting; high frequency devices and regulators; radio; telemechanics; turbines and similar equipment. Some of his inventions in the field of electricity changed the world: the rotating magnetic field, induction motor, polyphase motor, generator and transformer, as well as triangle-star connection and the other elements of the polyphase system for electricity production, transmission, distribution and use. Nowadays, Tesla’s electrical energy production, transmission and distribution system is still in use, without essential modifications (Marković, S., 2012).

The magnitude of Tesla’s contribution to scientific knowledge and its lasting impacts are acknowledged in the numerous memorials erected in his name and annual celebrations of his birthday. Many of those memorials are to be found in his adopted home of North America, including a few that were financed by expatriate Balkan communities:

- A monument of Tesla standing on a portion of an alternator was established at Queen Victoria Park in Niagara Falls, Ontario, Canada. It was officially unveiled on 9 July 2006 on the 150th anniversary of Tesla's birth and was sponsored by St. George Serbian Church, Niagara Falls.
- An intersection named after Tesla, Nikola Tesla Corner, is to be found at the intersection of Sixth Avenue and 40th Street in Manhattan, New York City. The placement of the sign was due to the efforts of the Croatian Club of New York in cooperation with New York City officials, and Dr.LjuboVujovic of the Tesla Memorial Society of New York.
- A bust and plaque honouring Tesla is located outside the Serbian Orthodox Cathedral of Saint Sava (formerly known as Trinity Chapel) at 20 West 26th Street in New York City.
- A commemorative plaque honouring Tesla was installed on the façade of the New Yorker Hotel by the Institute of Electrical and Electronics Engineers
- A full-size, crowd-funded statue honouring Tesla was unveiled on 7 December 2013 in Palo Alto, California.

In his native Balkan region of Europe, the long-running debate concerning Tesla's ethnicity resurfaces time and again in the media (Milosavljević, J., 2015), with both Serbia and Croatia staking their competing claims to legitimacy in claiming the scientist as their own son. Accordingly, each country celebrates Tesla's birthday, 10 July, in its own way. In Croatia, July 10 is celebrated as a National day of Nikola Tesla, the day of science, technology and innovation; and in Serbia, since 2010, his birthday has also been celebrated as the Science Day, with corresponding celebratory programmes and events which are growing in number each year (Markov, J., 2015).

In both countries, tourists and residents alike can find ample physical evidence of the desire to preserve and display the legacy of Nikola Tesla. For example:

- In Belgrade, an elegant villa was converted into the Nikola Tesla Museum in 1952
- In 2006, the Nikola Tesla Memorial Centre was opened in Smiljan, Croatia.
- In that same year, on the corner of Masarykova and Preradovićeva streets in the Lower Town area of Zagreb, a monument of Tesla was unveiled.

Adjudicating between the rival claims of Serbia and Croatia is beyond the scope of this paper. However, it is worthy of note that concerning Tesla's origin and citizenship, UNESCO has given a precise definition: Tesla was Serbian-American (Živanović, K., 2015). The same source draws our attention to the worthy endeavours of a major stakeholder active in preserving the scientist's legacy for future generations:

> 'It is extremely important that the world be informed about the genuine importance of Tesla's work and contribution. The efforts of the Tesla Memory Project … are significant in order to share knowledge and distribute information of the highest importance' (Živanović, K., 2015).

4. UZICE, TOURISM AND THE TESLA CONNECTION

Užice, Serbia's 13th largest city by population,is located in Western Serbia, at a distance of 187 km from Belgrade. This region is considered to be the country's strongest tourism destination as it includes Zlatibor, which, with its great variety of natural resources, focuses on the creation of active holidays. The typical visitor to Zlatibor and Western Serbia is from Serbia, around 35 years old, spends approximately 32 euro per day, and stays for about 7 days at the destination. The main motives for their visits are fun and entertainment, nature, health and culture (Paunović, I., 2013).

At the national level, the branding of Serbia as a tourism destination has been the focus of much discussion in academic as well as practitioner circles, most recently in a proposal to use the country's intangible cultural heritage and folklore to attract visitors (Terzić, A., 2015). At the more local level, academic commentators have already explored strategies for the branding of Užice as a tourism destination, notably an ambitious proposal based on the life of Tito and the National Movement of Liberation which fought the occupying forces during World War II, and which had its nucleusin the city of Užice (Ivanović, M., 2009).

The Užice Fortress is easily the town's main tourism highlight. Its remains are located west of the town centre high on the cliffs above the Đetinja River. But standing in the picturesque valley below the old town is the first hydroelectric plant in the Balkans, and only the second in Europe, which began to produce electricity in1900.Built according to Nikola Tesla's principle of polyphase electrical power, this power plant – nicknamed 'Under the Town', was erected just five years after the same model was used on the River Niagara in America. This beautiful building close to the centre of the city, beside the town beach, is also home to the Technical Museum. In 2008, a statue of NikolaTesla was unveiled in front of the hydroelectric power station and the right bank of the Đetinja from the hydroelectric plant has been named 'The Nikola Tesla Riverbank'.

The power plant ceased to operate in 1970. Nowadays, 'Under the Town' is a major tourist attraction in Užice, and it is maintained by the Museum of Engineering and National Museum of Užice, as well as Electric Power Industry of Serbia. The power plant building and its immediate surroundings have recently been declared a cultural heritage site of great importance.

The remarkable story of how the power plant came to Užice is vividly narrated by Marković et al. (Marković, S., 2012), who describe how at the end of the 19^{th} century, despite its very poor economic situation, Serbia was among the first European countries to start electrification. The initiator of the polyphase alternating current application was a friend of Tesla's, Djordje M. Stanojević, professor of physics at the Great School (later Belgrade University). The Užice power plant was built for the local weaving workshop, the management board of which originally planned to build a new mechanical workshop with water-powered machines. However, Professor Stanojević suggested that they build a hydroelectric power plant instead, because then the workshop could be located anywhere in the town. In addition, the town's system of street lighting could be powered from the same source. Crucially, he recommended that the hydroelectric power plant should be built on Tesla's system of polyphase alternating current, because he understood that that system was the world's future in terms of electricity production and transmission.

The story of how the material for the power plant was conveyed to Užice is remarkable in itself. The complete equipment for the power plant, town lighting network and 1500 bulb connections arrived by train in Kragujevac in October of 1899. Because of bad roads, a specially constructed ox car with full wooden wheels, pulled by six pairs of oxen was used to deliver the equipment to Užice in February 1900. The ox car strengthening was done by the masters from the Artillery Technical Factory in Kragujevac. Furthermore, special tools were made for the loading and unloading of the equipment. The ox car passed through the town of Čačak and over Mount Jelica causing much amazement among the local people (Marković, S., 2012).

5. EXPLOITING THE TESLA CONNECTION IN UZICE

To what extent – and how – could Užice's connection with Tesla, as represented in the 'Under the Town' power plant and associated attractions, be exploited for the purposes of attracting tourists to the city?

A first response to this question may be generated by a return to Ashworth's [5] analysis of how famous people may be used in the destination branding process. According to him, realistic prospects of success in the practice of branding destinations through personalities depend upon the answers to the following five questions:

1. Can we find a person with whom to associate?
2. Does this person have desirable connotations?
3. Is this person already known?
4. Is this personality association durable?
5. Can this association be supported by other policy instruments such as signature buildings or hallmark events?

If we accept, for now at least, that in the case of Užice there are strong enough connections with Nikola Tesla to warrant the scientist featuring in the city's tourism promotion activities, question 1 may be answered in the affirmative. Equally, few people would dispute the fact that Tesla's connotations are desirable; that he is already known; and that – as long as the power plant remains standing in Užice, the association between Tesla and Užice is durable. Indeed, the power plant may be justifiably considered to be an example of the signature, iconic buildings mentioned in question 5, the existence of which

Ashworth believes is anotherprerequisite to bring success in this approach to destination marketing.

Can the association between Tesla and Užicebe further supported by one or more hallmark events in the city? Useful insights into how cities may use events based on famous personalities are to be found in the study by Herstein and Berger [20], who classify such events by the degree of celebrity of the personality in question, from mega events (based on a visit from the Pope or royalty); through international events (based on a celebration of the life and work of people with a global reputation, for example, Gaudi in Barcelona or Shakespeare in Stratford-upon-Avon) and medium-sized events (for example, an annual memorial ceremony for an illustrious former mayor or a person who became a local hero); to minor events (for example, a parade, a seasonal festival, or a one-off event to celebrate the success of a famous resident).

If we accept that Tesla's reputation is truly international, it is interesting to note the authors' advice for cities implementing a strategy of developing events that will attract international interest and visitation:

> A city implementing an international event positioning strategymust link themselves to these people and characters. This means building museums that present their contributions and legacy, offering day-time and night-time sightseeing tours in the city that trace the lives of these people in the city, and setting up souvenir shops all around the city to offer all kinds of products naming them (Herstein, R., 2014).

6. CONCLUSION

This paper has speculated that the presence in Užice of a building that provides unique physical evidence of the legacy that Tesla left to the world provides the city with an opportunity to become more closely associated with the great scientist in the eyes of potential visitors. The packaging of the city's tourism product would undoubtedly be enhanced by placing greater emphasis on its connections with Tesla, whose enduring reputation is positive and international in scope. In terms of destination branding though personality association, the pairing of Tesla with Užice would appear to meet all of the criteria for success postulated by Ashworth [5]. And it is likely that the chances of success would be further strengthened by the developing of some form of annual event in Užice that targets tourists at the international level of visitation.

Nevertheless, a number of challenges would have to be overcome in the effort to identify Užice with Nikola Tesla. Clearly, a branding or re-branding exercise for the city would bring with it extra demands on the limited resources available to the local tourism authorities for promotional activities. Furthermore, any project to brand Užice as the 'city of Tesla' would be almost certain to meet with challenges from, in the first place, other cities in the Balkans with competing claims to be closely associated with Tesla; and in the second place, from competing branding themes such as that of Tito and the National Movement of Liberation described above.

Until the question is resolved one way or the other, it is likely that the Tesla heritage of Užice will continue to be something that comes as a pleasant surprise to the city's visitors, rather than something that originally motivated them to visit Užice.

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CITY BRANDING, ICT AND CORPORATE SOCIAL RESPONSIBILITY: CASE "TELEKOM SRBIJA - KRAGUJEVAC TALKING"

Invited paper

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Abstract: *Significant strategic opportunities for the development of tourism arise from globalization of the market and changes in the requirements and lifestyle of tourists. On the other hand, as a consequence of globalization, marketing of places has grown in importance, as countries, regions, cities and individual destinations compete with one another to attract investment and visitors. Innovation and technology have become critical sources of tourist offer differentiation. The application of modern information and communication technology has improved traditional techniques and methods for the promotion of tourism potential. As foreign tourists are showing more interest to visit Serbian cities, more attention is focused on the promotion of tourism values of the cities. Also, there are companies in Serbia ready to support the society and development of domestic tourism by improving the branding of cities and deploying IT applications, through the programmes of corporate social responsibility. This paper examines how a company can influence a stakeholder's perceptions to enhance city as a brand. The purpose of this article is to analyze the relationship between city branding, promotion, ICT and social responsibility, and to present the case of Telekom Srbija and its contribution to the development of city tourism through social responsibility. The findings suggest benefits for all stakeholders, what has implications on attraction of tourists and better promotion of both, a city and a company.*

Keywords: *city branding, tourism, city talking, ICT, corporate social responsibility*

1. INTRODUCTION

Branding strategy creates original or unique recognition of products, services, a geographical destination, a person or a group of people, a concept, a business model, a company or an institution and a differentiated offer compared to the competition. Brand has become the association of strong identity and global success, regardless of the carrier in question. Holders of the brand can be people, objects, tourist sites, goods, services and the like. It is accepted in practice, as well as in marketing REFERENCES, that each superior product can be a brand. All organized and individual activities can take on a characteristic of the product. All those who are worth, which draws attention, which are superior and distinctive, can and should be carriers of the brand.
Territories and historical sites as carriers of the brand have a strong effect on the development of tourism and economic activity in a country. Territorial marketing is studied as a separate discipline in developed countries, where each region is being

approached with special attention in economic and tourism sense. Name of territory and sites can not be changed, but it is possible to adjust the strategy of branding so to affirm national values in the awareness of the general world public. The remains of the Roman Empire can be seen in Viminacium, but Italy and Greece are much more attractive historical and tourist destinations than Serbia is. Success in attracting tourists is determined by the strategic approach to branding of destinations. Branding can encourage positive associations with specific geographic location and it creates a positive image of the destination, in order to attract more visitors. Our country is at the beginning of the development of a national branding strategy, and the increase in number of foreign visitors in recent years motivates competent institutions to invest in the restoration of historic sites, buildings of national importance and improvement of tourist facilities.

Different events which attract a lot of media attention and a significant number of visitors are often branded. Numerous festivals are branded in our country (Tamburica fest and Exit in Novi Sad, Arsenal fest in Kragujevac, Drinska Regata in Bajina Bašta, Guča, etc.), their attractiveness every year attracts an increasing number of domestic and foreign guests. These events are suitable for the placement of marketing ideas and projects, and they enable the transfer and the overflow of the image to the other strong brands (eg. The official water of festival in Guča - water Knjaz Miloš).

In recent years, great attention is focused on the city branding in order to develop tourism offers in Serbia. City branding requires focus and commitment of time, people, resources and changes in policies at local and national level, culture and mindset. The purpose of this paper is to create a framework that will help plan for governing bodies and improve their city branding strategies, as well as encourage companies to provide a holistic view on tourism and society.

2. THE CONTRIBUTION OF INNOVATION AND TECHNOLOGY IN BUSINESS

The world economy has experienced a radical change in the last two decades under the strong influence of information technology, new discoveries and market globalization. Information Communication Technologies – ICT, have set new standards in the business. Competitiveness of a country depends significantly on the ICT index, which in turn significantly affects the overall Growth Competitiveness Index. The growth of the economy, but also the growth of a company is determined by the quality of the development of ICTs (Lovreta, S., 2010). Intensive development of information technology through e-business and the Internet has enabled the company to take a large geographic part of the market. Embracing new technologies reduce geographical, social and cultural distance between the consumers, in different parts of the world.

Information technology and electronic business are becoming indispensable in the modeling of the organization, management and enhancement of competitiveness, so the company's business becomes part of global business trends. It is believed that the creation of a global consumer markets is mainly caused by technological developments (Lovreta, S., 2010). An organization that is globally oriented is not only trying to find the target market for the placement, but is working to create them. Organizations try to minimize the significance of the differences among countries and use marketing as a tool for the management of global demand. In doing that, technologies provide significant help.

Technology affects the competitive advantage if significantly reduces costs or contributes to the differentiation of products/services. Technological achievements are used as a means to implement innovation. Competitive advantage is also achieved by greater connectivity between products and services. Earlier, this was more often the case with the goods, and from 80-es it stands for most of high technology products, whose sale and maintenance follow a number of services. Technology is involved in every activity of the organization that creates value, and because of technological change, thanks to the impact they have on virtually every activity in the value chain, it can affect competitiveness. They will affect the cost or differentiation, as it may affect the cost of generators or differentiation activities that create value.

Technological changes have contributed to more complex marketing approach. The dynamics of the Internet and the marketing opportunities provided by digital technologies improved the traditional marketing activities and opened space for the development of electronic or internet marketing. Internet marketing has been created on the basis of traditional marketing and allows equally successful performance of the organization at the national and international market. The essential difference between traditional direct marketing and e-marketing is an interactive two-way communication process, characteristic of internet marketing, which makes it very suitable means of communication in the global market.

The introduction of e-business and acceptance of the new global media – the Internet, have adapted a branding strategy to the new business standards. The Internet has provided great opportunities for communication and it ensures global promotion offers. The application of modern technologies has become an imperative of doing business in today's economic and political globalization, and they directly affect the process of making marketing decisions. Only companies that have the technological capacity are able to design products and services that will achieve the desired results on the market at competitive price (Altshuler, L., 2010).

Expansion of tourism in the global market has influenced the technological investments in the development of communication skills to attract tourists. The situation in the tourist market is particularly complex due to the nature of the tourism services. Development and application of technology in the field of global communications has enabled that geographically dislocated users of tourist services become better informed, the intangibility of services is overcame, which resulted in the convergence of perceptions of tourists, strengthening the image of the destination and the strength of tourist brands.

Innovations have a strategic impact on the business no matter what type of organization is in question. In a business environment characterized by growing dynamism, the company in order to remain competitive, strive to continuously innovate. Innovation is a critical factor in the survival and development of the company, and can be defined as "the creation, adoption and implementation of new ideas, processes, products or services" (Huang, Y., 2009). Particularly important are the three aspects of the impact of innovation in business (Bowonder, B., 2010):

1. Create a new offer or experience that excites consumers;
2. Competitiveness on the market;
3. Enter into the new markets or new business ventures.

Recognizing innovation as one of the key factors of competitiveness in the global marketplace, organizations adopt new tools, techniques and strategies, which affect the creation of specific programs for marketing activities. There is a high degree of dependence between innovation and brand development. In terms of tourism development, innovation provides increased value of the tourism destination by building a unique product or service. To implement innovation, to control and use, except technology that will support the development of innovation, it is necessary to build the brand. Branded innovation can potentially improve business in three ways (Aaker, D., 2010):

1. Can create an offer of the company, differentiate it and make it more attractive. Innovation can be present by brand or sub-brand, branded feature, ingredient or a new service.
2. Can create a new sub-category of products / services and work towards changing existing habits and demand. The challenge of branding is to manage the perception of consumers or service users and influencing the choice of brands.
3. Can affect greater respect of the consumer / user toward the organization or brand, because the innovation makes the offer of new products/services more credible.

Application of technology and innovation in tourism is an imperative for a successful business. Management oriented towards innovations monitors and implements the latest technology, seeks to create needs and desires of tourists for new tourist products and services, and is constantly looking for new sources of competitiveness. The degree of innovation of the organization which deals with tourism largely depends on the competitiveness of the tourism industry of the country. It is beneficial for the national economy and the development of domestic tourism, to set high national standards for the provision of tourism services. It can encourages organization for innovation and stimulate competitiveness of domestic tourism.

3. E-BRANDING AND INTERNET

The implementation of branding strategy on the Internet is a new business concept developed on the basis of traditional branding, with intensive use of innovative technology and the Internet. Traditional marketing techniques will be used in the future, and companies that are ignoring the benefits of using the Internet and communication on a global electronic network will almost certainly lose competitive advantages in relation to its competitors. The application of e-business in the implementation of brand strategy has enabled the network branding. Companies during the implementation of the strategy follow the activities oriented towards the brand and tend to emotionally connect with the consumer. Emotional closeness is the assumption of strong branding strategy network. Global branding provides a number of benefits for the promotion of tourism potential.

The development of ICT and the Internet, as a means of mass information transfer caused the global changes in the tourism industry. The application of information technologies in tourism aims to make available to users a number of useful information about the elements of tourism offer (Mandarić, M., 2012). Today, tourists use the Internet to look for the information on various destinations and authentic experiences, as well as the ability to interact with service providers in the tourism market in order to satisfy their needs and desires. Internet enables tourists to communicate directly with providers of tourist services and to obtain the necessary information, and often the opportunity to create a trip that suits them at any time and place. Benefits of using the Internet as a marketing tool in the tourism industry are well known. These benefits are related to cost reduction through cheaper advertising, speed, accessibility, processing large amounts of information, user comfort, better relationships with customers, better targeting of market segments and broad market coverage, even in the case of small companies (Elliott, R., 2009).

The website is a means of communication between the organization and potential service users. With the offer, the price list, and contacts, presentation enables to manage destination image through communication via the various internet services. The main tasks of the presentation are (Gobe, M., 2006):

1. To attract potential tourists to visit the appropriate site, in order to understand the expectations and wishes of visitors and build brand awareness;
2. Create a unique brand identity that promotes the sale and keep the visitors in the virtual space;
3. Using dialogue and services provided to them, as well as with complete content, web site should provide emotional closeness and loyalty of current and future tourists.

Branding on the network allows transferring a message to visitors with diversity of offer, but also the quality, value and image of destinations, from which stands out as the original one. Te internet has the ability to express the emotional component of a branded destination. The potential for the visitor experience on this medium is almost unlimited, taking into account its openness, flexibility and multimedia capabilities. Internet allows unfettered communication between brands and consumers, and among consumers, which motivates them to visit destinations. In order to understand the different emotional needs of visitors and tourists, it is necessary to maintain continuous contact through the network. By improving the experience of visitors on the network, it possible to impact on his/her visit and later, giving verbal recommendations to friends and loyalty to a specific destination.

Raising awareness of the existence and potential of tourist destinations on the Internet requires an investment of time and money. Building their recognition can be profitable with the involvement of different stakeholders. The advantage of websites is the flexibility in terms of content and visual appearance, with the ability for presentations to be innovative and to constantly change.

The visual and sensory elements of the virtual identity of the brand or destination must not be overlooked. Their task is to convey the emotional component of the brand and create preference by visitors. Designing original website with easy navigation, increases the likelihood that branded destination remain remembered, intenses experience of visitors to the site and boosts their intention to visit destinations. In creating identity it is desirable to use multimedia content, as taste, touch and smell are not available. The identity of the brands which promotes or even sells over the Internet, except that it should be multidimensional and multisensual, it should provide an emotional experience that will attracts visitors. Website should be a place where visitors feel that they are being heard and that someone want to serve them well. Individual treatment is based on dialogue and allows customers to exchange views on and experience of the destination.

The success of the network branding depends on the ability to manage the emotions of people and create a positive impression of the brand, so sensual interactions significantly encourage loyalty (Gobe, M., 2006). Network branding transforms industries and business models, creates a new kind of relationship between supply and demand, with technology that complements the emotional and sensory experience. A special contribution is provided by social networks (Facebook, Twitter, Trip Advisor, Google Earth, YouTube) with large number of daily visits, through which tourism service providers can promote their offer. Technology is a means to improve business and implement ideas. It allows the establishment of loyalty through communication with visitors. The role of design is to make technology a pleasant, accessible and attractive through different visual, sensory and other elements, which will provide a special emotional experience for website visitors.

4. CITY BRANDING

City branding has become in recent years a prevailing activity within city management. Cities all over the world use several conduits to promote themselves to relevant audiences such as investors, tourists, visitors and residents and in their efforts they commonly include striking logos and captivating slogans, websites and advertising campaigns in national and international media. The cultural meanings and images intended and desired for the city lie, as well, in the heart of city marketing. Branding endows a product with a specific and more distinctive identity and that is, in many ways, what city marketing seeks to do for cities. Branding is added to the list of developments that bring marketing theory and practice closer to the nature and characteristics of places.

Place branding is defined as "the practice of applying brand strategy and other marketing techniques and disciplines to the economic, political and cultural development of cities, regions and countries" (Ashworth, G., 2009). It provides a base for identifying and uniting a wide range of images intended for the city and meanings attributed to the city in one marketing message, the city's brand. The framework to understand a city's brand is provided by the recent development of corporate branding within the marketing discipline. Like brands, cities satisfy functional, symbolic and emotional needs and the attributes that satisfy those needs need to be orchestrated into the city's unique proposition. Branding provides a good starting point for city marketing and a solid framework by which to manage the city's image. If it is indeed the city's image that needs to be planned, managed and marketed, then city branding would be the right theoretical and practical approach (Kavaratzis, M, 2004).

There is an urgent need to understand the full potential of cities as they can be indicators of national trends for good or bad, a fulcrum for innovation and wealth creation or a catalyst for deprivation and decline. Previous research examines ways in which stakeholder perceptions can enhance or detract from the city as a brand and how these perceptions can be influenced by clearer communications to reinforce "corporate" mission as well as enhance perceived brand value.

A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition (Trueman, M., 2004). This definition accommodates the intangible aspects such as values and beliefs that lead to brand personality, as well as tangible, visible evidence like the enhanced perception of the city's culture and heritage.

Corporate branding and place branding REFERENCESs provides five very useful guiding principles for destination brands based on corporate branding theories. Efficient destination branding depends upon (Ashworth, G., 2009):

1. A strong, visionary leadership;
2. A brand-oriented organisational culture;
3. Departmental coordination and process alignment;
4. Consistent communications across a wide range of stakeholders; and
5. Strong, compatible partnerships.

Destination brands are similar to corporate brands, as they act as umbrella brands for a portfolio of leisure, investment and business tourism, and stakeholder and citizen welfare products. Destinations like corporations are subject to increasing market complexity (globalization, internal and external government policies, foreign exchange fluctuations and natural environment) and increasing marketing costs, which warrants a corporate branding approach. Hence corporate branding strategies can be extrapolated to the destination context. Destination brands are also similar to product and services. They have both tangible and intangible components, are mostly service dependent, and can be positioned through the use of slogans (Balakrishnan, M. S., 2009).

Cities are branding and rebranding themselves in order to improve their position as attractive leisure and business tourism destinations, locations for business and places to study and live. City branding and place marketing are driven by the need to diversify local economies faced with industrial decline, attract tourism and inward investment, attract hallmark events and conventions and win economic prizes. There is little known about why some city brands are more successful than others. From an urban tourism perspective, research points to a rich and compelling history and interesting cultural offerings as critical success factors. Whether a city possesses these characteristics determines its potential for urban leisure tourism. National capitals also have an advantage over non-capitals. Segmenting a city's offering into brand elements can result in a better understanding of its unique characteristics. City brand elements can be segmented further into tangibles and intangibles. It is possible to analyze city brands by determining sources of brand equity and competitive advantage. Tourism elements can be segmented into products used by tourists and residents plus background tourism elements which can be either natural (climate, scenery), socio-cultural (culture, history) or man-made (buildings, shrines, shopping centres) (Parkerson, B., 2005).

5. CORPORATE SOCIAL RESPONSIBILITY: CASE "TELEKOM SRBIJA - KRAGUJEVAC TALKING"

The statement "City branding" it possible to connect with the expression "Corporate Social Responsibility" which impacts key strategic and marketing issues like reputation and branding. In the last few years in economic theory and practice, Corporate Social Responsibility (CRS) usually associated with the business of successful companies. In developed countries, the issue of corporate social responsibility is actually for several decades, but in Serbia's interest for her is recently date. The idea of CRS as an important business segment comes to Serbia after 2000, with the arrival of large foreign companies. Today, a decade and a half later, the promoters of CRS on the Serbian market are, except large multinational, and domestic companies who seriously paying attention to this segment.

In a study of corporate social responsibility and reputation of the company, which was attended by 25,000 people from 23 countries from all continents were collected interesting data (Lovreta, S., 2010):

- Consumer perception of companies on the world market, most are influenced by feelings corporate affiliation (56%), rather than under the influence of the quality of the brand (40%) or other reasons (34%);
- 81% of consumers were unanimous that when price and quality are equal, are more inclined to products originating from socially responsible companies;
- 73% of respondents said they would rather be loyal to their employer that supports the local community.

Corporate Social Responsibility, as a segment of the overall social responsibility, is increasingly considered as an indispensable condition of business, without their fulfillment in the future there will be no secure market performance, nor sustainable development, seen from the micro and macro aspect. Improvement of the corporate social responsibility allows the company to build the corporate image, in a manner that promotes the existing portfolio of brands, provides the acquisition and preservation of competitive advantages, and preserve a loyal consumer. As a new term has been introduced and overall corporate responsibility brand - Total Brand Corporate Responsibility (TBCR). All companies that want to "survive" and prosper in the long run, they must understand and support this concept. "Sustainability" requires a real change in organizations, which should be implemented within a reasonable timeframe. It is also important to TBCR be supported by top management, and in practice often is manifested through the attitude of the company towards the environment, employees, ethical issues and the wider community. Fully responsible companies are those which are not loyal and dedicated only to brand or market, but loyal and dedicated to society as a whole.

A good example of responsible behavior towards the community is a company Telekom Serbia, which supported the development of applications, "City talking" in the four largest cities in Serbia. The basic idea of the project is to encourage the local community and that the partners are considering options to improve the supply and communication tools in their core activity - tourism. New technologies, particularly digital media, represent a dynamic area that offers opportunities to take an innovative approach to influence the improvement of the conditions, in this case the tourist offer. The company is working with partners to develop applications for the four largest cities in Serbia (Belgrade, Novi Sad, Nis and Kragujevac) whose offer, together with accompanying environmental wholes, can be attractive to domestic and foreign tourists (Trueman, M., 2004). The use of digital media and new technologies, Telekom Srbija contributes to the development of local communities by improving the quality of their offer, aware of the fact that the development of tourism contributes to balanced regional development. At the same time, the project aims to better informing tourists about historical buildings and famous people, and ultimately improve the overall impression during a visit to Serbia. The company wants to highlight the importance it attaches to connect its core business with socially responsible action in the community in which it operates.

The City of Kragujevac, once a capital city of Serbia, is the administrative, cultural, educational, health and political hub of the District of Šumadija and Pomoravlje and usually called "heart of Šumadija region". Kragujevac is the largest city of the District of Šumadija and the fourth largest city in the Republic of Serbia. Numerous archeological sites in the area of Kragujevac testify that the life in this region began to pulsate in the prehistoric time. The first written traces of the built settlement originate from Turkish documents in 1476-77. In 1818 Kragujevac was proclaimed capital of the new Serbian State by Prince Milos Obrenović. The first foundations of the Serbia were laid in that period in Kragujevac (www.gtokg.org.rs):

1. 1818 - Kragujevac was proclaimed Capital City;
2. 1820 - First Court founded „Court of Kragujevac“;
3. 1833 - First Grammar School established;
4. 1835 - First Theater;
5. 1838 - First „Licej“;
6. 1853 - Canon Foundry began to work;
7. 1884 - First electric power supply plant built.

Tourist offer include also many monasteries near the city: Drača, Voljavča, Blagoveštenje, Botanic garden, lakes in Šumarice, Grošnica, Gruža and Bubanj and many caves. First aquarium is open to the public in this continental city with 400 aquariums and various species of fish, amphibians and reptiles of the continental waters from Balkans as well as tropical areas Africa, Asia, South America and Australia. The exceptional natural beauties of Šumadija offer great prospects for tourism development: rural, village tourism, excursions, hunting manifestations organizing, health-spa resorts and sport-recreational activities.

The company "Telekom Serbia", in cooperation with the City Tourism Organization Kragujevac, designed a mobile application "Kragujevac Talking" - a practical guide for visitors and tourists, but also for the citizens of Kragujevac who want to know more about the city's sights. The application is made in the framework of the project "City Talking" and is an excellent example of cooperation between a successful company with a local partner in creating new value for all the visitors of this city. The project "City Story" Telekom Serbia promotes the use of modern communication models in presenting tourist offer. In the same way previously presented the most significant cultural and historical landmarks in Belgrade, Novi Sad and Nis. In a simple and fun way application provides basic information on buildings and monuments, their builders, as well as the most interesting events that are linked to them. Free applications with 40 major locations in Kragujevac and its surroundings, contains articles and photographs as well as audio files that allow users to watch a particular object while at the same time hear about its history and characteristics.

An integral part of the application is functionality „augmented reality" that is available on smart phones and other mobile devices. This functionality helps the visitors to, through an educational and entertaining way, obtain basic information about the most significant sites of the city. At the same time, employees had the opportunity to participate in an innovative project, since so far no recorded cases of use „augmented reality" applications that are intended for the presentation and promotion of local attractions (Trueman, M., 2004). The application is available on Google Play and the App Store in the Serbian and English language. If taken up in full, the use of the application is not necessary that the mobile device is connected to the Internet, so that visitors from abroad will have no additional roaming costs for data transmission. Also, the company Telekom Serbia has in the past provided free Internet access at three locations in the city, so that visitors Kragujevac easier to download applications.

6. CONCLUSION

Tourism in Serbia occupies an increasingly important place on the economic map of the country, thanks to large investments and increasing revenues in gross domestic product. In the absence of sea destinations, there is a need to develop a greater number of available tourist destinations. Serbia should use natural resources and the traditional hospitality of our people for the development of tourism. The development of information technology has enabled even greater interaction between tourists and providers of tourist services. Ease of use of the Internet and the usefulness of its contents are the main factors why this medium is most often used to obtain information about tourist offer. In addition to well-designed Web site, in which visitors can easily navigate, obtain the necessary information and possibly book a service, organizations operating in the tourist market are faced with the demand for the development of applications for mobile phones, in order to facilitate potential tourists and visitors orientation and touring in destinations. The Internet as a channel or medium through which visitors can obtain information about the offer of tourist destinations (accommodation, attractions, use of transport to and in tourist destinations, cultural attractions, historical values, etc.), serves also as a tool for the promotion of the destination.

The core of the paper is a theoretical framework to understand the link between ICT, the Internet, city branding and corporate social responsibility, which was developed through the application of "Telekom Srbija - Kragujevac talking". City branding is suggested as the appropriate way to describe and implement city marketing. City marketing application is largely dependent on the construction, communication and management of the city's image. Tourist Organization of Kragujevac follows the contemporary trends in the tourism market, innovates and applies information and communication technology, what contributes to the image of Kragujevac as urban tourist destination. On the other hand, Telekom is a company which, for the purpose of long-term development of its corporate brand and fostering good relations with customers, implement socially responsible concepts. Responsibility of the company towards the community strengthens the company's reputation, increases the value of the corporate brand and ensures sustainable development in the long term. In cooperation with Telekom Srbija there was created the application "Kragujevac story" thanks to which the visitors of the city, whose number is growing, will get to know the history of the former capital of Milos Obrenović in which there are established the most important institutions of the modern Serbian state. Using a smart phone, tourists can see and hear it ticking "the heart of Serbia" by getting to know the culture and tradition of living in these areas.

City branding provides, on the one hand, the basis for developing policy to pursue economic development and, at the same time, it serves as a conduit for city residents to identify with their city. Interest in branding cities is growing, as there is expectation that strong city brands will increase opportunities for tourism and investment and “sell” cities as great places in which to run businesses study and live. For companies supporting local society, this is a challenge as they attract a diversity of customers through the CRS project, support national economy and deliver a product/service which is personalized with the customer.

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BUSINESS ESPIONAGE AND INTELLECTUAL CAPITAL AS RELLEVANT ASPECT OF TOURISM INDUSTRY

Invited paper

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Abstract: *In contemporary international relations which are characterized by the processes and impacts of globalization, international industrial intelligence represent the instruments and methods of primary importance for achieving competitive advantage of companies and national economies, ensure the national interests of each country and make a proft in tourism. International industrial intelligence is directed primarily at companies, parts of the national economies, with the ultimate objectives of being in possessions of trade secrets, and thereby at the increase of profits. Today, the information is the most important factor in achieving competitive advantage over competition and the main argument of domination, together with capital, labor force and technology. The modern world is faced with two general negative phenomena in terms of information: the information war and information war. While the war of information means a strong fight in trying to get the information, the information war is a conflict in which the information is the main weapon. In order to protect their economic security in tourism indusrty countries must implement real measures that will include measures of state institutions, measures of authorities and security services as well as measures taken by the companies.*

Keywords: *industrial intelligence, competitive advantage, trade secret, the information war, a war for information, security company, tourism;*

1. INTRODUCTION

The last decade of the twentieth century have brought tremendous changes that have resulted in that the industrial age has replaced post-industrial era of the new economy, which is characterized as an era of knowledge in which the process of globalization has led to a reduction in the world and has imposed new challenges to companies in terms of their competitiveness. Modern business is conducted on a global level, the competition is high and survival in the market requires a fast reaction of companies, customization and management of knowledge and information in order to gain a competitive advantage. Knowledge and timely possession of information in today's business environment have become the most important asset of any company. Extremely strong competition that exists in all markets and in all business sectors, as well as a high level of technological development, which is due to the readily available information at their fingertips all interested companies, greatly hinder acquiring good position on the market. Modern business systems use information and knowledge - its intangible assets, its intellectual capital, in the manner in which the industrial era investors use machinery, plants and their other tangible property - tangible equity. Knowledge and information in the business system occurs in two forms: material form (plans, projects, patents, licenses, databases, computer programs, etc.) and dematerialized forms (knowledge, skills, experience, problem-solving ability, etc..). Unlike the material one, knowledge in dematerialized form is on the minds of employees and cannot be owned by the company. The company has intangible form of knowledge, just as their owners are employed in it. Because of this, the goal of every organization is to convert intangible knowledge into the material one, which is not alienable. The development of information technology has contributed to the tourism industry is increasingly reliant on intangible capital, as human resources are placed at the center of the target of bussinessintelligence. In the modern world, legal and illegal competitive research activities are targeted at by the high-tech industry, armaments industry, electronics, information technology, pharmaceutical industry, aerospace industry and tourism.

2. INDUSTRIAL INTELLIGENCE IN THE MODERN WORLD

Industrial intelligence is focused on companies that are part of the national economy. The ultimate goal of this type of espionage is to reach commercial secrets. A trade secret is a collection of documents and information that if it is disclosed it could harm the business interests and business reputation of the company. In practice, trade secrets are the most common: the original manufacturing methods, new technologies, ingredients specific products, business agreements with customers and their content, know-how, the composition and quality of management, etc. Very important form of trade secrets is a production secret. Production secret means any scheme, formula, invention, or information that is used in business and that confers a competitive advantage over companies in the same or similar activities.
Industrial espionage is a set of well-planned and very professionally executed activities in order to acquire confidential economic information, which are used for business projects of the company or the protection of the economic interests of the state. Also, it is illegal to collect industry data and information that competing companies are kept confidential. To do this, use the resources such as: employment of its people in competing companies, hiring specialized agencies, the use of diplomatic representatives of foreign countries where the company has business interests, etc. Industrial espionage in the contemporary international environment is a first-class instrument for achieving competitive advantage of companies, improving the national economy and the implementation of the national interests of each country. Applying legal and illegal means, which are often incompatible with the ethical standards of business, leads to the elimination of competitors. The ultimate goal of economic intelligence is to reach commercial secrets. Economic intelligence, and international economic espionage influence contemporary efforts of states and individual institutions to come into the possession of knowledge and information in other countries for use in science, technology, manufacturing, transportation and tourism industry. Courses of action in industrial espionage are: unfair competition, counterfeiting of products, theft of patents, swelling of products, etc. Once the business has become a global problem of

storage and information, theft is not a matter only of companies that compete but also the way of economic warfare which is sponsored by the national government. This form of warfare includes legal and illegal activities (such as bribery business partners, blackmail, economic and political pressures etc.) all with the goal of achieving competitive advantage in the global marketplace. Today, many countries, even those friendly ones, are fighting in an economic war in which the main weapon used is industrial intelligence. Data collected in this way are very important because it means much less cost than is necessary to invest in research and development sector, and this has also accompanied the technological development of competition without the involvement of experts. The most frequent targets of industrial intelligence are: codes of accessing card, information on projects, pricing, market forecasting, financial information, patents, software, etc. *Intelligence cycle* has five phases: 1.) planning and management of intelligence; 2.) collection of data and information; 3.) processing; 4.) analysis; 5.) referral.

A large percentage of the required information in the industrial intelligence is obtained legally (about 95%). Legal ways of collecting information are: 1.) Internet 2.) Search for employees 3.) Joint ventures and mergers of companies 4.) Conferences, fairs, exhibitions, seminars 5.) Digging through garbage.

Illegal ways of collecting information: 1.) Organized crime 2.) Independent entrepreneurs 3.) Employees with the right approach 4.) Infiltration among employees 5.) Bribery of employees 6.) Computer invasions 7.) Burglary and theft 8.) Electronics supervisory.

Previously, this technique was the only available to intelligence services. Today, it is available to more people because of affordable prices. In developing countries, especially in countries in transition, this kind of activity is unknown, but in high-income countries it has provided an important place in the theory and scientific circles and has a significant place among entrepreneurs and companies. Industrial intelligence is served by legal and illegal means to obtain confidential economic information, reveal the business secrets, plans and strategies of competitors and that they are presented in a bad light and intentionally disable their actions and plans. Industrial espionage is par excellence the manner and method of economic warfare, which is the ultimate aim to provide competitive advantage and increase profits.

3. INFORMATION WAR AND TOURISM INDUSTRY

„Information is the most important factor in achieving competitive advantage and therefore the most developed countries in the world used most of its intelligence resources to reach the industrial, manufacturing or financial information, which will be a state or local company to better positioning in the global market.” (Neskovic, S., 2013, pp.58).

[4]Today's world is a world of information. In this world, information is knowledge, power and capital.

The development of information technology has changed the way of warfare. Globalization of business problems of storage and information theft have become a matter of not only a company but also the way of economic warfare, which is sponsored by the national government. “The process of globalization has led to key changes in the world. One of the most noticeable changes in the global market is that transnational companies are becoming economically stronger than the individual states. To achieve this, they need large amounts of information.” (Neskovic, S., 2011, pp 115).Economy and information warfare have always been directly connected, which is especially noticeable in contemporary international relations. Decision makers know what their goal is and where they need to go, but they do not know how to get to the finish line. Information and intelectuall capital are a sign post to achieving the goal, and they are a key resource management. Without the information and information systems, tourism industry would not be able to provide support for their own customers. “Timely and valid information are very important in defining the strategy and performance in foreign markets. Based on the collected information, professional teams consider all the aspects of a particular problem, elements that are essential for professional development project, possibilities of success and the potential risks, the ability of competitors in the market, legislative and administrative barriers and the most favorable regions for expansion.” (Neskovic, S., 2012, pp 3). Richard Szafranski has given the fullest and most comprehensive definition of information warfare. “According to him, war is an activity (process) between the two parties that are in state of war. The ultimate goal of information warfare is the use of the information weapon change (influence, manipulate, attack) systems of knowledge and believes of an external opponents. Also, information warfare involves armed and unarmed activities to rival with the aim to be imposed by our opinion. Warfare is not limited to the use of weapons, but also to other tools, methods and techniques that are not fatal.” (Szafranski, R., 2001). The information war involves actions taken to achieve information superiority which is achieved by influencing the information of competitors, while protecting its own information.”[5]

The modern world is faced with two negative phenomena: the war of information and the information war. The war of information is a struggle for obtaining information, while information war is a conflict in which information is the main weapon. In modern business conditions, which are characterized by fierce competition in the market, a war of information, and the information war are part of the modern business world.” (Neskovic, S., 2012, pp. 7 and 8).

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[4]Neskovic, S.(2013). Economic espionage and new technologies in a globalized international community.Militarywork, 65(2), page 58.

[5]The original definition of the American Defense Information Systems Agency (US Defense Information Systems)

4. SECURITY IN TOURISM INDUSTRY

The most important resource in today's tourism bussiness, information and intellectual capital (knowledge, protected ideas or patents) are often the target of busssiness intelligence. Information, knowledge, ideas and innovations have dominated the world and the companies that own them experience great benefits, but here is also the risk of being the subject of bussiness intelligence. Intellectual capital of the company dealing with business and technical information in tourism can sometimes be its only advantage over the competition and therefore requires maximum protection. The most common target of espionage are highly developed and tourist countries and their companies, which are at the forefront in developing new strategies. Struggle against economic intelligence is a very important element to protect the security of the state. “The scope and variety of intelligence activities necessitate that all factors of security of a country (citizens, public authorities, the Ministry of Interior Affairs and company) are organized and permanently implement concrete measures and activities.” (Stajić, Lj., 2008, pp. 245)
Measures that a country used to counter the intelligence activities are divided into: measures taken by the state authorities and institutions; measures taken by the authorities and security services; and the measures taken by the company.
The company is part of the national economy and therefore it is important for its economic power, controlling strategic capacity and strategic security technology. Because these characteristics are factors of sovereignty, national security and the concept of national interests of each country. Of course, these are very important scientific facts about all the forms and sources that threaten the security of a company. Protection of confidential information from espionage has become a necessity of any company that wants to survive and maintain their dominance in the global market.

5. CONCLUSION

Industrial intelligence involves a wide range of states and individual institutions to come into the possession of knowledge and information from other countries and its companies that are used in science, technology and production. Modern businesses are tfighting for their position on the global market and competition is strong. Companies that want to survive in the market should react quickly, must adapt and manage knowledge and information in order to gain competitive advantage. The study of industrial intelligence is important for each country because that is how they continuously improve their operations in the global market. In this way, they state easier access to relevant information and knowledge from other countries for use in science, technology and manufacturing. Apart from the aforementioned industrial intelligence involves protecting their own information and knowledge which provide a competitive advantage in the globalmarket. Today's world is a world of information. In this world, information is knowledge, power and capital.

Possession of important information at the right time provides an advantage over the other. Information is a powerful tool for the capture of the superior position, enabling higher quality decision making and easier achievement of goals that lead to increased profits. Many scientists and experts from all areas of public life, especially in economics deal with the study of industrial intelligence. In contemporary international relations which are characterized by the development of technology, information becomes the main productive power and the most important resource of the 21st century. Today, information has a crucial role in all the social activities, especially in the economic field. Therefore all the countries, especially the most developed ones, invested huge resources in the war for information. In order to protect against industrial intelligence and its consequences it is necessary to take measures in this field: measures taken by the state authorities and institutions, measures taken by the authorities and security services and measures taken by the company.

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VALUE CO-DESTRUCTION PROCESS IN THE TOURISM INDUSTRY

Invited paper

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Abstract: *S-D logic is an emerging school of thought in marketing litterature which posits that service is the fundamental basis of exchange and implies the need for a revised, service-driven framework for all of marketing activities. Central in the S-D logic framework is that value is collaboratively co-created between different actors contrary to the traditional view, which posits that value is delivered by firms to customers. Recently, the concept of value co-destruction which is opposite to value co-creation gains ground in the academic REFERENCES. Although in the tourism industry the concept of co-creation with its implications is well-examined, the value co-destruction process remains unexplored. Therefore, drawing on S-D logic, and practice theory the purpose of this paper is to theoretically understanding the process by which value is co-destroyed in the tourism industry as well as to identify the specific practices by which this process unfolds. Managerial and practical implications are provided.*

Keywords: *Service Dominant logic, Value Co-Creation, Value Co-Destruction, Practice Theory.*

1. INTRODUCTION

Sevice-Dominant (S-D) logic provides a broader framework for the investigation of how value is created, co-created, destroyed and co-destroyed among multiple actors. Since, its appearance, S-D logic change the traditional view in marketing activities from an output oriented logic to a process oriented logic (Vargo and Lusch 2004, 2008a). Therefore, although traditionally, firms created and delivered value for customers in terms of products and services, in S-D logic value is co-created between firms and customers collaboratively (Vargo and Lusch, 2004, 2006).

After the seminal paper of Vargo and Lusch's (2004) regarding the Service-dominant logic, a paradigm shift has been established with profound influence on marketing and management. Among others foundational premises authors suggested that customers are always co-producers because they "… always involve in the production of value by … continuing the marketing, consumption, and value-creation and delivery processes" (Vargo and Lusch, 2004, p. 11). Later, Vargo and Lusch, (2006; 2008) changed that premise from

"The customer is always a co-producer" to "The customer is always a co-creator of value" due to the fact that the term "co-production" was a good-dominant logic term and a component of value co-creation (Vargo and Lusch, 2008a).
The value is not new term and it has been examined. In that paper, we follow the definition of Vargo, Maglio, and Akaka (2008, p. 149) who define value as "an improvement in system well-being" which can be measured "in terms of a system's adaptiveness or ability to fit in its environment". They highlight the "central role of resources" to S-D logic and to the co-creation of value as well (Vargo and Lusch, 2011, p. 184). More specifically, value is co-created when service systems (for example individuals and organisations) integrate "operant resources" (the intangible resources that produce effects) and "operand resources" (those resources that must be acted on to be beneficial, such as natural resources, goods, and other generally static matter) in a mutually beneficial way, (Vargo *et al*., 2008). In line with this, researchers such as Grönroos (2008) argued that companies are not even co-creators of value but simple value facilitators trying to deliver value propositions. Consequently, value is co-created during the interaction between customers and providers (Prahalad and Ramaswamy, 2004; Ramírez, 1999; Vargo and Lusch, 2004) who can actively and directly influence their experiences and therefore also their value creation (Grönroos & Ravald, 2011).
Despite the wide interest, it is not yet clear of how value is co-destroyed in the tourism sector between employees, customers and other stakeholders. Therefore, drawing from S-D logic, and practice theory we seek to address these issues, by theoretically explore the process of value co-destruction in the tourism industry.S-D logic, and practice theory suggest that customer capabilities and value-expected outcomes with co-destruction process shaped practices where co-creation of destruction is derived.

2. REFERENCES REVIEW

2.1. Service-Dominant logic and Value Co-Creation

Traditionally, firms controlled all business activities and consequently it was their view of value that was dominant (Prahalad & Ramaswamy, 2002). In this firm-centric logic goods are tangible output embedded with value and services are intangible goods or adds-on which enhance the value of goods (Vargo and Lusch, 2008b), while the source of value creation is the internal cost efficiency (Prahalad & Ramaswamy, 2002). Customer has little or no influence in the value creation until the point of exchange where the ownership of the product is typically transferred to the consumer from the firm (Prahalad & Ramaswamy, 2002) and value- in- exchange was realized. That is, value- in- exchange characterized the Good-dominant Logic (G-D) logic (Vargo and Lusch, 2004; Vargo et al., 2008) and value is embedded in good or services (Grönroos, 2008; Vargo and Lusch, 2008a), it is created by the firm and distributed in the market, usually through exchange of goods and money (Vargo et al., 2008).

This prevalent, logic was challenged by a consumer-centric logic (Prahalad & Ramaswamy, 2002; Vargo and Lusch, 2004; Grönroos, 2008) according to which consumers influence value creation in multiple ways. According to this customer- centric logic, also called as Service-Dominant Logic (S-D) logic (see Vargo and Lusch, 2004; Vargo and Lusch, 2008) or Service Logic (see Grönroos, 2006; Grönroos, 2008; Grönroos and Ravald, 2011), the value is created when customers use goods and services (value-in-use) (Grönroos, 2008;),therefore value shifts from value-in-exchange to value-in-use (Vargo and Lusch, 2004; Grönroos, 2008) and the basis for value shifts from products to experiences (Prahalad & Ramaswamy, 2002). In the consumer- centric logic service is the application of specialized competences (operant resources knowledge and skills) through deeds, processes, and performances for the benefit of another entity or the entity itself while goods are the distribution mechanisms for service provision (Vargo and Lusch, 2004; 2008b).

In this aforementioned, service-grounded perspective, the concept of co-creation is dominant and has attracted considerable attention. Gradually, the concept of co-creation has become a central issue in conferences presentations and marketing journals. First, Prahalad & Ramaswamy, (2000; 2002) introduce the term of co-creation and argue that "companies must learn to co-create value with their customers", (Prahalad & Ramaswamy, (2002, p. 4). Later, authors argued that, "value will have to be jointly created by both the firm and the consumer", (Prahalad & Ramaswamy, 2004a, p.7) and that value of co-creation is realized "through personalized interactions" and that "all the points of consumer-company interaction are critical for creating value" (Prahalad & Ramaswamy, 2004, p.10). Furthermore, authors developed the building blocks of interactions between the firm and consumers that facilitate co-creation experiences, DART model of co-creation which is made up four components: dialogue, access, risk assessment and transparency (Prahalad & Ramaswamy, 2004a; b). At the same time, in their seminal paper Vargo and Lusch (2004) regarding the Service-dominant logic, a paradigm shift has been established with profound influence on marketing and management.

Among others foundational premises authors suggested that customers are always co-producers because they "… always involve in the production of value by … continuing the marketing, consumption, and value-creation and delivery processes" (Vargo and Lusch, 2004, p. 11). Later, Vargo and Lusch, (2006; 2008a) changed that premise from "The customer is always a co-producer" to "The customer is always a co-creator of value" due to the fact that the term "co-production" was a good-dominant logic term and a component of value co-creation (Vargo and Lusch, 2008a). Contrary to (S-D) logic and following the Nordic school of thought, Grönroos, (2008) argued that customers are not co-creators of value but they are value creators and suppliers are value facilitators, who could be invited to join this process as co-creators (Grönroos, 2011). The author explains that due to the fact that value is created in the customer's sphere, as value-in-use, in a value creating process in which consumer is in charge (Grönroos, 2000; Grönroos 2008; Grönroos 2011), and therefore customer is the value creator.

The value is not a new term and it has been extensively examined. Firs, Aristotle made the distinction between value-in-exchange and value-in-use (Aristotle 4th century B.C.) and concluded that value is derived subjectively through the user's experiences with resources, while stated that all consumption involves interactions between a subject and an object. Value-in-exchange is a function of value-in-use (Aristotle, Ethica, 1133, 26-29), and according to Smith, 1776/2000, p.31 ''the things which have the greatest value in use have frequently little or no value in exchange; and on the contrary, those which have the greatest value in exchange have frequently little or no value in use'', cited by Vargo et al., (2008). Although value-in-use is more important than value-in-exchange (Grönroos, 2008), and it is possible to exist without value-in-exchange (Vargo and Lusch, 2006), the latter is required for value creation (Vargo et al., 2008) and can exist at different points during value creation process, where potential value exists (see Grönroos and Voima, 2013).

Value-in-use emerges during consumption process (Becker, 1965; Lusch and Vargo, 2006; Grönroos, 2006; Grönroos, 2008; Grönroos and Voima, 2013). The notion that value is realized through consumption has in roots in Marxian economics. In support of this, I would like to take a step back to the Karl Marx's book, A Contribution to the Critique of Political Economy, in which Marx asserts that: "A use-value has value only in use, and is realized only in the process of consumption." The concept of consumption traditionally has been treated as a black box in marketing (Grönroos, 2006). An important contribution in the consumption concept was made by Grönroos, (2006) who extended the consumption concept by arguing that except the customers interactions with physical objects, consumption also encompasses other elements such as information, people-to-people encounters, encounters with systems and infrastructures and customers' perception of elements of any sort with which they interact during the consumption processes that together have an impact on customer's value creation.

Vargo, et al., (2008, p. 149) define value as "an improvement in system well-being" which can be measured "in terms of a system's adaptiveness or ability to fit in its environment". Later, Vargo and Lusch, (2011, p. 184) highlighted the "central role of resources" to S-D logic and to the co-creation of value as well. More specifically, value is co-created when service systems (for example individuals and organisations) integrate "operant resources" (the intangible resources that produce effects, e.g knowledge and skills) and "operand resources" (those resources that must be acted on to be beneficial, such as natural resources, goods, and other generally static matter) in a mutually beneficial way, (Vargo et al., 2008). Consequently, value is co-created during the interaction between \ customers and providers (Prahalad and Ramaswamy, 2004; Ramírez, 1999; Vargo and Lusch, 2004) who can actively and directly influence their experiences and therefore also their value creation (Grönroos & Ravald, 2011).

2.2 Resources and Resource Integration

According to Hunt (2000, p.138) resources are the "tangible and intangible entities available to the firm that enable it to produce efficiently and/or effectively a market offering that has value for some market segment(s)”. Previously litterature on resources suggests different classification. Barney (1991) classifies firm resources into three categories: physical capital resources (e.g technology, equipment), human capital resources (e.g experience, intelligence, relationships) and organizational capital resources (e.g controlling, planning, coordinating systems). Later, Constantin and Lusch (1994) categorize resources as operand and operant resources. Operant resources are employed to act on operand resources (and other operant recourses), and operand resources, are resources on which an operation or an act is performed to produce an effect. Hunt & Morgan, (1995) categorize them into tangible and intangible. In their work, in which they proposed a new theory of competition by contrasting the neoclassical theory, they expanded the resources from capital, labor, and land (Neoclassical Theory) to financial, physical, legal, human, organizational, informational, and relational (Comparative Advantage Theory). Similarly, with the categorization of resources into tangible and intangible of Hunt & Morgan, (1995) (regarding the function) and based on Constantin and Lusch (1994), later Vargo and Lusch, (2004) categorized them as operand and operant. Hunt, (2004) by commented the new dominant logic of Vargo and Lusch’s, through resource-advantage theory argued that operand resources are typically physical (e.g raw materials), while operant resources are mainly human (e.g., the skills and knowledge of individual employees), organizational (e.g cultures, competences), informational (e.g knowledge about market competitors), and relational (e.g relationships with customers, suppliers, etc.).

According to S-D logic, all economic actors are resource integrators (FP9) (Lusch and Vargo 2006; Vargo and Lusch 2006; 2008a) and value co-creation is realized through resource integration (Vargo and Lusch 2004; 2008a). Integration requires process (es) and forms of collaboration (Kleinaltenkamp et al, 2012), while resources provided by customers into company process are called customer resources (Moeller, 2008).

Most representative paper regarding the process of resource integration is the work of Moeller. Moeller (2008), provides a useful framework (FTU) of service provision to examine customer and firm integration process. She argues that customer integrates his/her resources (physical possessions, nominal goods, and personal data) with company resources, in order to transform them into value. Customer integration enables service provision to be divided into the following stages: facilities, transformation, and usage. The first stage *facilities*, is prerequisite to any offering and includes all company resources (tangible and intangible e.g employees, know-how etc.). In this stage firms *operate autonomously* regarding its decision, and exhibit only *potential value*. The second stage *transformation* is the stage that either company resources are combined with other company resources to accomplish a transformation (company-induced transformation) or customer resources are integrated into the service provision for the purposes transformation (customer-induced transformation). In the former case (company-induced transformation) customers are neither co-producers nor co-creators, while in the latter case, *consumption* begins with the integration (customers are co-creators of value, by using value propositions). In this stage, in case of company-induced transformation, firms continue to operate autonomously and only potential value exists. Contrary, in case of customer-induced transformation, firms' level of autonomy is low and *value-in-transformation* (that can be positive or negative) exists. The transition from transformation to the *usage* (third stage) depends on whether the transformation is induced by the company or the customer (e.g who is the prime resource integrator). From a company-induced transformation perspective, customers creating value for themselves and assume their roles of co-creators, while from a customer-induced transformation perspective, the transition from transformation to usage occurs when consumers resources exit the company's sphere, therefore benefits and usage begin after the transformation (e.g students graduation). In this stage, form a company-induced perspective, *value-in-use* is accomplished as well as from a customer-induced perspective. Last, in case of *direct service provision*, customers contribute to customer-induced transformation (and to usage with resources and activities, while in the case of *indirect service provision*, customers only contribute during usage in co-creating their own value.

2.3 Value Co-destruction

Although, co-creation experiences are the basis for value co-creation (Prahalad and Ramaswamy, 2004), they may also have negative, destructive effects (Echeverri & Skålén, 2011). Regarding the concept of co-destruction, it's still in its infancy, however recently some authors (Plé & Chumpitaz Cáceres, 2010; Lefebvre &Plé; (2011) Echeverri and Skålén, 2011; Smith, 2013) by emphasized the importance of resources and interactions and by using different theories (script theory, COR theory, practice theory) tried to extended previous implications for improvements of S-D logic and to explain the co-destruction process.
Plé & Chumpitaz Cáceres, (2010) first introduce the concept of value co-destruction into the conceptual framework of S-D logic. Based on the aforementioned definition for value (Vargo et al. 2008), they defined VCD as *"an interactional process between service systems that results in a decline in at least one of the systems' well-being"* (Plé & Chumpitaz Cáceres 2010, p.431). Authors argued that co-destruction happens when a system misuses its own resources and/or the resources of another system and in contrast of value-in-use that generated through the co-creation process authors counterpoise the *value destruction-through-misuse* which results from a co-destruction process. In order to explain the co-destruction process, they emphasized into the role of resources due to the fact that value co-destruction process can result from the *misuse of resources* (e.g the failure of integration and application of operant and operand resources between service systems) during the interactions (directly or indirectly), which can be accidental or intentional. They argued that accidental misuse of resources can happen when there are discrepancies regarding the expectations of the systems, while intentional misuse of resources occurs when one system experience benefits to the detriment of another system. They used script theory, in order to justify the congruent and the different expectations between the service systems. In the same vein, Lefebvre &Plé, (2011) extended the work

of Plé & Chumpitaz Cáceres, (2010) by examined the value co-destruction in B2B context. Except the accidental and intentional misuse of resources they added the *misalignment of processes*, which can also be accidental or intentional and consequently they characterize the value loss from this process as *value destruction-through-misalignment*. They defined misalignment of business processes as "the situation in which one actor of a focal relationship has failed to adapt and coordinate (e.g. align) his processes with the ones of the other focal actor, and/or of the latter's network, and/or of his own network in a manner that is considered as "appropriate" or "expected" by these other actor" (Lefebvre &Plé, 2011 , p. 13).

Following Plé & Chumpitaz Cáceres, (2010), later Smith (2013) by using critical incidents technique (CIT and by adopting Hobfoll's conservation of resources (COR) theory empirically examines the value co-destruction process from a customer perspective. She argued that customers will experience resource misuse and loss of well-being in three cases: a) the organization fails to fulfill its resource offer (value proposition) b) failure of resource integration (to co-created expected value) c) the customer experiences an unexpected resources loss, or a combination of the above cases. She also noticed that resource loss in all cases encompassed failure to experience value in the form of expected/desired resources as well as unexpected loss of stored resources.

Another important contribution on the value co-destruction has been made by Echeverri and Skålén, (2011). Authors by adopting a practice theory perspective provide a framework that explains how interactive value (value that takes place through interaction) formation takes place in practice. Authors identified five interaction value practices – informing, greeting, delivering, charging, and helping and suggested that value co-creation and co-destruction are two key dimensions of these interaction value practices. They also argued that operant resources not only co-create but also co-destroy value and that value can be understood in terms of 'matches' (congruence) or 'mismatches' (incongruence) between socially available methods. Authors suggested that interactive value formation derives from providers and customers drawing on congruent (in the case of value co-creation) and incongruent (in the case of value co-destruction) elements of practices.

In the same vein, Worthington & Durkin, (2012) by examined the retail banking industry showed how value is co-destroyed between customers and banks through irresponsible borrowing and irresponsible lending. Authors proposed a conceptual model consisting of four boxes (risk box, co-creation box, co-destruction box and survival box).They argued that using insights from behavioral economics as well as from psychology contribute to understand how value is co-destroyed.

Stieler, Weismann & Germelmann (2014) introduced the concept of value co-destruction in the field of sport. By conducting a qualitative study (interviews) in spectators before or after the game, or during half-time, they investigated whether all groups of spectators contribute to and experience value co-destruction in the same way and how do the prior expectations of the various stadium spectator groups influence their experience of value co-destruction. They found that that not all fans are equal when it comes to value co-destruction in a stadium context and that co-destruction mainly depends on the value expectation.

2.1 Practice Theory

Practice theory consists of key propositions, rather than being a specific theory. A practice has been described as "background coping skills" (Chia, 2004, p. 32) and practices are formed as the resources of customers and providers interlink with different contextual elements (Reckwitz, 2002). Practices can be understood as as the routine activities and sense making frameworks that people carry out and use in a particular context (Skålén et al., 2014); practices are enacted by people in order to act and to make sense of other people's actions (Reckwitz 2002; Schatzki 1996). Drawing on practice theory, we will describe and analyze how resource integration and value co-destruction are realized through real activities and interactions in different service systems in the tourism industry ecosystem.
Giddens (1979, 1984) stressed that action, e.g., value co-destruction and resource integration, which we focus on, and social order, e.g., service systems and other systems relating to the tourism ecosystem including formal hotel, travel agencies only become possible and comprehensible in relation to common and shared practices. These practices include shared routines, ways of doing things, scripts, and habits, all of which actors enact in order to act and to interpret the actions of other actors (Giddens, 1979; Reckwitz, 2002; Schatzki, 1996). We use Practice Theory (Kjellberg and Helgesson 2006, 2007) to examine the value co-destruction in the tourism industry highlighting the role of practices, interactions and norms that direct the activities and interactions of resource integrators in tourism ecosystem.

3. SYNTHESIS OF THEORETICAL FRAMEWORK

We argue that value is co-destroyed in the tourism industry between multiple actors in the same ecosystem as a result of specific practices. As practice theory stresses, the way that actors in the tourism industry views their role in the ecosystem (representational practices) affects how they interact with others through accepting or adjusting norms (normalizing practices) which in turn, affects the way that do things in their daily activities (their exchange practices). For example, employees in a hotel adopt specialized roles which help organizational development, sustain a positive attitude towards customer service, co-create value with customers etc. Employees can adjust their roles very quickly in order to co-create value with customers by assessing the impact of any changes in their environment. However the way of the employees view themselves, adopt their roles and adjust their norms highly depends on the context as well as from both psychological factors. Moreover, this view has an impact on their exchange practices. Employees daily, interacting with customers through a series of practices e.g greeting, supporting in co-creation, informing,

and helping. These specific practices, reflect how value is co-created and consequently how value is co-destoyed in the specific service ecosystem of the hotel industry. Employees in the reception of a hotel daily greeting gently the customers of the hotel. In this example, the practice is "***greeting***" during which value is co-created, because during this specific non-verbal communication, employees and customers approach each other mutually and provide the basis for a relationship between provider and customer. In the same vein, employees supporting customers in their daily activities in value co-creation by providing them a operand and operant resources (e.g facilities in the hotel, opportunities to discover the culture of each place etc.). The specific practice here is "***supporting***" in daily activities and represents the direct interaction for value co-creation. Moreover, the role of employees do not restrict in their duties. Informally, they inform customers in different choices regarding their decision to entertain in clubs, restaurant etc, in order to maximize their experiences. In this way, customers can co-create better experiences due to the appropriate information. The practice of "***informing***" contributes to the improvement of the "tourism experience". Last, the employees help customers when faced different problems such as difficulties to arrange excursion, in case of emergency etc. The practice of "***helping***" (e.g. helping an elderly person to board in the excursion boat), also improvement co-creation of value and is also an interactive practice.
However, in the same vein that value is co-created due to the aforementioned practices it is also possible to co destroyed due the same practices. For example, the employees may not greet some customers in the reception or may not give the appropriate information and the customers' experience may not be the best. Additionally, if the employees do not help customers to their daily problems therefore service recovery does not exist after a service failure, and value is co-destroyed. During the co-destruction of value through the lack of the aforementioned practices negative emotions affect customers and therefore value is co-destoyed and consequently the experience.

4. CONCLUSIONS

To the best of our knowledge, this is the first paper which examines how value is co-destroyed between employees and customers interactions in their practices in the tourism ecosystem. Drawing, on S-D logic and practice theory our work reveals the practices during service interactions in which value is co-destroyed: greeting, supporting, informing and helping. Empirical research is needed for further understanding the factors which affect employees behaviour toward these specific practices. Moreover, the role of context in value co-destruction in the hotel industry remains unexplored. Future research should address these issues in order to provide a better understanding of different systems' behaviour in the tourism ecosystem.

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DESTINATIONS IN SLOVAKIA WITH EMPHASIS ON ACTUAL TRENDS IN TOURISM

Invited paper

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Abstract: *Paper introduces most important Slovak tourism destinantions with emphasis on actual global trends in tourism like spa tourism, aquapark tourism, wine tourism, winter tourism, city tourism, etc. and their sustainable development. It presents also short comparison of these destinations with similar ones in Serbia.*

Keywords: *spa tourism, aquapark tourism, wine tourism, winter tourism, city tourism, actual trends in tourism, Slovakia*

1. INTRODUCTION

Slovakia has significant natural and cultural-historical potential that is usable in tourism. The World Tourism Organization has classified 100 attractions in the last decennium, which are useful in the development of tourism and evoke interest of the visitors. Their enumeration would be inappropriate as a part of this report, but please note that in our territory there absent only two places of interest from this list – sea and beach. It is understandable, that none of the components of tourism would not become a part of the list of tourist attractions, if there was not an adequate infrastructure enabling its use. The importance of such an attraction is nevertheless different. Only some natural and cultural elements generate interest of foreign tourists (e.g. the High Tatras, Banská Štiavnica, Bratislava). On the other hand, from an international point of view, an insignificant locality can have a major regional significance and be an irreplaceable component in the local socio-economic system (e.g. recreational area Jahodník in the Little Carpathians, tajch/water tank Počúvadlo, regional ski resorts).In this report we focus on approaching the theoretical aspects related to final destinations in tourism and an identification of the most important centers of tourism in the Slovak Republic.

2. CLASSIFICATION OF TOURISM DESTINATIONS IN SLOVAKIA

Each final destination by which we can consider a tourist centre, a region, or even a country in its broadest sense, must fulfill some basic conditions. The first condition is the presence of primary offer, that is natural, cultural and historical potential, in such as quantity and quality that make the final destinations impressive (attractive) and producing attendance. The second condition is the availability of infrastructure. It allows tourists to gain access into the area and to travel to the places of tourist interest. The third condition is the existence of adequate infrastructure (e.g. accommodation, catering, sport and recreation, culture, spa, communal), which makes the stay for the visitors more simple in the area and also it makes using of its attractions easier (Gúčik, M., 2000). The character of assumptions for tourism in the final destinations determines the recreational activity of the visitors. On the sea coasts where is a warm climate, people do mostly swim and relax; in the mountains, where a snow cover persits long time, are preferred the winter sports; historical cities attract culturally minded participants. Recreational activities are varied and, in addition, according to the functions of final destinations and regions they can be combined variously. According to the structure of recreational activities are the tourist centres devided to:

- spa tourism destinations,
- destinations of summer recreation and water sports,
- winter tourism destinations,
- destinations of cultural and historical sightseeing,
- business and congress tourism destinations,
- destinations of suburban tourism (Mariot, P., 2000).

Spa Tourism Destinations must have natural healing resources (in our area it is particularly natural healing water, healing mud and climate). Typical attribute of the current spa tourism destinations is a preparation of offer for spa guests and also a development of recreational tourism with a predominance of activities marked as wellness or health tourism. Currently there are more than 20 spa towns in Slovakia.

Destinations of summer recreation and water sports are divided into seaside and inland destinations. Within seaside destinations are interesting those destinations, in which seawater reaches at least the temperature of 22 °C during one quarter of the year. Inland destinations have arisen particularly near lakes and artificial water bodies (dams, tajchs/water tanks, ponds, gravel pits), but in these days there are the most popular destinations, which are built near to the source of thermal water (water parks, swimming pools). Usability of natural and artificial water bodies for bathing is generally limited by the summer months, in cooler parts of the year are preferred the water sports. The operating time of aquaparks and swimming pools is often all year round thanks to the covered swimming pools or hot water.

Winter Tourism Destinations are using mostly natural conditions of the primary tourist offer. Activities such as hiking, biking, skiing or snowboarding guarantee almost year-round use of this kind of destinations. We divide them on medium-mountain and and high-mountain locations depending on the duration of snow cover occurrence (limit is 120 days of snow occurrence). In Slovakia we have mainly highland destinations of tourism and skiing, alpine destinations are mostly located in the High Tatras.

Destinations of cultural and historical sightseeing collect attractive monuments, museums, galleries and various cultural institutions. The most visited are those destinations, which obtain an absolute competitive advantage in the tourism market (they offer attractions which are not present at any other place, they are exceptional in terms of age, architectural style, historical events, etc.). These destinations are characterized by usability throughout the year with the high summer season.

Business and Congress Tourism Destinations do not provide, unlike other destinations, recreational activities, though features of material-technical base that allows participants do their jobs on business trips, fairs, exhibitions and professional events (e.g. conferences and symposiums). They are concentrated mostly in larger cities, where is built a necessary infrastructure (exhibition centers, meeting rooms and congress hotels). Nowadays, there is also dynamically developing Incentive Tourism, which stimulates the construction of congress hotels also outside the urban areas.

Destinations of suburban tourism are an important element of short-term recreation of the economically active population and restoration of the physical and mental strength. They are located around the towns within a few tens of kilometers depending on the size of settlement. They mostly represent places of an individual recreation (in cabins, cottages), or they use the facilities of rural tourism and agrotourism (pensions, farms, farmyards, ranches). Although the Wine Tourism Destinations do not reach the parameters of other kinds of destinations, their exploitation is quite intense and regular(Dubská, M., 2011).

In furher text we will describe conditions and real destinations of most popular tourism forms in Slovakia and also will present short comparison with Serbia. Some of tourism forms were mentioned above and some not, because some of them have cross-sectional character.

3. SPA TOURISM DESTINATIONS

In our territory there are more than 20 spa tourism destinations, most of which are associated in the Slovak Spas Association. There is generally the most important spa – Health Spa Piešťany. In this spa there are unique natural healing resources and their usage attracts a number of foreign guests from various European countries and the Middle East. Another attractive spa destinations are Trenčianske Teplice (that is thanks to the most famous film festival in Slovakia - Artfilm) and Bojnice (it is a complex of attractions, except bathrooms there is also a neo-gothic castle Bojnice, a ZOO and a thermal swimming pool) (Žabenský, M., 2014). Nowadays, there are developing rapidly also other spas, such as Rajecké Teplice, Brusno (for example, they offer a speleotherapy in the Bystrianska Cave) and Dudince. They are trying to focus their attention on increasing the number of participants from the segment of commercial clients. To the category of traditional spa tourism destinations where is a more intimate atmosphere we can include

spa Turčianske Teplice, Smrdáky, Štós, Číž, Nimnica, Sklené Teplice, Lučivná, Lúčky, Liptovský Ján, Sliač, Vyšné Ružbachy, Červený Kláštor. On the list of health spa treatment in Slovakia there is an irreplaceable Spa Kováčová, which is specialized in therapy for postoperative and traumatic conditions. We cannot forget to mention Bardejovské Spa, which was a significant spa in the past. However, in these days Bardejovské Spa is slightly behind the current competition of the most visited spa towns. Tatra climatic spas are in Nový and Starý Smokovec and Tatranské Matliare have a special status, because in addition to spa treatments they also have extremely attractive surroundings. In the past, there was a popular spa Korytnica, which was located in the Low Tatras, but it quitted its activity because of economic reasons (there exists a vision of its re-operationalization in the future).
Slovak spa industry has been historically a valuable tradition and quality, which needs to be organized by upgrading the aging infrastructure, expanding spa menu and also additional services and by focusing on the actual needs of spa guests. Competition in spa tourism in Central Europe is particularly strong, especially in the Czech Republic (e.g. Karlovy Vary, Mariánske Lázne, Luhačovice, Jáchymov, Františkovy Lázne), Hungary (e.g. Eger, Hévíz, Zalakaros, Hajdúszoboszló, Budapest) and Austria (e.g. Bad Ischl, Bad Kleinkirchheim, Bad Gastein).
In terms of spa tourism in Serbia, this country also has a very good potential for its development. The remaining question is quality of infrastructure, to which it has begun to invest in recent years. There are particuralry known spas such as Vrnjačka Banja, Banja Vrdnik, Banja Vrujci or Gornja Trepča. In summary there are nearly 30 spa towns in Serbia.

4. SUMMER AND AQUAPARK TOURISM DESTINATIONS

Spending holidays in natural and artificial water bodies was very popular until 1989. Home Residential Tourism benefited also from the relative difficulty of going abroad for summer recreation. Currently, these locations are experiencing a period of stagnation and low attendance on the edge of economic viability of business in tourism services.
The most visited destinations include our largest water dams such as Oravská priehrada , Zemplínska Šírava and Liptovská Mara. Along their coast there are several recreational areas that offer accommodation, catering and sport and recreation services. Visitors are composed primarily of domestic Czech and Polish vacantioners. A specific position belongs to Sun Lakes in Senec. Bathing in the old gravel pits is suitable complemented with services of modern aquapark. We must also mention smaller ponds and gravel pits, that have in addition to the possibility of bathing also built a tourism infrastructure and are popularized especially by organized events - music festivals, that are regularly held close to them. Here we can include water tanks such as Teplý Vrch, Zelená Voda, Veľká Domaša, Sĺňava, Zlaté Piesky, Duchonka (obsolete equipment is currently in the process of revitalization). The biggest disadvantages of already mentioned destinations are especially tourism services, which are currently absenting and their poor quality, unstable quality of

water does not permit all-season use and the instability of the weather. Special category consists of tajchs/water tanks, artificial water reservoirs, which were in the past used in the context of mining operations.

They are located mainly in the vicinity of Banská Štiavnica and some of them changed their original industrial function for use in tourism. For instance, Počúvadlo, Hodrušský tajch, Evičkino Lake, Klinger or Novobanský tajch. In the most cases, it is permitted to swim only at your own risk, but their surroundings is built a negligible system of businesses that provide tourism services.

Natural and artificial lakes are experiencing unfavorable period also due to the building of aquaparks. During the last 20 years in Slovakia, there has been added almost the same number of them. Their biggest advantage is the use of thermal water or at least a heated water and a concentration of high quality services in a small space without need to travel. They often provide comprehensive services including accommodation, full board and wellness services. A significant asset is a year-round usability thanks to the building of the internal recreational areas.

The most important destination of this type is Tatralandia near to Liptovský Trnovec. It is the largest water park in Slovakia and in the long term i tis the most successful project of tourism in the modern history of the Slovak Republic. In the near distance, there are also water parks Gino Paradise Bešeňová and Aquacity in Poprad. Orava offers thermal water in the resort Meander Park Oravice and heated water in AquaRelax in Dolný Kubín. Facilities which we mentioned up to now, they benefit from its position near the Polish border and guests from this country are not insignificant part of their clientele. Rich in geothermal water is the region of Danube. For instance, in this region there are recreational areals in Podhájska, Štúrovo, Patince, Veľký Meder, Senec, Galanta and Dunajská Streda. Some competitive disadvantage is that the rich reserves of thermal waters has also a neighboring Hungary, where are for example located near the border with Slovakia the high quality recreational areas and water parks in Lipót či Mosomagyarovár. Central Slovakia offers recreational services in the water park in Vyhne, Turčianske Teplice (it is a part of the local spa) or Dolná Strehová. Water parks absent in the eastern part of Slovakia. It must be noted that in many (and mostly) capitals of the districts of Slovakia there are located pools of local and regional significance (e.g. Bratislava, Košice, Banská Bystrica, Nitra, Trenčín, Nové Zámky, Poltár, Bojnice), which complements the menu of recreational services mainly for the locals and visitors from the surrounding area.

Serbian offer of summer tourism is also quite rich.There are known destinations such as Lake Paličko, Srebrno Lake, Zlatar Lake and Vlasinsko Lake. In recent years, also the water parks have been built either as separate enterprises or as part of the spa facilities. There is a well-known water park known as Petroland near the village of Bački Petrovac (the company was built by an investor from Slovakia) or water park in Banja Ždrelo. The potential for building the aquaparks is especially near places where are the sources of thermal water. From this point of view there are good conditions in Serbia. However, building of the water parks requires significant financial resources with long-term returns that are able to collect only large investors.

5. WINTER TOURISM DESTINATIONS

Since Slovakia is mostly mountainous country lying in moderate climatic zone, it provides good conditions for hiking, mountain biking and in winter for skiing and also other sports. The use of mountain massifs in the summer season is spatially broader, since it is not limited by groomed trail or otherwise bounded track. It is implemented by marked touristic paths and cycle routes. However, in most cases they have their starting point that has developed tourism services. For example in the High Tatras it is Štrbské Pleso or Tatranská Lomnica. In the Low Tatras it is Demänovská Dolina or a Tále. In the Western Tatras - Roháče it is Zuberec or Oravice, you can get on Babia Mountain in the Oravské Beskidy from the recreation area called Slaná Voda in the cadastre of Oravská Polhora. Tourist trips to the Slovak Paradise begin in Čingov or Kláštorisko. The Pieniny have their center in Červený Kláštor and the Little Fatra in Terchová. However, there are also mountains where the natural infrastructural center is much more difficult to find. It is a case of the Big Fatra, where are located several attractive valleys (Gaderská, Blatnická, Jasenská), the Slovak Karst, the Javorníky, the Small and the White Carpathians.
Slovakia is among the inhabitants of neighboring countries and Russia also popular because of the good conditions for the realization of winter recreation at lower prices than in the Alpine countries. However, there are not many Ski resorts that have an international significance. Most of them are situated in the north. For the most important destinations we can consider those resorts, that gained 4 * and 5 * in the assessment of sectoral organization Lavex (according to 25 international criteria).
There are considered for example these evaluation criteria: the number, length and difficulty of slopes, number of cableways and tows, their carrying capacity and technical condition, altitude of the resort, length of technical snowmaking, supplementary services (ski schools, cross-country skiing tracks, snowboard parks, night skiing , ski buses, ski rentals, ski service centers, information centers, accommodation and food services etc.). This rating is carried out every three years. It must be stated, that based on this rating it is impossible to compare the Slovak ski resorts for example to Austrian or Czech. It takes into account also the various specific parameters that cause certain deviations in the international scale. In Slovakia there are currently these 5 * ski resorts: Jasná in the Low Tatras, Park Snow Veľká Rača near Oščadnica in the Kysucké Beskydy, Vrátna - Free Time Zone near Terchová in the Little Fatra, Park Snow Štrbské Pleso in the High Tatras, Park Snow Donovaly in the Low Tatras and Ski Park Malinô Brdo near Ružomberok in the Big Fatra. The 4* ski resorts include Ski Kubínska hoľa near Dolný Kubín in the Oravská Magura, Relax Center Plejsy near Krompachy in the Slovak Ore Mountains, Snowland Vaľčianska valley near Vaľča village in the little Fatra, Spálená Valley near Zuberec village in the West Tatras - Roháče, Jasenská valley near Belá village in the Big Fatra, Ski Bachledová near Ždiar village in the Belianske Tatras, Ski Drienica near Drienica village in Čergov montains, Hrebienok and Jakub meadow near Starý Smokovec in the High Tatras, Skalnaté lake and Lomnické saddle near Tatranská Lomnica in the High Tatras. All

mentioned skiing and winter sports resorts and represent the highest standard of quality in the Slovak Republic. However, when we compare them to foreign competitors in tourism services (especially Austria, the Czech Republic, Italy and Switzerland), we find out that some domestic destinations lag behind the European standards mostly in the quality of staff (e.g. the total access to a profession, language competence, customer care) and destination management and marketing (promotion of the destination, cooperation between individual subjectsof tourism, tourism development strategy, etc.).
Serbia is not a typical winter tourism country. Athough there are more than 20 ski resorts on its territory, these winter sports do not belong to the most favourite activities among the locals. The most important winter destinations are these resorts: Kopaonik, Brezovica, Stara Planina, Divčibare, Zlatibor (Tornik, Obudojevica), Goč Golija, Nova Varoš and also the Košutnjak near Belgrade. Serbian resorts do not reach the quality of ski resorts in Austria, Switzerland and also Slovakia.

6. CITY AND CULTURE TOURISM DESTINATIONS

We remind that destinations that are interesting from the Slovak cultural and historical perspective are mostly Town Conservation Reserve, Preservation of folk architecture, national cultural monuments, castles, mansions, manor-hauses, religious buildings, technical buildings, museums, open-air museums, memorial houses, archaeological sites, battlefields and so on. The total amount of these attractions that are located in Slovakia have reached several hundreds. Their utility and attendance by the tourists depends on their position to the centers of tourism, the concentration of notabilities in the surroundings and the services provided to the tourists. From this point of view, the cities have an irreplaceable position. An extremely valuable position have the attractiveness which are written in the World Heritage List of UNESCO.
Within the UNESCO World Heritage Sites we have in Slovakia several cities, whose historical centers attract the attention of foreign visitors. We speak about Banská Štiavnica, Levoča and Bardejov.In addition to already mentioned cities, the localities of UNESCO include the Spiš Castle and nearby monuments, a mountain village Vlkolínec and eight wooden churches (Roman Catholic, Lutheran and Greek-Catholic). To completion we notify that the UNESCO sites include also natural attractions: Slovak Karst caves and primeval forests in eastern Slovakia. From urban tourism destinations we must mention Bratislava, which was the most visited destination in Slovakia (according to the Statistical Office of the Slovak Republic) in 2015. Although Bratislava cannot be equal to cities like Vienna, Budapest or Prague in the terms of the cultural potential, it increasingly attracts the tourists thanks to the using of low-cost aerlines that fly to Bratislava airport (especially from the United Kingdom). Bratislava is essential for the business clientele that finds in this city good conditions. Košice also has a special status, because it is the second largest city in Slovakia and there is an international airport. This fact is especially interesting for tourists who come from the east of Europe (Russia, Ukraine) and who are mainly focus

their attention on the High Tatras. From another urban centres we can also mention capitals of the districts: Nitra, Žilina, Trnava, Banská Bystrica, Prešov. They all have cultural and historical potential and are interesting also in terms of business tourism.
Serbia offers three attractive written in the UNESCO World Heritage List. It is an Orthodox monasteries Studenica and Sopočani and a Roman complex Gamzigrad. Significant Orthodox monasteries in Kosovo were also a part of this portfolio in the past. Urban tourism has very good conditions. First of all, the capital city of Belgrade is one of the most visited European capitals. Tourists travel to Belgrade from all parts of the world, and this cannot say about itself every capital.As part of Vojvodina is important the Serbia's second largest city - Novi Sad. There are interesting also another historical cities such as Niš, Kraljevo, Kragujevac and Sremska Mitrovica.

7. BUSINESS AND CONGRESS TOURISM DESTINATIONS

Tourism is not only estabilished by traveling for the aim of revitalization of the physical and mental strenghts, but also its aim is to fulfill the job responsibilities. Business tourism concentrate in itself business meetings, participation in fairs and exhibitions and professional or scientific events. Therefore it requires specific infrastructure that is demanding a lot of space, technology and comprehensive security. In Slovakia we do not have the better known companies that are specializing entirely for renting of fully equipped offices for short business meetings, such as those places which we can find for example at the Vienna or Frankfurt airport (partners fly there from different destinations, they rent some meeting room near the airport and after the meeting they fly away as soon as possible), for such a purpose they mainly use their own business rooms, or possibly some accommodation, restaurant and catering sales resorts. On the other side, the organization of trade fairs and exhibitions has rich experience in Slovakia. The most important exhibition centers are located on the west of the country. In Bratislava is built an exhibition center called Incheba, which has a very good communication network connection to the motorway network in the direction to Austria, Hungary and the Czech Republic. Location in the capital means that it has a great potential in organizing trade fairs and exhibitions, broad thematic application and a wide range of followed services not only in tourism. For instance, Incheba organizes the only travel fair in Slovakia ITF Slovakiatour. In Nitra, there is an exhibition center Agrokomplex, which has an irreplaceable role in Slovakia.The year-round organization of exhibitions, fairs, different competitions, parades and cultural and social events makes it an important and traditional center of organized events. Thanks to the presence of Agrokomplex, there is also subordinated menu of tourism services (especially larger amount of accommodation) in Nitra.Other minor exhibition centers in Slovakia are located in Košice (the House of Technology) and Trenčín (Expo Center).
With the arrival of foreign companies and large investments in Slovakia, so-called incentive and stimulating tourism has started to develop. Tourism "as a reward" or incentive tourism represents different variations in practice. The most commonly it is implemented in the form of training, presentations and teambuilding activities. After the

official program, the participants relax and in-building their interpersonal relationships. For this purpose there are being built the specialized facilities - congress hotels (except for the business activities, these hotels can become a place for the venue of congress events and business meetings), which are separately anchored in current legislation (Decree of the Ministry of Economy of the Slovak Republic no. 277/2008 Coll.) It is their obligation to provide meeting rooms and wellness services. Their minimum quality level should correspond to 4 *. They are mostly located in the urban environment of larger cities, respectively in the natural environment. As part of their activities there is not excluded to orientate also on the other segments of the tourists (e.g. on the families with children because of the wellness services). From the large amount of many congress hotels we can mention as an example Hotel Gate One in Bratislava, Hotel Dolphin in Senec, Hotel Gala in Hronsek and Hotel Dixon in Banská Bystrica. In generall, the congress facilities offer also other categories of accommodation facilities, by which they complement the range of services for the guests.
In Serbia there are the conference facilities mostly located in large cities, where they use to be part of the exhibition centers. From this point of view there are the most important cities such as Belgrade, Novi Sad and Niš. Other popular conference rooms were built in the past as part of large accommodation facilities belonging to the State, respectively state-owned enterprises and institutions. Facilities like this is still possible to find, for example in the National Park Zlatibor.

8. WINE TOURISM DESTINATIONS

In recent years, there is growing an importance of the destinations oriented on the presentation of wine-growing traditions that are associated with the consumption of wine and traditional gastronomic specialties. In Slovakia, there are six wine regions categorized legislatively. It is the Small Carpathian viticultural region, Nitra viticultural region, viticultural region of southern Slovakia, viticultural region of Central Slovakia, viticultural region of eastern Slovakia and Tokaj viticultural region. The Small Carpathian and Tokaj viticultural regions are the most important. Cooperation of vinters and other tourism businesses is presented by Wine Road. It is an imaginary network of vineyard, catering, accommodation and other companies and institutions that specialize in providing services to the tourists in wine-growing areas.
In the Small Carpathian viticultural region are located towns like Pezinok, Modra or Svätý Jur and they have the utmost importance if we think about the potential. Well-known wineries are for example: Wine Matyšák Co., Chateau Modra, Vitis Pezinok or Elesko. Tokaj viticultural region has a specific position and that is also because the majority of this region is located in Hungary (Slovak Republic and Hungary had a conflict on an international level in the past and the reason of this conflict was the use of the trade name Tokaj for wines that are produced in this region). From this region it is particularly known the J & J Ostrožovič winery, which offers the presentation of its wines in the traditional wine cellars.

From the other viticultural regions we can mention the well-known companies such as Wine Nitra, Chateau Topoľčianky, Vinanza Vráble, Hubert JE Sereď, Mrva & Stanko Trnava, Cellar Radošina, Chateau Belá, Chateau Krakovany, Movino Veľký Krtíš, and Cellar Tibava. The potential of wine tourism in Slovakia is large and its importance also consists in the fact that its participants are mainly made up of higher income groups of the tourists and it brings a significant multiplier effect. Wine roads are a trend not only in Slovakia, but also in Serbia. Nowadays, there exists almost ten of them. In both countries is valid also a similar legislation about the viticulture.

9. CONCLUSION

The common denominator of all tourism destinations, whether they are linked to any of the types of tourism or not, is a developed infrastructure. That gives the opportunity to use the potential of natural and also anthropogenic attractions. From the characterized recreational destinations are the most important those, in which is concentrated cultural and historical potential, respectively natural attractions/these sources can be used in summer and also winter season (year-round bathing, summer hiking, winter sports, etc.). However, a less important or economically more difficult sustainable tourism destinations of local, respectively of regional character, complement the menu of tourism services for different segments of the participants.
If we compare the potential of Slovakia and Serbia under the most important trends of contemporary tourism, we must conclude that both of the countries have very good conditions in the spa and wine tourism. Slovakia has better conditions for the winter tourism and Serbia has better conditions, thanks to Belgrade and Novi Sad, for the city tourism. In general is applied a fact, that for development of tourism are essential the finances. However, none of these countries have not enough finances.

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USE INFORMATION TECHNOLOGY IN THE TOURISM INDUSTRY

Invited paper

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Abstract: *Information technologies have taken over the world market since the establishment of the first automated booking system in 1946 in the United States, which proved to be extremely successful in the work of airline companies, only to be later used for the first Sheraton hotel chain.*
The modern traveler now uses information technology in order to preserve their free time and money. Enabled him to from the comfort of your own home creates a reservation in hotels around the world, using the services of all the world's tour operators and agencies, as well as to book the airport or any other type of card carrier for your time. What enabled the functioning of the present system of e-tourism launched the creation of the first CRS system for reservation and later GDS system that enabled the centralization of booking by travelers around the world in different units of modern tourism business.
The delimitation of the work of CRS and GDS systems, travel agencies, tour operators and airlines are enabled and IT solutions for the hotel business. Hotel companies developing IS operate within its reservation system CRS (Computer Reservation System) and system operations of their facilities PMS (Property Management System) In addition to hotel companies were created and solutions for managing the operation of tourist destinations as a single expanding marketing strategy and operational performance of the tourist destinations through the use of DMS (destination Management System) and TDMS (Tourism Destination Management System).

Keywords: *Information Systems (IS), central reservation system (CRS), Global Distribution System (GDS), Property Management System (PMS), Management System DMS destinations, Travel Destinations Management System (TDMS).*

1. INTRODUCTION

In the time of modern technology of the 21st century in tourism as a priority puts knowledge of information technology and the so-called computer literacy.
On the market today you can find different software solutions for a variety of tourist activities that contribute to business development and create a whole range of benefits for employees.
When we make a slight reference to the period of the eighties in the world and the nineties in Serbia, in business service companies was conducted difficulty.

Results of this work are slowly pulling out and analysis of which we now share the click of a mouse were done manually and usually require employment of additional staff to the results prepared and implemented for further analysis.
In the world of information technology in the world has gradually entered hotels and travel agencies and tour operators, hereafter we will look back on their development through conceptual software solutions for various activities.

2. INFORMATION TEHNOLOGY

Information technology consists of several segments that will be briefly addressed. Information technology describes the combination of computer technology, telecommunications technology, net ware, groupware and human ware.

- **Hardware** - Physical equipment such as mechanical, magnetic, electronic or optical devices.
- **Software** - predefined instructions that control the operation of computer systems and electronic devices. The software coordinates the operation of the hardware components in an information system. The software incorporates standard software such as operating systems or application software processes, artificial intelligence and intelligent agents and user interface.
- **Telecommunications** - the transmission of signals along different distances involving the transmission of data, images, sounds using radio, television, telephony and other communication technologies.
- **Netware** - equipment and software necessary to develop and support a network of computers, terminals and communication channels and devices.
- **Groupware** - communication tools such as e-mail, video conferencing, etc.., Supported by electronic communication and collaboration between groups.
- **Humanware** - intellectual capacities necessary for the development, programming, maintenance and handling technology. Humanware incorporates knowledge and expertise.

Prerequisite introduction of information technology in modern enterprise is definitely establishing a unified system based on which the branch business units and will operate according to the principle of centralized data generation.

3. DEFINITION OF INFORMATION SYSTEM (IS)

The **information system** was designed and integrated set of data, processes, interfaces, networks and technology are interrelated in order to support and improve everyday business operations, and also in order to support management in solving business problems and making decisions. Information systems need to be strategic and to meet the goals and business strategy.
E-business is another term that is increasingly used in modern business terminology. When we talk about e-business then includes the following areas: electronic commerce,

electronic payment, electronic communications, electronic manufacturing and electronic distribution.
Information technology and tourism are two key catalysts that enable the dynamic, innovative and educational communities and organizations communicate and they interact with the outside world.
Tourism is a rapidly expanding and will become one of the most dominant industry of today, and as a result requires a better quality and more efficient transfer of information. On the other hand, IT offers new tools and mechanisms for information management.
Global concentration and horizontal integration of tourism organizations led to the development of multinational companies that offer services in several geographic regions.
The resulting business environment due to the diffusion of IT inevitably affects the tourism system.
The term **e-tourism** (Tourism) digitizes all processes and value chains in the tourism, hospitality, travel and catering industries.

4, INFORMATION TECHNOLOGY IN THE HOSPITALITY INDUSTRY - HOTEL PMS SYSTEM

In the modern hotel industry different software solutions are used that enable centralized hotel business and effectively generate data in one unit.
Two main information systems that are used in the hotel industry have PMS and CRS or other Property Management System and Central Reservation System.
Hotel CRS incorporates feature guest history (guest history) which stores data about former guests such as, for example, credit card numbers, personal information, requirements, and other favorite dishes. guests who often come, and those of the wealthy.
PMSs mainly covers the administration, planning and operational functions such as accounting, marketing research and planning, revenue management, personnel management, centralized control with hotel chains and others.

5. MAIN CHARACTERISTICS OF PMSA

✓ Operational management of the hotel business
✓ Operational planning and decision making (management business hotel, reports on turnover of guests, room service, etc..)
✓ Centrally manage and control business hotel (Hotel chain management, unified control, etc..)
✓ Monitoring business magazine category (inventory tracking, receiving, control of goods at the entry, receipts, delivery notes, etc..)
✓ Hotel maintenance jobs:
✓ Operational Maintenance (acquisition of tools and materials, manufacturing and order fulfillment of completed repairs and the calculation of the value of work, creating certificates and return the defective parts, etc..)

✓ Construction and trades work in self-directed (planning, implementation and monitoring of works, keeping a diary of work, monitoring of material consumption, etc..)
✓ Maintaining hygiene category (cleaning hotel rooms and storage, maintenance circle hotel, washing and ironing, etc..)
✓ Capacity Management (management of all devices and activities at the hotel, swimming pools, gym, spa, golf, etc..)

6, MODULES OF PMS SYSTEM

Basic modules of PMS systems are:
Accounting and bookkeeping: the hotel cashier jobs, material accounting in the hotel, integrated general ledger, support for working with multi-currency, multi-dimensional analysis and others.
Front desk operations: Serving guests at the reception (provisioning and updating individual, group or business hotel, handling deposits, cancellation, confirmation, waiting list, blocking rooms, reception and accommodation of guests, services and information, out, application defects, determining the billing issue account, the system of provision of other activities the hotel, rent a room, sports room, equipment, monitoring valuables, luggage, etc..)
Sales and Marketing (Sales & Marketing): Sales and order services and facilities management cost (comparison and prediction, statistics, etc..), Campaign management (calendar, email client list, sending promotional material, information on new conditions and the like.) , catering and events (scheduling, providing space and catering services, menu selection and customization, decorations, plan calendar, chronological overview of services,etc..)
Human resource management: recruitment, seasonal and operational staff, training of staff and others.
Examples of the use of the developed PMS systems in the world are many, one of them is definitely Fidelio, a product of MICROS Systems, Inc., owned by Oracle in June 2014.
Fidelio was established in 1987.
In Munich and is one of the leading innovative integrated international system for hotels. Fidelio allows hotels and hotel chains in any size and type, restaurants, those who organized the cruise, catering and conferences to computerize their operations and to integrate the major industrial software products through the analysis of individual claims.
This software allows for the optimal operation of each hotel company, automatizes processes, helps in reducing potential errors, increasing sales and building occupancy, and as the main goal of increasing customer satisfaction.
It allows tracking of reservations, check in and check out the option navigator booking, to ensure that a simpler flow of information on the monitors.
Also, it is possible to create a personalized tabulation that facilitate and enable statistical comparative analysis with maximized accuracy of the information.

Some of Microsoft's products and software solutions, you can see in the picture below(*Source: http://www.micros-fidelio.eu/en*):

Product	Current Version
Suite8	Version 8.9.4.0
OPERA	Version 5.03.03 (E23)
Materials Control	Version 8.8.00.52.1491
MCweb for Materials Control	Version 8.00.61.1491
MICROS e7	Version 3.0 EAME
MICROS-FIDELIO Financials	Version 4 = 4.2.6a
- powered by Systems Union	Version 5 = 5.1.4
	Vision 5 = 5.1.5
	Vision 6 = 6.0.5-1
Enterprise Management	Version 4.11 MR1; 5.1
Simphony	1.6 MR4; 2.5 MR3
MICROS 9700 HMS	Version 3.60 MR12
MICROS 3700 POS	Version 4.11 MR4; 5.1 MR1
Guest Connection	Version 3.20 Service Pack 10
INKA Pro	www.indatec.de
INKA Lite	www.indatec.de

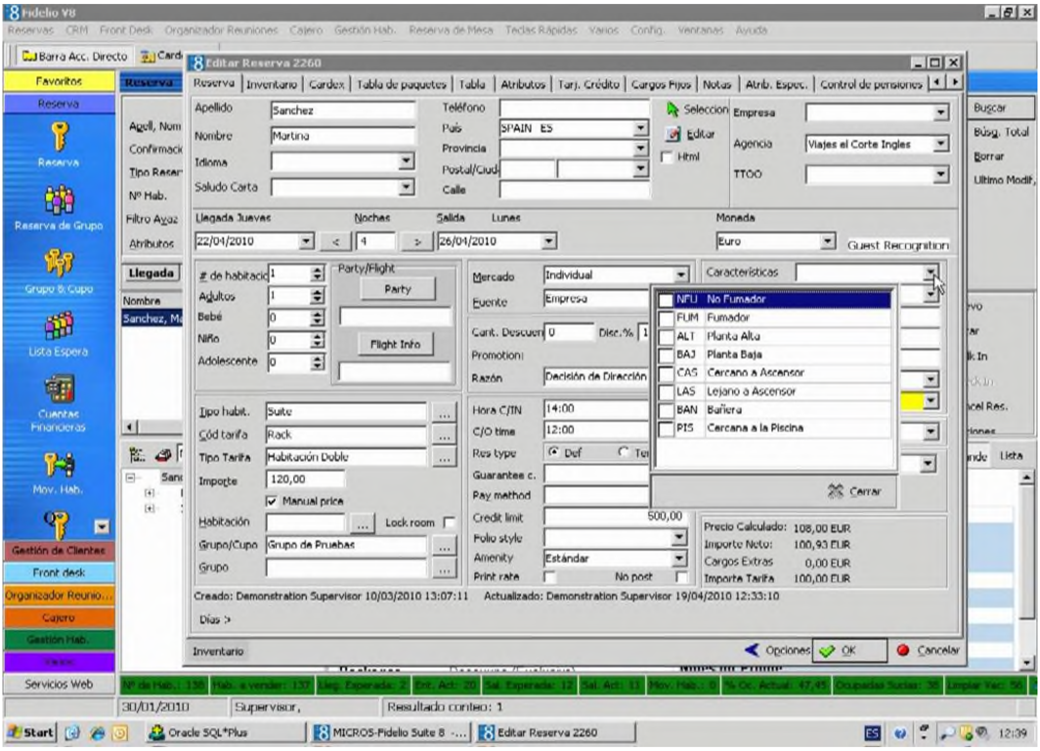
Figure 1. T*he last product Fidelio* ***Fidelio SUITE 8*** *(PMS) made for hotels and the promotion of their business.*

Through the PMS all employees have access to a work results and information concerning operational business with dosage powers assigned by the management.

7. CRS I GDS SYSTEM IN TOURISM

Computer reservation system (Computer Reservation System CRS) is a computerized system used to store and collect information, and to manage transactions related to travel.

Originally created as part of the airline (60s American Airlines introduced the SABRE CRS) and later extended to travel agents as a sales channel.
In the mid-80s, CRS is developing into a meaningful global distribution system (Global Distribution System - GDS), which offers a wide range of tourism products and services, and provides mechanisms for communication between airlines and travel agencies. Development of CRS in GDS integrates travel services, using CRS infrastructure and provides value-added services.



Picture 2. *Reservation view of software* ***Fidelio PMS System 8*** *(Source: http://www.youtube.com/watch?v=N904YnJrGGg)*

CRS Modules:
- ✓ Reservations
- ✓ Client data base with all of the following information
- ✓ Group reservations
- ✓ Corporate events reservations
- ✓ Price and inventory control
- ✓ Administration
- ✓ Reports
- ✓ GDS Interface

- ✓ PMS Interface

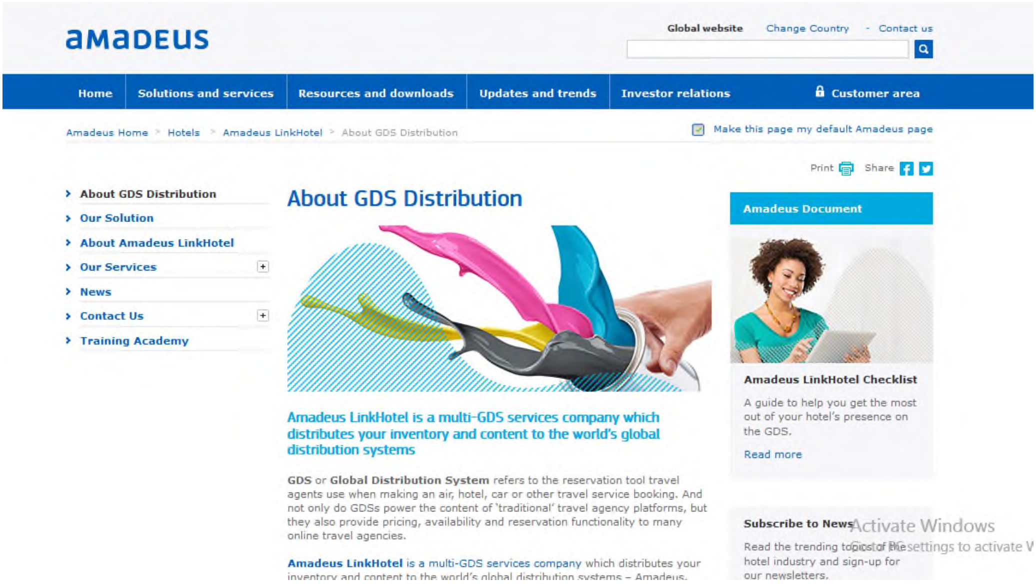
Information that CRS includes:

- ✓ Room types
- ✓ Price lists
- ✓ Room inventory
- ✓ Client addresses
- ✓ Product description, pictures and other information
- ✓ Information regarding reservations
- ✓ Geocode information
- ✓ IATA cities and locations

GDS systems have enabled the global e-tourism market today and each hotel facility in possibilities to use only one GDS over provider which may be e-travel agency or e-tour operators. We pointed out that GDS operates by generating data from the web (internet), and it does so through communication with all cities that has the ability to take provision of hotel accommodation facilities. GDS offers information and booking of all tourism products such as housing, rental cars, schedule of air traffic, etc..

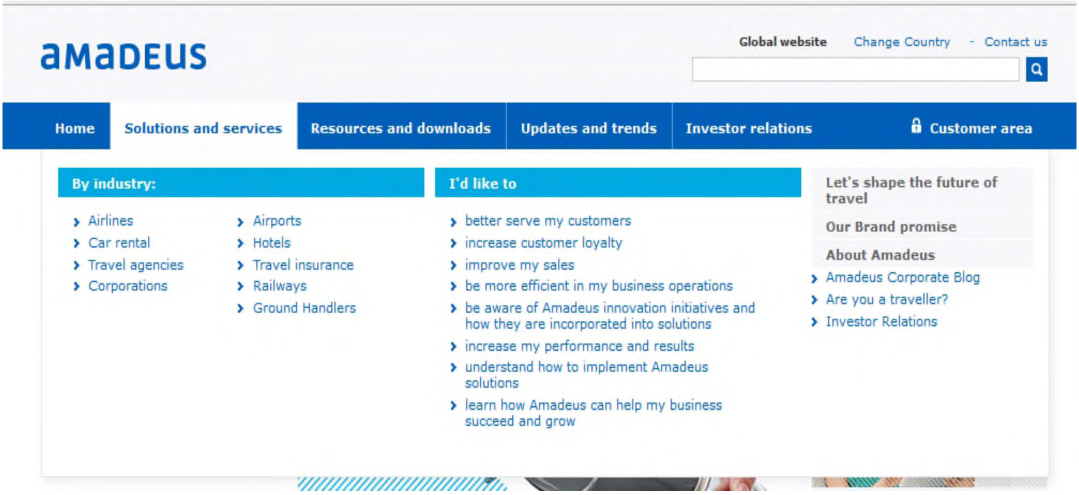
Four major GDS systems: Amadeus, Sabre, Worldspan and Galileo. There are also several smaller regional or GDS, such as SITA (Sahara), Infini (Japan), Axess (Japan), Tapas (Korea), Fantasia (South Pacific), Abacus (Asia / Pacific) and others., Which serve the interests of specific regions or countries.

Picture 3. *Globres GDS system (Source: http://www.globres.com/)*



Picture 4. *Amadeus GDS system (Source: http://www.amadeus.com/)*

The main objective of the GDS system that incorporates business airlines, travel agencies and tour operators to hotels and other accommodation facilities to ensure a cycle of mutual business.



Picture 5. *Amadeus GDS options of connecting and incorporating the business system of information(Source: http://www.amadeus.com/)*

8. E DESTINATIONS – DESTINATION MANAGEMENT SYSTEMS

"Destination Management Systems are systems that consolidate and distribute all around range of tourism products through a number of channels and platforms, mostly for a specific region and support the activities of DMS organization for that region. DMS systems attempt to approach and direct consumers to the market of the region as a single entity by providing timely information about the destination, timely reservations, tools of DMS system and paying special attention to supporting small and medium suppliers in tourism."(Frew, A. J. 2007)

Destination tourism organizations use:

Internet:

- ✓ to provide information for all stakeholders
- ✓ support clients in the procurement of tourism products
- ✓ facilitate electronic commerce (e-Commerce)
- ✓ inform and coordinate crisis situations (eg. Avalanche in Austria, the earthquake in Turkey, etc..)

Extranet:

- Coordinates partner business
- Deliver documents and other resources
- Develop and improve partnerships

Intranet:

- Coordinate touristic activities
- Improve internal administration
- Strategic and manegable planning
- Make marketing activities easier

DMS provide new tools for the marketing and promotion of destinations. It is a set of interactive digitized information available on destinations.

DMS usually includes information about attractions and facilities as well as the possibility of booking.

In addition they enable search and selection of individual tourism products, DMS can support travelers in making their personalized destinations. They can plan their journeys, develop individual packages online or buy commercial packages from tour operators (eCommerce).

DMS usually managed by DMO (Destination Management Organization - DMO) which can be either public or private organization of any combination of both.

DMS typically includes a database of products and customers, and mechanisms for their integration.

Good practice examples are Tiscover Austria, in Gulliver Ireland, WorldNet, Integra, Info, etc..

9. GOALS OF DMS

The system of management of tourist destinations (Tourism Destination Management Systems, TDMS) is a network of tourist information.
TDMS has three key objectives:

- ✓ to facilitate the search for information and making a decision on which destination to go
- ✓ to enhance the development of the tourism industry access to global markets
- ✓ to improve the government's marketing and promotion of the region

Picture 6. *Guliver's DMS system (Source: http://www.gulliverstravel.com/default.asp)*

10. OPORTUNITIES OFFERED BY DMS

DMS provides:

- ✓ Searching for information by category, geography and keyword.
- ✓ Planning itinerary for clients
- ✓ Booking
- ✓ Client Management System database
- ✓ function for customer relationship management
- ✓ Market Research & Analysis
- ✓ Picture Libraries and PR materials for printing
- ✓ The publication of electronic and traditional channels
- ✓ Event Planning and Management
- ✓ Marketing Optimization
- ✓ Data entry and management
- ✓ Financial Management
- ✓ Management information systems and evaluating performance

✓ Economic Analysis
✓ Access to external resources such as time, transportation schedules and travel planning, theater, ticket reservations and others.

11. 6A FRAMEWORK FOR THE ANALYSIS OF TOURIST DESTINATIONS

✓ Attractions (attractions) - monuments, museums, sea, sand and sun, festivals, concerts, conferences, religious ceremonies, sporting events ...
✓ Accessibility (accessibility) - a system of transportation (planes, ships, buses, rental cars / boats / bikes ...
✓ Amenities (atmosphere, attraction) - catering, accommodation, clubs, theaters, restaurants, sports facilities, rent a car, shopping ...
✓ Available packages (packages available) - Finished tour packages offered by tour operators, travel agencies, DICIRMS
✓ Activities (activities) - all activities at the destination that the client will do during the visit (photography, tennis tournaments, diving, hiking, vocational training.
✓ Ancillary services (ancillary services) - maps, email, weather, international news, banks, post offices, hospitals, etc..
Enhanced DMS is called DICRMS (Destination Integrated Computerized Information Reservation Management Systems) which digitizes the entire tourism industry and integrates all aspects of the value chain. It provides info-structure for communication and business processes between all stakeholders in the value chain. DICRMS should provide reservations and purchase online and to work in the global network (WAN) that is accessible both through the Internet and via mobile devices.

12. STAGES IN THE DEVELOPMENT TDMS SOLUTIONS ONE DESTINATION MAY BE ENABLED DIVIDED INTO THREE STEPS:

Fase I: Booking of hotels services and accommodation
Currently many travel agents manually searching some information. The first phase would be to create a database that will contain multimedia information on all tourist attractions and services. This information system will allow:
✓ searching and obtain information and thus enable more efficient management requirements for specific information.
✓ Agents will be able to automatically search the information about a particular area of interest (eg., accommodation, food, restaurants, events, sports facilities, etc..) and have up to date information on pricing, availability, convenience, time schedules, etc..
The completion of this phase would connect computer reservation systems (CRS) with the information system. When TDMS becomes operational it should trigger a call center that will handle the received requests and make reservations through a TDMS.
Fase II: Expansion of reservations

✓ TDMS system will be expanded to include the reservation and other attractions, events, restaurants, tours and the like.

Fase III: Interactive multimedia services

✓ Phase III development TDMS is a longer-term vision system. Booking and tourist information will be expanded to include voice, video, and audio, graphics, etc.., And distributed to via voice mail, smart phones and other Internet services.

✓ The network of tourist information should enable a potential traveler to browsing and virtually visit cities, hotels, excursions views, browsing the shops and so on. and finally reserve all the elements of your journey, and from home.

13. CONCLUSION

Information technologies have long since taken over the world market. They allow simplified operation of all service companies in the system.

Hotel companies, travel destinations and even tour operators and travel agencies have joined forces to enable the functional flow of information with a single aim to provide customer satisfaction through CRM - Customer Relationship Management.

Customer Relationship Management (CRM) - includes methodologies, strategies, software, and web capabilities that help companies to organize and manage relationships with clients. Companies use this approach in order to better understand the wants and needs of their clients.

In the modern world of today consumers are enabled by information technology simple, fast and effective way of obtaining information on all elements related to vacation, business trip or any other information related to the tourism industry.

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ENERGY-EFFICIENT RENOVATION OF LIGHTING IN A MULTI-PURPOSE SCHOOL LECTURE ROOM

Invited paper

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Abstract: *The article presents an example of an energy efficient renovation of lighting system in a multi-purpose lecture room at Kranj School Centre. The indoor lighting project was designed and put into practice. At the same time the measurements of illumination of the work areas in the lecture room were prepared and carried out, along with the measurements of energy consumption for lighting. On the basis of the results, it is safe to conclude that the project was highly successful. What is more, we could offer this example of good practice as an applicative model for solving similar problems when renovating lighting in rooms, used for modern type of education. The solutions presented in the article could also be used for other purposes, e.g. renovation of hotel facilities.*

Key words: *renovation of lighting, measurement of illumination, LED illumination*

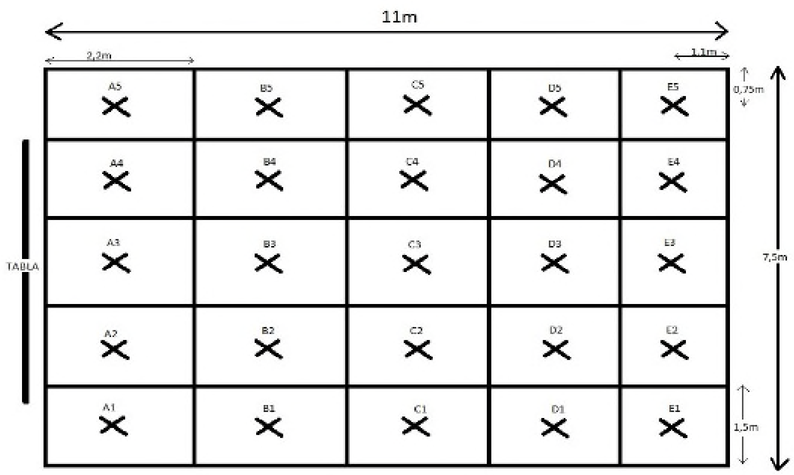
1. INTRODUCTION

In 2014, the students of 3.Ea class from Secondary Technical School of Kranj SC (educational programme for electroenergetics) with their mentor Srećko Simović , B. Sc. Elec Eng, designed and realized the project of full scale renovation of multi-purpose lecture room at Kranj SC, located at Kidričeva cesta 55, Kranj.
The multi-purposeness of the lecture room is a consequence of the fact that it is used both for secondary school and higher vocational college activities as well as business meetings and seminars for groups of 30 plus participants. The goals of the project were to improve the illumination level in accordance with the guide value for such spaces (500lx), to reduce the consumption of electricity for lighting, and modernize electrical installation in the form of so called smart installation.
We designed the lighting scheme, dismantled the old equipment and electrical installation, installed new supply and control cables (DALI system), connected a distributor , and mounted lights and other electrical equipment according to the pre-designed scheme.
The main sponsors of the classroom 352 renovation were two companies, i.e. ZUMBOTEL, Ljubljana, and Armstrong, Ljubljana. The lighting scheme design was made with DIALux program, which is an open online program tool for outdoor and indoor lighting design.
We designed four different versions of lighting and, on the basis of expert criteria and the investors' demands, decided on the LED version. For the general lighting, ZUMBOTEL MELLOW LED 41W were chosen.

2. LIGHTING RENOVATION IN MULTI-PURPOSE LECTURE ROOM

2.1 The illumination measurements of the old lighting

The dimensions of the lecture room are: 11 by 7.5 by 3 m. The windows are 8 by 2 m, facing south.
The old lighting comprised of fifteen FC 2x28 W lights with an electro-magnetic pre-switch device (throttle and starter). The lights were set in three lines (five in each line).
The illumination of the old equipment was first measured by first defining a network of measurement points (picture 1), then measuring the illumination of the set points, and finally calcullating the average illumination.



Picture 1. *The network of measuring points*

The measurement was accomplished on the work area (0.75 m high) at artificial light (old lighting) with the influence of outdoor light in cloudy weather conditions (picture 2). For reasons of higher accuracy in the final calculations of average illumination, 25 measurement points were set in the room. The measurement was carried out by a calibrated TECPEL 536 Light Meter, the property of Zumbotel company in Ljubljana.

Picture 2. *Illumination measurement*

The average illumination in the lecture room (old lighting) was 375.7 lux.

2.2 Electrical power measurement

Power consumption was measured with Iskra MC 759 Network Recorder (picture 3).

Picture 3. *Iskra MC 750 Network Recorder*

The results of electrical power measurements of the old lighting:

- apparent power $S = 4915$ VA
- active power $P = 3159$ W
- reactive power $Q = 3700$ var
- power factor $\cos\varphi = 0{,}6389$

Table 1. *Recorded electrical power values at full load (old lighting)*

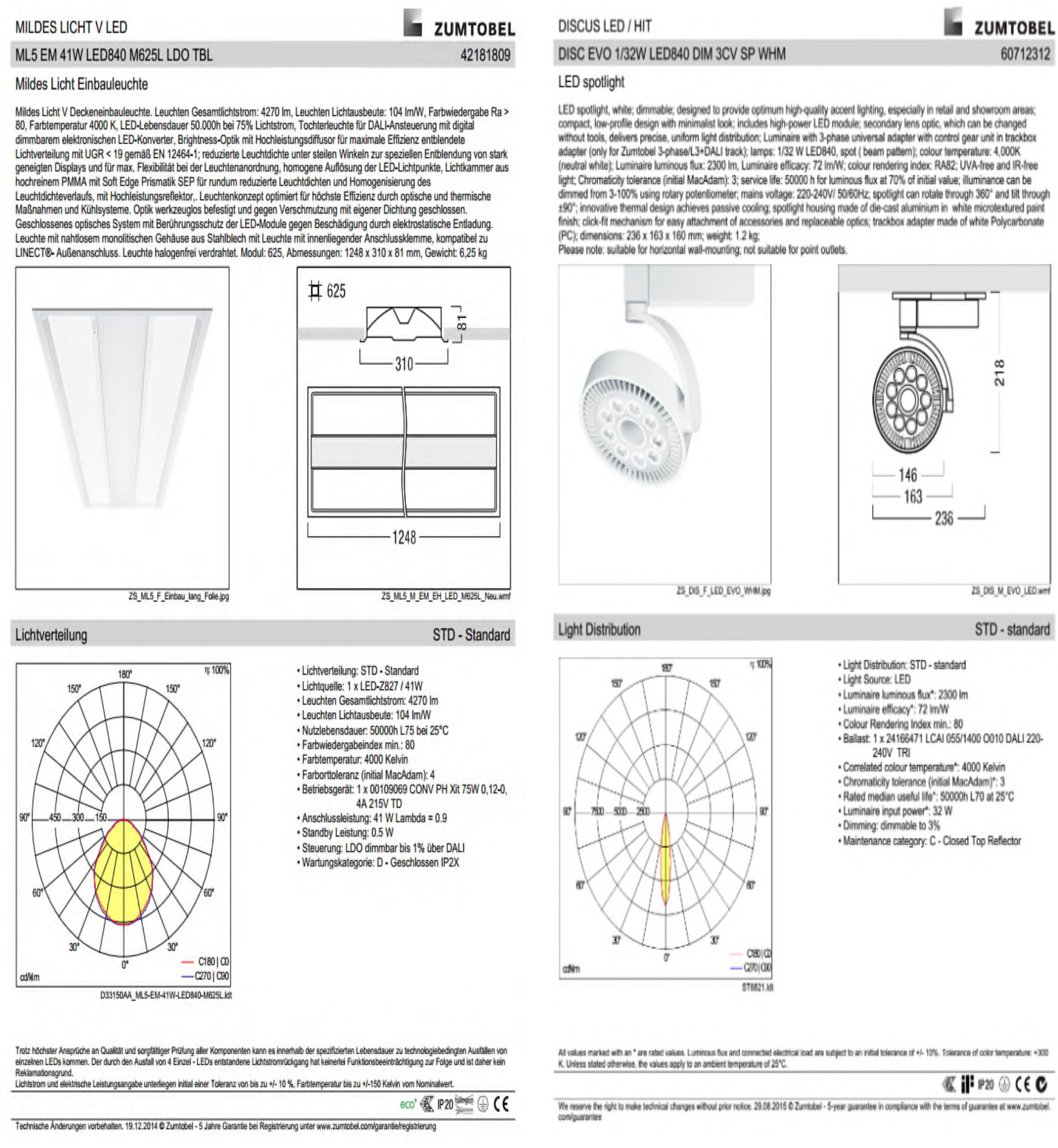
	S_L	S	P_L	P	Q_L	Q	$\cos\varphi$	$\cos\varphi$
	[VA]	[VA]	[W]	[W]	[var]	[var]		
L1	1651		1058		1257		0,631	
L2	1646	**4915**	1008	**3159**	1279	**3700**	0,603	**0,639**
L3	1618		1093		1164		0,668	

2.3 Designing a new lightning device using DIALux program

DIALux is an open online computer program for designing lighting schemes. We used DIALux 4.11 version of the program which offers many useful accessories, such as automated illumination calculation, 3-D vision, taking account of outdoors and indoors factors, etc.
We designed four different versions of lighting: for the first two, fluorescent lamps (built-in and suspended) were proposed, and for the other two, LED technology with in-built and suspended lights were chosen.
LED technology with in-built lights was chosen on the basis of expert analysis and comparative values of relevant factors as the best version.
For general lighting, Zumbotel ML5 EM 41W LED840 lamps were used.
ZUMBOTEL DISCUS LED 32W lamps for illuminating wall display areas are mounted on 3-P power supply rails.
Additional illumination for the white board is supplied by ZUMBOTEL MIRAL T16 1/80W lamps which are mounted on the ceiling.
made from Armstrong ceiling plates with dimensions of 1200 by 300 mm, with very good acoustic properties besides being visually consistent with the form and dimensions of the space.
The chosen lamps are mounted and connected to electrical wiring. The lamps for general lighting are in-built with dimensions of 1200 by 300 mm, which suits the dimensions of the selected Armstrong ceiling plates so that they interfere with the rasterisation of the ceiling.
The installed power of all sources of illumination (general lighting + wall display areas + whiteboard lighting) is a constant 1020 W (1.02 kW).

2.4 The illumination measurements of the new (LED) lighting

After having installed the electrical wiring, connecting the chosen lamps for general lighting, whiteboard lighting and that for wall display areas, new illumination measurements were carried out at twenty-five measurement points on a work area at 0.75 m up from the floor, in exactly the same way as the measurement of the old lighting was performed. The measurement was carried out with the same TECPEL 536 Light Meter.


MILDES LICHT V LED
ZUMTOBEL
ML5 EM 41W LED840 M625L LDO TBL 42181809
Mildes Licht Einbauleuchte

Mildes Licht V Deckeneinbauleuchte. Leuchten Gesamtlichtstrom: 4270 lm, Leuchten Lichtausbeute: 104 lm/W, Farbwiedergabe Ra > 80, Farbtemperatur 4000 K, LED-Lebensdauer 50.000h bei 75% Lichtstrom, Tochterleuchte für DALI-Ansteuerung mit digital dimmbarem elektronischen LED-Konverter, Brightness-Optik mit Hochleistungsdiffusor für maximale Effizienz entblendete Lichtverteilung mit UGR < 19 gemäß EN 12464-1; reduzierte Leuchtdichte unter steilen Winkeln zur speziellen Entblendung von stark geneigten Displays und für max. Flexibilität bei der Leuchtenanordnung, homogene Auflösung der LED-Lichtpunkte, Lichtkammer aus hochreinem PMMA mit Soft Edge Prismatik SEP für rundum reduzierte Leuchtdichten und Homogenisierung des Leuchtdichteverlaufs, mit Hochleistungsreflektor,. Leuchtenkonzept optimiert für höchste Effizienz durch optische und thermische Maßnahmen und Kühlsysteme. Optik werkzeuglos befestigt und gegen Verschmutzung mit eigener Dichtung geschlossen. Geschlossenes optisches System mit Berührungsschutz der LED-Module gegen Beschädigung durch elektrostatische Entladung. Leuchte mit nahtlosem monolitischen Gehäuse aus Stahlblech mit Leuchte mit innenliegender Anschlussklemme, kompatibel zu LINECT®- Außenanschluss. Leuchte halogenfrei verdrahtet. Modul: 625, Abmessungen: 1248 x 310 x 81 mm, Gewicht: 6,25 kg

Lichtverteilung STD - Standard

- Lichtverteilung: STD - Standard
- Lichtquelle: 1 x LED-Z827 / 41W
- Leuchten Gesamtlichtstrom: 4270 lm
- Leuchten Lichtausbeute: 104 lm/W
- Nutzlebensdauer: 50000h L75 bei 25°C
- Farbwiedergabeindex min.: 80
- Farbtemperatur: 4000 Kelvin
- Farborttoleranz (initial MacAdam): 4
- Betriebsgerät: 1 x 00109069 CONV PH Xit 75W 0,12-0, 4A 215V TD
- Anschlussleistung: 41 W Lambda = 0.9
- Standby Leistung: 0.5 W
- Steuerung: LDO dimmbar bis 1% über DALI
- Wartungskategorie: D - Geschlossen IP2X

Trotz höchster Ansprüche an Qualität und sorgfältiger Prüfung aller Komponenten kann es innerhalb der spezifizierten Lebensdauer zu technologiebedingten Ausfällen von einzelnen LEDs kommen. Der durch den Ausfall von 4 Einzel - LEDs entstandene Lichtstromrückgang hat keinerlei Funktionsbeeinträchtigung zur Folge und ist daher kein Reklamationsgrund.
Lichtstrom und elektrische Leistungsangabe unterliegen initial einer Toleranz von bis zu +/- 10 %, Farbtemperatur bis zu +/-150 Kelvin vom Nominalwert.

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DISCUS LED / HIT
ZUMTOBEL
DISC EVO 1/32W LED840 DIM 3CV SP WHM 60712312
LED spotlight

LED spotlight, white; dimmable; designed to provide optimum high-quality accent lighting, especially in retail and showroom areas; compact, low-profile design with minimalist look; includes high-power LED module; secondary lens optic, which can be changed without tools, delivers precise, uniform light distribution; Luminaire with 3-phase universal adapter with control gear unit in trackbox adapter (only for Zumtobel 3-phase/L3+DALI track); lamps: 1/32 W LED840, spot (beam pattern); colour temperature: 4,000K (neutral white); Luminaire luminous flux: 2300 lm, Luminaire efficacy: 72 lm/W; colour rendering index: RA82; UVA-free and IR-free light; Chromaticity tolerance (initial MacAdam): 3; service life: 50000 h for luminous flux at 70% of initial value; illuminance can be dimmed from 3-100% using rotary potentiometer; mains voltage: 220-240V/ 50/60Hz; spotlight can rotate through 360° and tilt through ±90°; innovative thermal design achieves passive cooling; spotlight housing made of die-cast aluminium in white microtextured paint finish; click-fit mechanism for easy attachment of accessories and replaceable optics; trackbox adapter made of white Polycarbonate (PC); dimensions: 236 x 163 x 160 mm; weight: 1.2 kg;
Please note: suitable for horizontal wall-mounting; not suitable for point outlets.

Light Distribution STD - standard

- Light Distribution: STD - standard
- Light Source: LED
- Luminaire luminous flux*: 2300 lm
- Luminaire efficacy*: 72 lm/W
- Colour Rendering Index min.: 80
- Ballast: 1 x 24166471 LCAI 055/1400 O010 DALI 220-240V TRI
- Correlated colour temperature*: 4000 Kelvin
- Chromaticity tolerance (initial MacAdam)*: 3
- Rated median useful life*: 50000h L70 at 25°C
- Luminaire input power*: 32 W
- Dimming: dimmable to 3%
- Maintenance category: C - Closed Top Reflector

All values marked with an * are rated values. Luminous flux and connected electrical load are subject to an initial tolerance of +/- 10%. Tolerance of color temperature: +300 K. Unless stated otherwise, the values apply to an ambient temperature of 25°C.

IP20 CE

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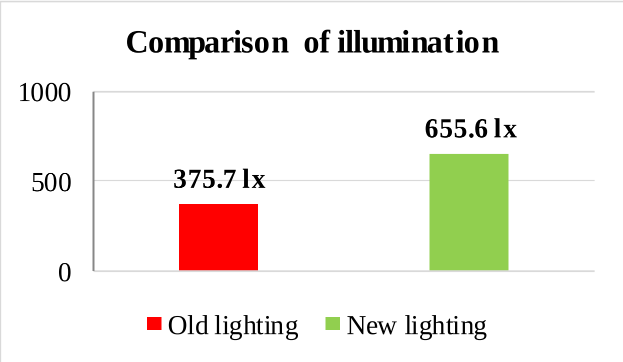
Picture 4. *The chosen LED lamps*

The next stage of the project was installing a new electrical wiring.
The electrical wiring is mounted above plaster underneath the ceiling in installation tubes on metal shelves. Such construction was possible because of the existing secondary ceiling

Table 2. *The illumination measurement of the work area (25 measurement points)*

Measurement points	*E*[lx] – LED lighting
A1	503
A2	631
A3	638
A4	639
A5	586
B1	666
B2	775
B3	831
B4	774
B5	684
C1	676
C2	797
C3	849
C4	786
C5	694
D1	630
D2	750
D3	792
D4	734
D5	650
E1	408
E2	478
E3	510
E4	480
E5	430
Average illumination	**655.6**

The average illumination of the new lighting with LED technology in the renovated lecture room is 655.6 lx



Graph 1. *Comparison of illumination*

The increase of average illumination in the lecture room is evident.

2.5 Electrical power measurement of the new lighting

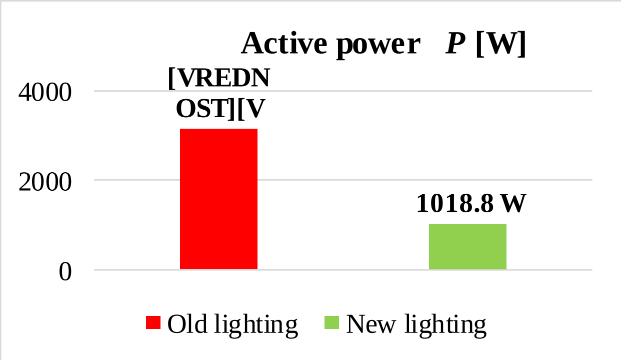
We also measured the consumption of electrical power for the new lighting system in the renovated lecture room with Iskra MC 750 Network Recorder.
The first measurement was made at full load (all light sources, full illumination).

Table 3. *Recorded electrical power values at full load (new lighting)*

	S	*S*	*P*	*P*	*Q*	*Q*
	[VA]	[VA]	[W]	[W]	[var]	[var]
L1	240		228,5		74,5	
L2	563	1060,5	548	1018,8	140	302,9
L3	257,5		242,3		88,4	

The results of electrical power measurements of the new lighting:

- apparent power S = 1060.5 VA
- active power P = 1018.8 W
- reactive power Q = 302.9 var



Graph 2. *Comparison of active power consumption*

The next step was to measure the electrical power consumption with an external light illumination sensor, which means that illumination regulators define the level of illumination in the lecture room according to the level of external light as well as to the pre-set level of illumination in the room. The measurements show that the use of illumination sensor regime helps to an additional decrease of electrical power consumption of the new lighting system. This is an important conclusion taking into account that artificial lighting works hand in hand with natural light for the most of the time.

Table 4. *Recorded electrical power values at automated new lighting operational regime*

	S [VA]	*S* [VA]	*P* [W]	*P* [W]	*Q* [var]	*Q* [var]
L1	152		136		69,1	
L2	363	685,7	338	623	129	281,4
L3	170,7		149,1		83,3	

2.6 The equipment used

The lecture room is also equipped with a loud speakers system with a YAMAHA RX-V657 amplifier and additional JBL Control 1pro WH speakers.
Video projections are supported by a Panasonic PT-VW530E video projector, mounted beneath the ceiling, and an electrically powered screen.
The chosen controller ZUMBOTEL LITECOM CCD (Picture 5) and the necessary additional equipment together with the sensor system enable creation and usage of scenery planned illumination according to the demands of the multi-purpose lecture room.
Five different scenery regimes have been planned for the initial use of the lighting system in the room. They can be additionally reprogramed according to individual needs, and new

regimes can be added when needed. The use of new pre-programed regimes of scenery is simple and is carried out using a touch interface Zumbotel LUXMATE CIRIA, which is mounted on the wall close to the lecturer work area.

Pcture 5. *ZUMBOTEL LITECOM CCD controller*

3. CONCLUSION

The data, collected in illumination and electrical power consumption measurements, prove that the goals of the renovation project have been fully realized. The achieved average illumination in the room is 655 lx, which actually exceeds the recommended illumination of such rooms.

Picture 6. *The renovated lecture room 352 at Kranj SC*

The electrical power consumption of the new lighting system at full load has been decreased by three fold, and could still be decreased significantly using the new sensor technology.

The realized project of energetically efficient lighting renovation, together with the use of the necessary regulation technology for scenery regulation of all consumers, can be presented as an acceptable model of smart installation for renovation of such rooms in various buildings.

3.1 And where is the link with hotel offer?

An important part of hotel facilities' offer has been, for the last few decades, organizing congresses, consultations, seminars and other forms of education. Internationally, hotel owners are prepared to invest more in this field of their offer as they are aware that the participants of conferences are very well come at different tourist destinations. Organizations of such international activities inside hotels demand a renovation of certain hotel facilities and furnishing them with contemporary equipment. Unfortunately, there are still many hotels that are improvising in this area. The experiences and the solutions, presented in this successfully accomplished project, could serve as a basis for renovation of certain hotel facilities which could be used for the needs of congress tourism and similar activities.

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ECOLOGY AND ECOLOGICAL PROBLEM – AN IMPORTANT ISSUE OF MAN'S ATTITUDE TOWARD THE WORLD

Invited paper

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Abstract: *Ecology and ecological problems are in the focus of both scientists and Orthodox Church. Ecological theme is broadly present in contemporary society, regardless of development level. Everyone seems to have the same goal: the quality living in the present but enable the same to the future generations. This requires the creation of ecological consciousness which will provide comprehensive preservation and protection of environment from local community to the global level. This paper should appoint to the key issues of man's attitude toward the world, in order to overcome the ecological crisis and prevent further demolition of the environment.*

Key words: *ecology, ecological problems, ecological consciousness, quality of living*

1. INTRODUCTION

It is an undeniable fact that the modern world collides with one of the largest and most difficult problems - ecological problem. It is, undoubtedly, the greatest challenge for the mankind, concerning its future. A numerous intellectual people are trying to give their contribution in resolving these problems.

Stern (Stern N. , 2014) believes that climate change has become a serious global problem and a challenge to mankind in whole, but that the world can still create a new era of progress and prosperity through discovering new technologies and sources of energy, which can make the existing energy supplies safer. According to him, the answer to the current problems must be global and efficient, meaning the reduction of the emission of pollutants to the wanted extent. The most developed countries are mostly responsible for present climate change, but the developing countries will be most responsible for the bulk of emission's growth in the next period. Therefore, we need mutual agreement and response to the temptations that have langsyne began.

Bishop Jovan (Puric) believes that the ecological problem is the question of the man's attitude toward the world, and also a reflection of the spiritual crisis of man's attitude toward God (Bishop Jovan (Puric), 2013.).

Félix Guattariin in his book entitled “Three ecologies” (1989) claims that all the contradictions and conflicts in earlier history (geographical, civilizational, cultural, class, religious…) are insignificant in comparing to reality of globaly decaying and dying life, i.e. comparing to global ecological crisis (Goriceva T., 2007. , page 53).
This paper shall point out the underlying causes of the ecological crisis as well as the ways of resolving it.

2. ECOLOGICAL PROBLEM – THE MOST IMPORTANT ISSUE OF THE CONTEMPORARY CIVILIZATION

Contemporary scientific and technological progress resulted in a large number of new products and technologies. Their continuous improvement leads to unstoppable consumption of material goods, but also a comprehensive pollution and often irretrievable destruction of nature in all phases of the product life cycle including:
- process of providing basic raw materials (oil, coal, gas, minerals, …),
- transformation (production) process,
- energy production processes (thermal power plants, hydro power plants, nuclear power plants…),
- processes of processing the secondary raw materials, and
- processes of general technological development of civilization (Djuricic R. M., 2000).

Intellectual world has realized a long ago that the pollution and destruction of the environment is a global problem of planet Earth, constituted by a number of components ("global warming", "planetary greenhouse effect", violation of the ozone layer, melting ice in the Arctic and Antarctic, raising level of oceans and seas followed by flooding of vast coastal area, extinction of thousands of plant and animal species, pollution of waterways, lakes and seas, deforestation, destruction of soil by non-biodegradable and radioactive substances, air pollution, etc.).
Today, the efforts are being made throughout the world aiming to arouse and develop environmental awareness in order to stimulate protection and preservation of environment at local and at global level. This refers to the constantly interacting plant, animal and human world. The ecological crisis is forcing every country and every person - an individual to reconsider its attitudes toward the surrounding world. Everybody agrees that the ecological problem basically have an anthropological character, because it was created by irresponsible man, not nature. Spiritual crisis, which overwhelmed the world, prevents overcoming the ecological crisis.

3. MAN – THE SOURCE OF ECOLOGICAL CRISIS

The contemporary society is faced with unstoppable scientific and technological development, on the one hand, and raising environmental consciousness, on the other hand. Developed consumer societies have brought their citizens to the level of spiritually degraded individual, living exclusively "guided solely by its self-centered desires and impulses: he is incapable to communicate with others (unless it brings him benefit or fulfillment of his selfish objectives and pleasures), he can't share anything" (Bishop Jovan (Puric), 2013.)., he is "completely unaware of existence of the joy arising from self-transcendence, dispensation and selfless love"(Yannaras H., 2007), through communion and socializing with others.

Many would agree that the ecological problem "involves the question of man's role on Earth and in the Universe, that the ecological problem is a holistic and global problem which is a consequence of man's self-claimed, absolute and autonomist dominance over the Earth" (Oikonomou E., 1.).

Elias Oikonomou sees seven phenomenal forms of ecological crisis (Oikonomou E., 1.3.):

-"in the form of uncontrolled and excessive exploitation and depletion of natural resources essential for the biological survival of the human race and for the continuation of life of human civilization and the entire bio-system of the planet Earth;

- in the form of increasing and in some cases irreversible pollution of entire biosphere, including mentioned natural resources (land, water, air, sea, ozone layer, ...);
- in the form of progressive destruction of forests and fertile soil, as well as in the form of causing mutations and extermination of plant and animal species in the entire biosphere....;
- in the form of misuse and uncontrolled experimentation with natural forces (fission and fusion of atoms, the production of atomic and nuclear energy for military and peacetime purposes);
- in the form of producing inorganic chemical and organic biochemical compounds unknown to nature, with carcinogenic, mutagenic and teratogenic effects, many of which cannot be included in the natural process of biodegradation;
- in the form of scientific and technological assault on the very foundations of life ("entry" into the human genome, genetic engineering, cloning, ...);
- and, finally, in the form of the destruction of the music and overall harmony of nature and its aesthetic integrity and beauty".

Representatives of the Orthodox Church criticized theological anthropocentrism of Blessed Augustine who claimed that the commandments of God can be violated in order to achieve the ultimate ethical good - happiness and progress of the individual and the desired quality of life. This allowed "Christians to destroy nature with a completely clean and calm conscience, as long as it contributes to the fulfillment of human happiness".(Митр. Јован Пергамски, 1998), Accordingly, "Christians are deeply and almost exclusively motivated by the promotion of human happiness".(Metropolitan John (Ziziolas) of Pergamon ,1996),

In this way, the man, who should represent a rational being, began experiencing nature as an object of its exploitation which should provide him personal happiness, contentment and progress. It has become an axiom and the ideal of Western civilization, spreading to the rest of the world through globalization. All this testifies that the ecological problem is also the anthropological as well as theological problem number one.

There is no solution for ecological crisis without global system approach where the ecological education should be playing an important role.

4. ECOLOGICAL EDUCATION - PRECONDITION OF SUSTAINABLE DEVELOPMENT

The sustainable development concept can be effectuated only by ecologicaly educated people. They are a prerequisite to overcome the spiritual crisis of humanity, which is a precondition for the metamorphosis of nature.

Therefore, the ecological education should be started in kindergarten and continued through the pre-primary, primary, secondary and higher education.

The media, the Serbian Orthodox Church, NGOs and others can give great contribution to the ecology trainings as well.

Ecologically aware and educated people are capable to implement the concept of sustainable development as a tendency to create the better world through balance of social and economic conditions on one hand, and the environment protection factors, on the other. They can achieve a harmonious balance between the environment and the economy, as a basic precondition to maintain the natural resources of the Earth for future generations. Also, this kind of development is in line with the needs and constraints of nature and appreciates the need to harmonize economic and ecological interest at both the local and global level. It meets current needs, but also takes into account the needs of future generations. In this way, the transformation to a richer and more equal society is performed, where the environment and cultural achievements are advancing and being meaningfully consumed and tended for future generations.

The concept of sustainable development has been widely accepted as a condition for the survival and progress of mankind because of:

1. strong moral reasons of today's generation to leave the same development opportunities it had to its progeny;
2. strong ecological reasons, because nature itself is the value. If maintainance of bio-diversity or natural resources supplies has justification in an attitude that man is only a part of the nature and has no right to irretrievably change it, then every form of economic activity that violates diversity of living world or resources wealth is unacceptable, and
3. strong economic arguments. Sustainable development is more efficient because it prevents the waste of resources and energy.

Social responsibility of companies is necessary for the realization of the sustainable development concept. Social responsibility is based on:

1. *Economic responsibility*, requiring the company to fully satisfy its customers, but also to be effective, profitable and bear in mind the interests of the shareholders,
2. *Legal responsibility*, which includes compliance with laws and standards regulating the companies business field,
3. *Ethical responsibility*, which refers to the expectation that the company will run its affairs in an ethical and fair manner, i.e. go one step further from the simple adherence to the law, and

4. *Discretionary or philanthropic responsibility*, relating to the expectations of the society that the organizations should be a good citizens and will actively contribute to solving the social problems (poverty, unemployment, environmental protection, protection of human rights, etc...) in accordance with their capabilities.
Figure 1 shows that initiatives aimed at increasing the organization's ability to compete can do so by pursuing structural changes such as mergers, reduction or relocation of operative units or the introduction of business systems, e.g. the "lean organization", in comparison to an approach to change focused on the issue of human resources, which revolves around questions of personal development, job efficiency and employee satisfaction. (Amorós M.A.A., 2012)

Competitive Capacity	**Human Resources**
Mergers, acquisitions and joint ventures	**Personal development**
Delocalization of operative units	**Ergonomic work place**
"Lean organization"	**Level of satisfaction with the job**

Figure 1. Objectives of Change Management (Amorós M.A.A., 2012)

In addition to the above mentioned types of change, a number of other concepts related to change management have been developed and implemented. These concepts span from "Business Reengineering", "Lean Management" to "Total Quality Management" (TQM) (refer to figure2) (Amorós M.A.A., 2012) .

⇨	**Business Reengineering** Radical change, top down, new organizational structure
⇨	**Lean Management** Combating inefficiency (e.g. reducing energy waste, delay in services, personnel turnover, absenteeism, level of job involvement, etc.)
⇨	**Total Quality Management (TQM)** Customer-oriented approach, the entire organization is responsible for enforcing quality standards

Figure 2. *Change Management (Amorós M.A.A., 2012)*

5. CONCLUSION

Modern world is confronted with one of the largest and hardest problems – the ecological problem, which is the greatest challenge to the mankind concerning its future.

A large number of thinking people believe that the basic cause of the ecological problem is the consumer society, supported by unstoppable scientific and technological progress, producing the spiritually degraded individuals who live for the satisfaction of their self-centered desires and impulses.
Numerous scientists, theologians, environmental movements and other interested parties had been trying to give their contribution to resolving the ecological problem.
A well-designed concept of sustainable development can reconcile conflicting views of scientists and theologians.

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INTEGRATED MANAGEMENT SYSTEM AND MARKETING IN TOURISM

Invited paper

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Summary: *A modern marketing strategies also require an integrated management system to be implemented in touristic business systems. Surrounding threats show an increasing trend implying the necessity to bring the management system into standard ranges. In the 3rd millenium, this has become the major issue of doing business at a global level. Our touristic systems will either keep up or disappear. This paper will contemplate a possible approach to the matter of how to integrate management systems in touristic operations of Serbia and Western Balkans.*

Key words: *integrated management system, standards, tourism, marketing*

1. INTRODUCTION

Development of tourism is one of the Serbian development opportunities. Unfortunately, the entire Serbian economy including tourism has been in transition stage for more than two decades. Touristic innovations are underestimated, while most investments and IC technologies refer mostly to liabilities; the situation is the same with both the individual housholds and the legal entities. (Đuričić M. R., 2010)
Touristic economy of Serbia cannot get out of the crisis if the number of incoming tourists from EU, Russia, US and other developed countries is not increased. These tourists are fastidous and demanding ; on the other hand, they must be satisfied with the quality and price of touristic products. It requires a completely new approach to touristic management which will respect all demands or limitations. These management systems need to be integrated in a single, efficient and effective business system (BS) (Đuričić, M.R., 2010).

2. STANDARDIZED MANAGEMENT SYSTEMS AND TOURISM

In the 4th decade of the 20th century, in order to get stronger and to compete with the USA and Japan , Europe made a standardization of management systems (MS). Now, the base for further development is quality management system; other management systems are

derived from it. (Đuričić, M.R., 2010) The purpose of quality management system is to fully meet the requirements of: *clients, employees, capital owners and other parties concerned (social community, suppliers and governments...,)* (Đuričić R. M., 2011).
Touristic business systems (TBSs) are facing an increasing pressure to adjust their management systems to various norms and standards so as to ensure that they will meet all demands, requirements and expectations of all the parties involved. One of priorities of the modern TBS management is how to integrate the existing TBS (production management system, marketing information system, financial management system, human resources management system, strategic management system, IT management system and other) together with standardized systems into an efficient management system.
Through continuous improvements, QMS is also improving (Đuričić R. M., 2008):
1. customers' satisfaction,
2. QMS effectiveness with accomplishment of the goals of the organization,
3. organizational structure with application of process organization and
4. resources development. According to the same principles, the standards are improved (Figure 1).
What is currently in progress is replacement of the ISO 9001: 2008 standard by *ISO/DIS 9001:2015; this change also refers to the changes in terminology (table 1) and approach (table 2)*

Table 1. ISO/DIS 9001 contains some notable changes in the terminology used in ISO 9001:2008:

ISO 9001:2008	ISO 9001:2015 (DIS version)
"Products"	"Products and services"
"Documentation" "Records"	"Documented information"
"Work environment"	"Environment for the operation of processes"
"Purchased product"	"Externally provided products and services"
"Supplier"	"External provider"

Organizations which are already certified to ISO 9001:2008 will have three years from formal publication of ISO 9001:2015 in which to transfer to the new version of this standard. Based on the current publication schedule, this transition period would end on September 2018.
Organizations already certified to ISO 9001:2008 are given three years, starting from formal publication of ISO 9001:2015, to apply the new version of this standard. Based on the current publication schedule, this transition period would end in September 2018.
Many organizations manage their operations through process systems and their interactions – this may be called ''a process approach". ISO 9001 promotes utilization of this approach. As PDCA can be applied to any process, these two methodologies are considered compatible. (Đuričić R. M., 2011)

Table 2. *New in FDIS/ISO 9001:2015*
(source:http://www.sgs.rs/~/media/Global/Documents/Flyers%20and%20Leaflets/SGS%20SSC%20ISO%20FDIS%209001%20Flyer%20A4%20EN%20LR%2015%2007.pdf)

Organizational context The "context" of an organization (or its "business environment") refers to the combination of internal and external factors and conditions that can have an effect on an organization"s approach to its products and/or services.	**Risks and opportunities** A vital part of the planning and implementation of a QMS is a new requirement to identify the risks, opportunities and "proportionate" actions that can potentially impact the operation and performance of the QMS.
Leadership Top management are now required to demonstrate "leadership" rather than just management of the QMS.	**Documented information** The terms "documented procedure" and "record" used in ISO 9001:2008 have both been replaced throughout the FDIS 9001 by the term "documented information".
Other QMS requirements • Specific requirements in relation to the execution of a process approach • Requirements relating to the identification of required personnel competence • Identification and maintenance of the any organization"s critical operational "knowledge" • A risk-based approach to the controls applied to external providers	**Structure and terminology** The FDIS 9001 adopts the clause structure specified in Annex SL, which is now the required framework for all new and revised ISO Standards.

In the circumstances of an increasingly demanding and globalised market of today, there is a series of requirements on the TBS's table. As a consequence, TBS management requires integrating partial management systems (MS) into a unique one – an integrated MS (IMS). One of the standardized MSs can be applied to any BS – **OHSAS[6] 18001:2007 – Occupational Health and Safety Assessment** Standard . It requires a special attention.

3. THE IMPORTANCE OF HEALTH AND SAFETY AT WORK

Healthy and safe operations are of utmost importance for any society. All bodies responsible for BS operations are interested in it (table 3). International community has regulated the matter through the following norms:

[6] Occupational Health and Safety Assessment Standard

-OHSAS 18001:2007 – Specifications[7]
-OHSAS 18002:1999 – OHSAS Instructions for Use 1800
OHSAS standard is based on methodology known as „ plan-do-check-action" (PDCA). PDCA can be shortly described as follows:
*- **Plan**: Establishment of goals and processes required to achieve results compliant with the OH&S policy of an organization.*
*- **Do**: Process application.*
*- **Check**: Process monitoring and measurement in reference to OH&S policy, goals, legal and other requirements; reporting results.*
*- **Action**: Taking the steps required for constant improvement of the OH&S performance.*

Table 3. Stakeholders on Safety and occupational health

Stakeholders for the safety and Health at Work	
• Employers, • Employees, • Customers, • Suppliers,	• Insurance companies, • Shareholders, • Society, • Subcontractors and • Control Agency

Each work place contain certain hazards[8] and risks[9]. When implemented properly, quality OHSAS should either prevent or minimize hazards and risks (Figure 1). OH&SMS planning is of particular importance during this process for it contains the following:
1. Hazard identification as to whether this may cause damages in terms of either personal injuries or adverse health effects, damages to property or working environment;
2. Risk Assessment & Management represents a combination of possibility and consequence(s) of specific hazardous event;
3. Legal and other requirements;
4. Occuppational Health and Safety goals;
5. Health and Safety management programme.

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[7] define requirements for occupational health and safety management system (OH&SMS) enabling organizations to both manage the OH&S risks and improve performance
[8] Hazard – *A source, situation or an act likely to cause damages such as injuries or health deterioration or both.*
[9] Risk – *Combination of possibility for the hazardous event or exposure occurance with serious injury or health deterioration that may arise from such event or exposure.*

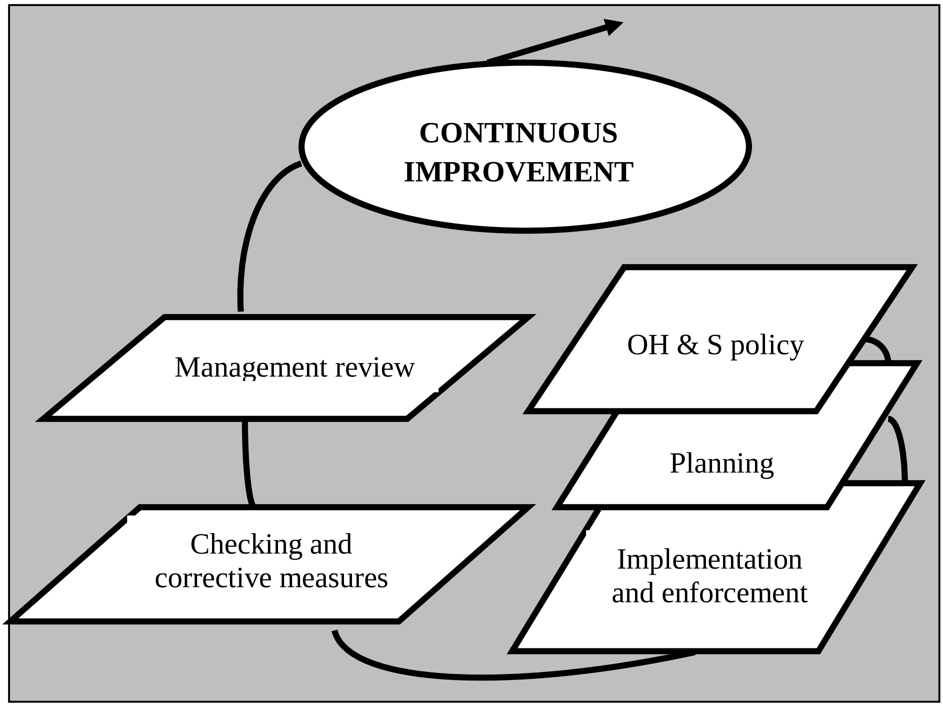

Figure 1. Model Management System Occupational Health and Safety OHSAS standard (source: BS OHSAS 18001: 2008)

It is rational for an OHSAS to be integrated into a QMS, as well as into other MSs relevant for a successful operations of a BS. This because many items of the OHSAS overlap with the ISO 9001 provisions. Such an integration makes significant savings for the BS in terms of working time costs, personal protection optimization, sick leave reductions, manpower fluctuation reduction, higher corporate integration and in terms of the extensive yet cost-deffective formalities.
All common elements of international standards are documented at the same spot while specific requests are separately prescribed and documented. This enables the management to carry out its activities quick and easy; it also enables all employees to do their jobs in a safe manner, i.e. to prevent any occurance of process discrepancies at work.

4. INTEGRATION OF PARTIAL MANAGEMENT SYSTEMS – A NECESSITY FOR MODERN TOURISTIC OPERATIONS

Integration of OHSAS and other partial management systems is benefitial for many reasons, which were properly sublimed by M.Heleta (Heleta., M., 2010.). These benefits are quoted below:

1. «Attachment, attention and involvement of top management, all this is more certain when goals, resources and measures are integrated while a common MS review consists of a number of separate ones.
2. Daily operations are more effective with no need to involve top management thus leaving it enough time to get dedicated to strategic activities.
3. Basic MS adaptation to various norms is more efficient and cost-effective than separate MSs building and application.
4. IMS with more focuses is more efficient than a partial MS with single focus.
5. Through integration, savings referring to policies, documents and records lead to a more rational management of resources and efforts.
6. It is easier and more efficient to manage integrated goals from different aspects than individual MS goals
7. IMS is more efficiently integrated in strategy and practice of an organization than individual MSs.
8. Integrated research, verifications, reviews and evaluation save time and money.
9. A unique improvement process is far more efficient than a number of separated improvement processes.
10. Process re-engineering referring to multiplied aspects is more effective and cheaper than multiplied re-engineering referring to single aspect.
11. Internal audit and certification of an IMS is more effective and cheaper than individual audits and certifications of each MS.
12. Building customers' trust, positive image on both the market and social level
13. IMS provides management with a higher level of control than management of a number of systems .
14. Priorities are optimized when single management representative is focused and in charge of the IMS; otherwise, more persons would be in charge of various systems, each with its own focus and priority.
15. Better accepted by employees, less inter-functional conflicts, higher motivation due to goals set to meet the requirements of all the parties concerned.
16. A unique training programme for IMS saves time and money; it also reduces prospective confusion among employees due to different messages received from different training programmes».

Most experts impementing standardized MS apply the methodology adopting the following BS aspects:
1. Integration of all features of activities and products*;*
2. Integration of all goals of an organization;
3. Integration of all business processes;
4. Integration of elements required for the system sustainability.

It should be noted that the requirements of standardized MSs are mutually compatible. All these are the requirements for a unique-integrated management system (IMS); to attain it, one should start from implementation of the widest quality management system according

to the ISO 9001: 2008 Standard; once this standard is in place, it is relatively easy to get the requirements of various management systems integrated into a unique BS (Figure 2).
At the same time, process objectives and business units should be synchronized with the BS in general. Each BS contains a number of partial management systems which are featured by lack of structure, definition and adjustment to other areas, but are concentrated to isolated management areas which are often confronted thus likely to be brought into the authority conflict as far as the BS observed is concerned. Most issues in a BS are due to desintegration of its business units. It is important that all business units are developed simultaneously in order to avoid desintegration.

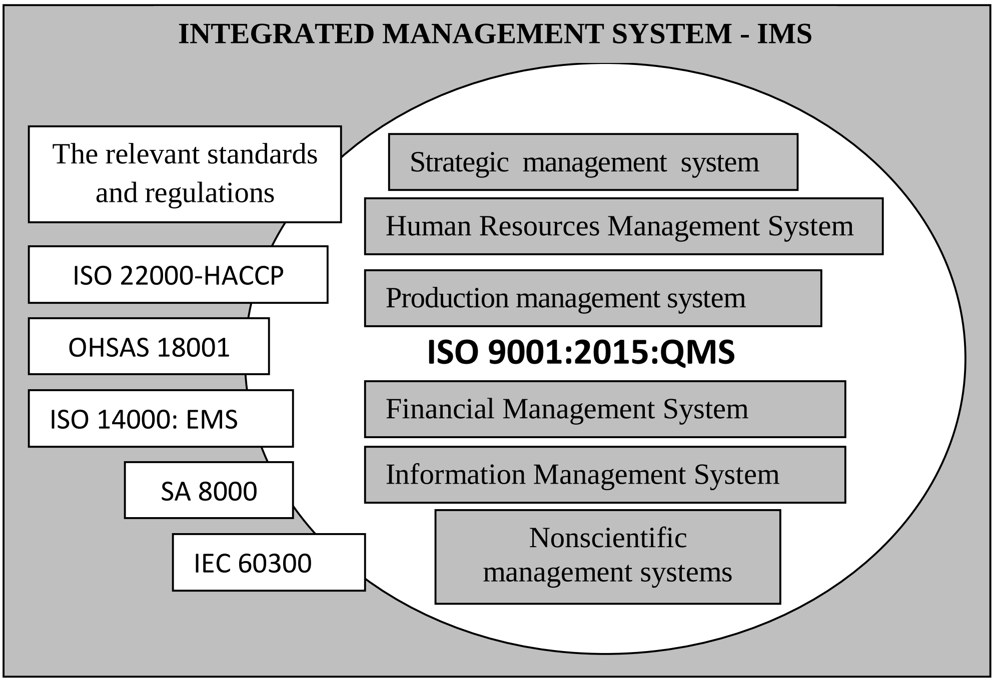

Figure 2. *Integrated management system = Business System (BS) (Djuricic R. M., 2011)*

There is a frequent question: What needs integration? The answer is clear: anything affecting business results! IMS should integrate all formal and informal systems focused on the product, its quality, health and safety, environment, human resources, finance, purchase, production, security etc. There are several good reasons to get integrated (Đuričić R. M., 2011,): *1. focusing on business goals; 2. balancing confronted goals; 3. eliminating confronted responsibilities or relations; 4. reducing „double work" and thus costs; 5. reducing risks, increasing profit; 6. diffusion of the power; 7. formalization of informal systems; 8. communication improvement; end 9. easier training and development.*
IMS is a concept transferring functional management into touristic BSs. As a result, managers are in charge of more functions (for example, production manager is in charge of

production schedule, production process, personnel, environment and alike) thus improving it a lot.

5. CONCLUSION

In the 2nd decade of the third millenium, market-oriented touristic business systems (TBSs) are facing an increasing pressure to adjust their management systems to various norms and standards so as to ensure that they will meet all demands, requirements and expectations of all the parties involved.
Application of the OHSAS is a necessity of each business entity.
The most rational option is to integrate OHSAS into a QMS. Though, it is not a sufficient measure to attain successful business operations; therefore, all other MSs relevant for successful operation of a BS must be integrated into a unique MS.
Integration of the standard MSs into a touristic business system must comprise all currently formalized or non-formalized systems focusing on touristic products, their quality, health and safety, environment, human resources, finance, purchase, production, security etc.
A well implemented IMS is the base for constant business improvement of a market-oriented TBS.

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PERSPECTIVES OF DEVELOPMENT OF INTERNATIONAL TOURISM AND ITS IMPACT ON THE FORMATION OF DOMESTIC (NATIONAL) PRODUCT AND BALANCE OF PAYMENTS

Invited paper

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Abstract:*In discussions and analysis concerning issues related to the theme mentioned above, our elementally starting point is devised on the basic issues and the knowledge that today tourism is one of the main sources of income in many countries, and for number of destinations, it is the dominant branch of economy. Tourism has been expended largely since second half of twentieth century. It can be concluded on the basis of number of people who travel abroad. After occasional declines in the global number of tourists due to various causes (from world epidemics to wars or economic crises) number of tourist in 2012 surpassed 1 billion for the first time in history. The expansion of tourism is reflected in the realized tourist traffic, as well as the functions of tourism (cultural, social, political, health, etc.).*

Key words: *tourism, economy, national product, balance of payments*

1. INTRODUCTION

One can say that sector of tourism represents one of main factors of world (global) economy growth with indication that tourism main function is consisted in the fact that directly and indirectly affects the growth of gross domestic product.
In that sense, we shall divide this work in two basic parts; first part was dedicated to its main characteristics and prospects of development of international tourism in the world. We shall especially stress the dynamics of development of international tourism and its importance, the participation of individual countries in international tourism as well as predicting the development of international tourism in the following period done by the World Tourism Organization.
In the second part of this article we wrote about the impact of tourism on the formation of the domestic (nationa)product and national income and about the impact of tourism on the balance of payments of the country.
Theoretical considerations are important because they can be regarded as basis for further, more complex surveys in the field of tourism and its significance and role from economic aspect.

1. PREDICTIONS AND PERSPECTIVES OF INTERNATIONAL TOURISM

The dynamics of international tourism development is exceptionally favorable and intense from its early start, and to illustrate this thesis, we shall take the year of 1950 when tourist traffic amounted to 25.5 million visitors, with an average consumption of 2.1 billion USD and the year of 2000 when 687.3 million tourists were involved in international tourism, with spending of 575 billion USD. Those numbers mean that average growth rate of tourist traffic was 6.8% and 11.4% regarding tourist spending in the period of fifty years.

Many surveys done by scientific institutes and individuals, as well as international tourist organizations, especially UNWTO, prove that we can expect continuation of positive development tendencies of international tourism in following period. Therefore, our dominant conclusion is that the intensity of the growth of international tourism in the world could be more favorable than the intensity of growth of GDP in the world. At the same time, it is expected that the growth of domestic tourism could be consistent with real growth of domestic (national) product.

Further, we'll present some important predictions given by UNWTO. Regarding mentioned above, central question could be; are those predictions and development perspectives of international tourism real from UNWTO standpoint?

In that sense, surveys conducted in that field that are based on predictions with remark that first predictions from 1991. were given for periods 1990-2000. and 2000.-2010. within UNWTO framework, and the most recent predictions provide forecasts up to 2030.

The first survey that was conducted in 1991 had predicted that the number of tourists in international tourism in the world for the period 1990 to 2000, would record an average annual increase of 3.8% and an annual increase of of 3,5% for the period from 2000 to 2010. Based on these predictions, it was expected realization of 661 million tourists in 2000. and 937 millions in 2010.

When we are talking about the expected dynamics in some regions, then in the case of Europe expected average annual growth rate was set at 2.7% for the first ten-year period, and another 2.5% for second ten-year period.(in 2000 372 million tourists, and in 2010 476 million). In the case of America the first ten-year period predicted an average annual growth of 4.6% (146 million tourists in 2000), and 3.7% for second ten-year period (207 million tourists in 2010). When it comes to the Asia-Pacific region, there is considerably more dynamic growth compared to the above mentioned regions, and therefore, it impacts the world average. In this case, for the first ten-year period predicted an average annual growth rate of 6.8% (in 2000 101 million tourists), and 6.5% for second ten-year period (190 million tourists in 2010).

As we can see, achieved results in last period were largely in line with the prediction, although they were more in favorable in Europe and less favorable for America. The Asia-Pacific region the results were in line within the framework of predictions.

Given marks are important for using results of most recent surveys when it comes to predicting of the development of international tourism for the period up to 2030, which were also carried out in the framework of UNWTO.
In order to give an insight into the results and forecasts, we're giving the following overview of UNWTO forecasts up to 2030 (Table 1.):

UNWTO Tourism Towards 2030: International tourism by region of destination

	International Tourist Arrivals received (million)					Average annual growth (%)				
	Actual data			Projections		Actual data		Projections		
								2010-'30, of which		
	1980	1995	2010	2020	2030	1980-'95	'95-2010		2010-'20	2020-'30
World	**277**	**528**	**940**	**1,360**	**1,809**	**4.4**	**3.9**	**3.3**	**3.8**	**2.9**
to Advanced economies[1]	194	334	498	643	772	3.7	2.7	2.2	2.6	1.8
to Emerging economies[1]	83	193	442	717	1,037	6.8	5.7	4.4	4.9	3.8
By UNWTO regions:										
Africa	7.2	18.9	50.3	85	134	6.7	6.7	5.0	5.4	4.6
North Africa	4.0	7.3	18.7	31	46	4.1	6.5	4.6	5.2	4.0
West and Central Africa	1.0	2.3	6.8	13	22	5.9	7.5	5.9	6.5	5.4
East Africa	1.2	5.0	12.1	22	37	10.1	6.1	5.8	6.2	5.4
Southern Africa	1.0	4.3	12.6	20	29	10.1	7.4	4.3	4.5	4.1
Americas	62.3	109.0	149.7	199	248	3.8	2.1	2.6	2.9	2.2
North America	48.3	80.7	98.2	120	138	3.5	1.3	1.7	2.0	1.4
Caribbean	6.7	14.0	20.1	25	30	5.0	2.4	2.0	2.4	1.7
Central America	1.5	2.6	7.9	14	22	3.8	7.7	5.2	6.0	4.5
South America	5.8	11.7	23.6	40	58	4.8	4.8	4.6	5.3	3.9
Asia and the Pacific	22.8	82.0	204.0	355	535	8.9	6.3	4.9	5.7	4.2
North-East Asia	10.1	41.3	111.5	195	293	9.9	6.8	4.9	5.7	4.2
South-East Asia	8.2	28.4	69.9	123	187	8.7	6.2	5.1	5.8	4.3
Oceania	2.3	8.1	11.6	15	19	8.7	2.4	2.4	2.9	2.0
South Asia	2.2	4.2	11.1	21	36	4.3	6.6	6.0	6.8	5.3
Europe	177.3	304.1	475.3	620	744	3.7	3.0	2.3	2.7	1.8
Northern Europe	20.4	35.8	57.7	72	82	3.8	3.2	1.8	2.2	1.4
Western Europe	68.3	112.2	153.7	192	222	3.4	2.1	1.8	2.3	1.4
Central/Eastern Europe	26.6	58.1	95.0	137	176	5.3	3.3	3.1	3.7	2.5
Southern/Mediter. Eu.	61.9	98.0	168.9	219	264	3.1	3.7	2.3	2.6	1.9
Middle East	7.1	13.7	60.9	101	149	4.5	10.5	4.6	5.2	4.0

Source: *UNWTO,Tourism Higlights, 2011.*

Based on this review, it can be undeniably concluded that UNWTO had expressed great optimism when it comes to long-term perspective of development of international tourism in the world.

According to the UNWTO forecast it is expected up to 1.3 billion international tourist arrivals in 2020, and the number of international tourist arrivals should reach the figure of 1.8 billion in 2030.

As we can see, a growth of international tourism in the world was projected up to 3,8% for the period 2010- 2020 and the average growth of international tourism for the period 2020.- 2030.was predicted for 2,9 %.

At the same time, it can be concluded that the expected average annual growth of tourist traffic in international tourism of 3.3% for the twenty year period, i.e. 2010.-2030.period.

If we're talking about the regional structure, then we can say that slower growth (compared to the world average) was projected for the region of Europe and it was projected at 2,3% annually for the period of twenty years. that is; 2,7% annually for the period 2010 – 2020. and 1,8% for the period 2020 – 2030. Also, slower growth, compared to world average, was predicted for America region i.e. 2,6% annually for the period 2010-2030, in other words, 2,9% anually for 2010. – 2020 period and 2,2% annually for 2020 -2030 period.

More intensive growth (comparing to the world average) was predicted for following regions;

- The most intensive growth was projected for Africa region and it is 5% annmually in the period covered by the overall prediction and 5.4% annually for the period from 2010 to 2020 and 4.6% annually for the period 2020 to 2030
- Asia-Pacific region will have a slightly lower annual growth comparing to Africa region and it was predicted 4.9% annually for the overall period 2010-2030. The region will have a slightly higher growth in the first half of the observed periods i.e. from 2010 to 2020 and according to UNWTO it will be 5.7% per year, in contrast to the second half of the observed period when the average annual growth will reach 4.2%.
- An average annual growth was predicted for the region of Middle East and it will reach 4,6% annually, for the observed period. Also, more intense growth is expected during the first half of observed period 5,2 % annually and the growth for second half of the period was predicted for about 4%.

However, in spite of big differences in intensity of growth by regions, Europe would still maintain the first, dominant place in overall distribution od tourists in international tourism.

The true is that UNWTO predicted reduction of its share to 43,4% as was predicted for 2020. compared to 50,7% as it was in 2010.

At the same time, the share of Asia-Pacific region in the overall distribution will rise to 25.4% in 2020, i.e. 3.7% compared to 2010 when the region had 21.7% share in the distribution of the world's overall tourist traffic in international tourism, according to UNWTO. The share of America region in 2020. would be 18,1%, according to UNWTO. Other regions, with relatively small significance, would increase its share in observed years.That means that Africa region share would be 4,9%, and Middle East region share would be 4,4% in 2020.

2. IMPACT OF TOURISM ON ECONOMY

Tourist consumption, defined as spending by tourists in places they visit, is basis for understanding economic impacts of tourism. Modern economic theory that study contribution of tourism to economic development always starts from tourist consumption, because 'as a result of this spending derive certain economic effects on economy of countries where tourist come from as well as countries they visit'. (Unković S., 2006). Although economies of countries where tourist come from experience certain effects, however, in analyzing the economic impacts of tourism, always starts from analyzing effects of tourist spending in the economy of the country and areas they visit.
Different classifications of distinguishing economic effects can be found in domestic and foreign REFERENCES. In domestic REFERENCES, one of the most used classification is the division between direct and indirect effects on the economy.(Unković S., 2006). According to this division, the most important direct effects are following;

- impact on domestic product and national income
- impact on the development of economic activities of the tourism industry,
- impact on balance of payment,
- impact on population employment,
- impact on investments (investment activity and investment structure)
- impact of faster development of underdeveloped countries and regions.

In this work we shall deal more with impact on domestic product and national income and impact on balance of payment, without undermining the importance of other impacts.

2.1. Impact on domestic product and national income

There is a high degree of consensus in theory that tourism can not be regarded as the creator of the domestic product and national income, but still tourist consumption directly and indirectly affects the domestic product and national income.
If we're talking about indirectly, then tourist consumption stimulates the development of material production field whose role is the role of supplier of the tourist industry, while direct impact is based on transfer of income from other countries
Namely, this indirect impact is realized through traffic of foreign tourists which, by means of achieved spending, results in direct spillover of foreign accumulation in tourist destinations and businesses of visited country. That is why there is a great interest for development of international tourism and this is its key advantage compared to domestic tourism (which affects the redistribution of funds within the borders of one country).
In developed tourist countries with high revenues from foreign tourists and significant percentage share of these revenues in gross domestic product (GDP), the importance of the direct impact of tourism on the national product is obvious.

In such a way, according to the World Tourism Organization in 1995, the high share of income from foreign tourists in GDP (without revenues from international traffic) was recorded in following developed countries: Singapore (10.5%), Hong Kong (6.8%), Austria (6.7%), Spain and Greece (4.8%), Portugal (4.5%), etc. Beside the direct impact on domestic product and national income, the impact of tourism on territorial redistribution within international scene but also within specific countries is mentioned and considered very often in theory.(Unković S., 2006).
Speaking globaly, tourism could be a significant factor in spillover of domestic product from economically developed countries to less developed countries so we can say that it leads to a more balanced development of the productive forces in the world. Also, the development of domestic tourism could contribute to more balanced development of all regions in one country, because tourist spending provides income for economically underdeveloped regions (but tourist developed). Thanks to these impacts on domestic product and national income, tourism can represent very important factor in overall economic development.

2.2. Impact on balance of payment

According to the scheme adopted by the International Monetary Fund, the balance of payments is defined as a systematic review of all transactions between the residents of one country and the residents of rest of the world in a particular period.(Bodiroža M., 2012) The importance of individual positions in the balance of payments depends on the presence of primary, secondary and tertiary activities in the structure of individual economies, the achieved level of economic development and involvement in international flows of goods, services and factors of production and financial flows. We often stress that impact of tourism on national economy is primary reflected in balance of payments and that is why this is one of most significant functions of tourism. Tourism represents important source of foreign currencies and that is the reason why it is classified as one of favored export branches. Foreign currency income from tourism is the most important point of income in the balance of payments and a very strong factor for overall economic development in countries that have emerged as significant receptive tourist destinations in the international tourism market. Also, the important fact is that this influx of foreign currency is not accompanied by exports of goods across borders, and this export type called "invisible exports" or less often "silent export" and "export on the spot." Instead to import goods, we „import“ consumers i.e. tourists whose spending is the basis of influx of foreign currency. This specific kind of export has number of advantages in contrast to classic export of goods. Certain goods are exempt from exchange in the framework of international trade, as well as natural and cultural or social attractiveness of the country can be valorized through tourism. They attract tourism demand and indirectly "sell" itself on the tourist market in form of higher prices for tourist products. The way to „export“ some products is to sell them to foreign tourists who visited country (for example; bottle of wine, and any other product that is sold at a higher price insetad of being traditionally exported) This kind of export by selling products to foreign tourists is resulted in higher profit, not only because of higher prices but also because of low costs (for example there is no transportation costs or insurance costs). Some perishable products, such as agricultural products, sometimes simply can't be exported due to underdeveloped infrastructure and management of export flows, but could be sold to tourists. Because of these advantages, tourism is considered as a relatively inexpensive and easy way (and sometimes even as the only way) to earn foreign currencies needed to invest in development. Considering that many countries are faced with deficit in balance of payments, international tourism can help to ease those problems and to contribute to securing financial resources needed for economic and social development. That is the main reason why most of countries through active tourist policy try to stimulate spending of foreign tourists and to balance unfavorable trade balance and balance of payments as a whole. Importance of tourism as an export branch is reflected in statistics of World Touristic Organization and International Monetary Fund according to which the international tourism is leading export category in the world that exceeds even the automotive and chemical industries. International tourism represents one of the most important individual item in overall value of world export of goods and services. Tourism is one of five leading export categories for 83% of all countries, and the main source of foreign currency earnings for at least 38%. The fact is that tourism is the main source of foreign currency earnings for many countries, particularly those countries with limited industrial sector or with only a few options for the development of alternative export sectors. The most recent data from The United Nations Conference on Trade and Development (UNCTAD) show that tourism is the main source of foreign currency earnings for one third of countries and one half od underdeveloped countries. Beside the assets of the balance of payments, tourism also affects liabilities and expenses over the population to travel abroad, which can be treated as "invisible imports".. Also, as higher spending of foreign tourist is considered a positive factor of balance of payments, higher expenses of residents traveling abroad are considered a negative factor of balance of payments. Impact of tourism on balance of payments can be even higer if we take the whole touristic economy into account, together with other industries and sectors, not only sector of tourism. In theory, the total contribution of tourism is measured by satellite balance of tourism. Experts of international tourism organizations, especially World Tourism Organization who had discovered so called satellite balance believe that this balance definitely acknowledge the existence of previously undiscovered economic tourism effects on the economy of certain country as a whole, and today, thanks to this balance, they can mesaure and locate that impact.

3. FINAL OBSERVATIONS

At the end, according to this theme, we can conclude following;
* As it can be seen from this work, international tourism had a very dynamic development from 1950 to 2010. Number of tourists in international tourism had amounted from 25 million foreign tourists in 1950 to 940 millions over the period of sixty years.This enabled

average annual growth rate of 6.2% for tourist movement and the average annual growth rate of 11.5%.for tourist consumption amounts.

Considering this we can conclude that the average tourist consumption grew faster then tourist traffic for 5,3%. That is why we can say that in spite of the present phenomenon of mass tourism, behind which is constant inclusion of new categories of tourists with relatively lower incomes in international tourism, the increase of real tourist spending is obvious.

* When we're considering the possibility of spillover of national income from other countries to concrete tourist country based on so called „invisable export“ in other words,. drain of income based on so called „invisable import“, then we can conclude following;

despite the fact that tourism is basically an unproductive activity, tourism appears as an activity with no direct influence on the increase or decrease in the national income. This characteristic of tourism as an economic activity had to be emphasized when analyzing the character of this activity. It is significant because tourism, with its foreign currency earnings, influences directly not only on increasing of national income, but also has an important role in country balance of payments, but at the same time, it has so called. multiplied effect on the economy of the country as a whole.

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THE INFLUENCE OF TOURISM ON THE UNEMPLOYMENT IN THE REPUBLIC OF SERBIA

Invited paper

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Abstract: *In today's business conditions tourism represents one of the most important activities in the majority of countries. Its role is becoming more significant both for industrial and social development of the countries because it doesn't only affect the growth of gross domestic product, but it also encourages employment, opening of new work places and enhancement of the general standard of living. Although Serbia has a great touristic potential it is still not a sufficiently developed touristic country. According to the report of the World Economic Forum on the competitiveness of travelling and tourism in 2015, Serbia takes place no. 95 out of 141 countries, while on the regional level it takes place no. 35. The same report shows that in the area of human resources and labor market Serbia takes place no. 89. That shows that in planning tourism development special significance should be given to education and personal development of the employees.*
The aim of this paper is to analyze the development of tourism in Serbia so as to point out its role and significance in the increase of employed working population.

Key words: *tourism, employment, Serbia*

1. INTRODUCTION

Tourism has a great importance in the economic and social development of most of the world countries. Its basic function is reflected in the fact that it affects the gross domestic product, opening of new working places as well as the development of other activities related to tourism. Touristic resources of Serbia are also significant on a European scale and they represent the basic not only a more complete satisfaction of the domestic demands, but also for an increase in consumption of that kind of services by foreign consumers. With an attractive tourist offer, Serbia has serious pretensions to enroll at the world market (Djuricic, Z., 2009). In the mid 1990s the World Travel and Tourism Council declared tourism the world's greatest industrial branch.

● in tourism 200 million people are employed directly and indirectly, which, expressed in percentages, constitutes more than 10% of the world's working population.

● Tourism produces over 10% of the gross domestic product GDP (Tomka, D., 2012).

The data of the World's Touristic Organization shows that in the last years tourism has been experiencing a constant growth and it is considered to be one of the most profitable industries in the world that can contribute to the economic development. If we consider the importance of tourism we will realize that we cannot look at it as a simple process because it demands good and careful planning if we want its successfulness and sustainability [3]. The influence of tourism on GDP is very high because this sector generates large incomes. Figure 1 shows the number of foreign tourists in the world and the international tourism income in the period from 1990 to 2012.

	1990	1995	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013*	11/10	12/11	13*/12	11/10	12*/11	13*/12
International Tourist Arrivals (overnight visitors)													Change (%)					
Million	434	528	677	807	853	908	926	890	948	995	1,035	1,087				4.9	4.1	5.0
Index (2008=100)							100	96	102	107	112	117						
International Tourism Receipts													Current prices (%)			Constant prices (%)		
Local currencies													8.7	7.4	7.8	4.5	4.2	5.3
Index (2008=100) (constant prices)							100	95	99	104	108	114						
US$ billion	262	403	476	681	747	861	944	856	931	1,042	1,078	1,159	12.0	3.4	7.5	8.6	1.3	6.0
Euro billion	206	308	515	548	595	629	641	614	702	749	839	873	6.7	12.0	4.0	3.8	9.3	2.6

Figure 1. *The number of foreign tourists and the international tourism income in the period from 1990 to 2012. (Zivic D., 2011)*

It can be noticed that the number of tourists and the international tourism income have a dynamic growth. However, in the year 2009 it came to the decrease in the number of tourists in relation to 2008 when the cause for decrease was the world's financial and economic crisis. In the period from 2010 to 2012 the growth of the number of tourists in the world can be noticed, and so in 2012 that number reached 1035 billion. Regionally looking, the highest number of arrivals in the period from 2010 to 2012 was recorded in Europe, and the smallest in Africa (Figure 2). It can be noticed that there was a significant increase in the number of tourist arrivals in 1990 when there were 434 million tourists in regards to 948 million in 2010.

	International Tourist Arrivals (million)							Market share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2010	2012	2013*	2013*	12/11	13*/12	'05-'13*
World	**434**	**528**	**677**	**807**	**948**	**1,035**	**1,087**	**100**	**4.1**	**5.0**	**3.8**
Advanced economies[1]	**296**	**334**	**421**	**459**	**506**	**551**	**581**	**53.4**	**3.8**	**5.4**	**3.0**
Emerging economies[1]	**139**	**193**	**256**	**348**	**442**	**484**	**506**	**46.6**	**4.4**	**4.5**	**4.8**
By UNWTO regions:											
Europe	**261.1**	**304.0**	**388.2**	**448.9**	**484.8**	**534.4**	**563.4**	**51.8**	**3.6**	**5.4**	**2.9**
Northern Europe	28.2	35.8	46.6	60.4	62.7	65.1	68.9	6.3	0.9	5.8	1.6
Western Europe	108.6	112.2	139.7	141.7	154.4	167.2	174.3	16.0	3.5	4.2	2.6
Central/Eastern Europe	33.9	58.1	69.3	90.4	94.5	111.7	118.9	10.9	8.3	6.5	3.5
Southern/Mediter. Eu.	90.3	98.0	132.6	156.4	173.3	190.4	201.4	18.5	1.9	5.7	3.2
- of which EU-28	229.7	267.3	332.3	363.8	380.0	412.2	432.7	39.8	2.7	5.0	2.2
Asia and the Pacific	**55.8**	**82.0**	**110.1**	**153.5**	**204.9**	**233.5**	**248.1**	**22.8**	**6.9**	**6.2**	**6.2**
North-East Asia	26.4	41.3	58.3	85.9	111.5	122.8	127.0	11.7	6.0	3.5	5.0
South-East Asia	21.2	28.4	36.1	48.5	70.0	84.2	93.1	8.6	8.7	10.5	8.5
Oceania	5.2	8.1	9.6	10.9	11.4	11.9	12.5	1.1	4.0	4.7	1.7
South Asia	3.1	4.2	6.1	8.1	12.0	14.6	15.5	1.4	6.2	6.1	8.4
Americas	**92.8**	**109.1**	**128.2**	**133.3**	**150.6**	**162.7**	**167.9**	**15.5**	**4.3**	**3.2**	**2.9**
North America	71.8	80.7	91.5	89.9	99.5	106.4	110.1	10.1	4.2	3.5	2.6
Caribbean	11.4	14.0	17.1	18.8	19.5	20.7	21.2	2.0	3.0	2.4	1.5
Central America	1.9	2.6	4.3	6.3	7.9	8.9	9.2	0.8	7.3	3.7	4.9
South America	7.7	11.7	15.3	18.3	23.6	26.7	27.4	2.5	5.0	2.6	5.2
Africa	**14.7**	**18.7**	**26.2**	**34.8**	**49.9**	**52.9**	**55.8**	**5.1**	**6.6**	**5.4**	**6.1**
North Africa	8.4	7.3	10.2	13.9	18.8	18.5	19.6	1.8	8.2	6.1	4.4
Subsaharan Africa	6.3	11.5	16.0	20.9	31.2	34.5	36.2	3.3	5.8	5.0	7.1
Middle East	**9.6**	**13.7**	**24.1**	**36.3**	**58.2**	**51.7**	**51.6**	**4.7**	**-5.4**	**-0.2**	**4.5**

Figure 2. *The number of international tourists by regions in the period from 1990 to 2012. (http://www.e-unwto.org/doi/pdf)*

"Tourism analytics foresee that in 2030 the share of those who travel to foreign countries as tourists in the total number of world population will reach 14.1%, a number that any other branch will hardly accomplish" (www.e-unwto.org/doi/pdf.) By developing tourism other activities grow as well, which leads to an increased need for working labor. This is how direct and indirect employment can be accomplished. According to WTTC, travel and tourism sector will have over 300 million working places by 2020.

2. TOURISM SECTOR IN THE REPUBLIC OF SERBIA

The economic relevance of tourism is remarkable (Vujovic S., 2011) because it represents a strategic determinant of Serbia's economic development. According to the July's report of The Organization for Economic Cooperation and Development (OECD) the share of tourism that includes only food service and accommodation in Serbian economy is quite low (1%), while in the European Union it is four times higher (with the participation of 4.4% in GDP).The results show that in the tourism area Serbia is far behind its competitors. During the 1990s a decrease in tourism was recorded and at the beginning of this century there were both ups and downs. In table 1 the data on the number of tourists in the period from 2001 to 2013 is showed and it can be seen that in 2002 there was an increase in the number of arrivals. However, in 2003 and 2004 there was a decline as a consequence of the financial and economic crisis in Serbia and the abolishment of the visa regime for the European countries. In 2011, 2012 and 2013 there was a slight increase in the number of arrivals, especially of foreign tourists.

Table 1. *Tourist traffic in the Republic of Serbia from 2001 to 2013 (*Radotic F., 2014.; **S**tatistical Office of the Republic of Serbia, Belgrade; Statistical Yearbook of the Republic of Serbia for 2012, p. 320; Statistical Yearbook of Serbia for 2007, p. 318; and Statistical Yearbook of Serbia for 2005, p. 343.)

Year	Number of tourists		
	Total	**Domestic**	**Foreign**
2001.	2129128	1886603	242525
2002.	2209675	1897612	312063
2003.	1997947	1658664	339283
2004.	1971683	1579857	391826
2005.	1988469	1535790	452679
2006.	2006488	1537646	468842
2007.	2306558	1610513	696045
2008.	2266166	1619672	646494
2009.	2018466	1373444	645022
2010.	2000597	1317916	682681
2011.	2068610	1304443	764167
2012.	2079643	1269676	809967
2013.	2192435	1270667	921768

If we observe the number of arrivals of both foreign and domestic tourists by the types of touristic locations, it can be seen that in 2013 domestic tourists visited spa places the most, while foreign tourists visited Belgrade. This indicates the need for a better promotion of spa and mountain locations.

Table 2: *Number of tourists in regards to the type of touristic locations for 2013 (Radotic F., 2014.; www.srbija.travel)*

	Total		Domestic		Foreign	
The Republic of Serbia	6.567.460	+1%	4.579.067	–2%	1.988.393	+11%
Belgrade	1.277.692	+3%	274.570	–16%	1.003.122	+9%
Novi Sad	240.512	+9%	77.534	+2%	162.978	+13%
Spa places	2.134.497	+3%	1.953.295	+1%	181.202	+26%
Mountain places	1.558.126	–3%	1.363.846	–6%	194.280	+25%
Other touristic places	1.130.999	–3%	747.658	–4%	383.341	0%
Other places	225.634	+23%	162.164	+22%	63.470	+26%

Table 3. *The number of overnight stays of foreign and domestic tourists from 2001 to 2013.* (Sourse: Radotic F., 2014. , Statistical Office of the Republic of Serbia, Belgrade, Statistical Yearbook of the Republic of Serbia for 2012, p. 320, Statistical Yearbook of Serbia for 2007, p. 318, Statistical Yearbook of Serbia for 2005, p. 343.)

	Realized overnight stays		
	Total	**Domestic**	**Foreign**
2001.	7195272	6602672	592600
2002.	7206734	6468473	738261
2003.	6684592	5892890	791702
2004.	6642623	5791564	851059
2005.	6499352	5295051	1204301
2006.	6592622	5577310	1015312
2007.	7328692	5853017	1475675
2008.	7334106	5935219	1398887
2009.	6761715	5292613	1469102
2010.	6413515	4961359	1452156
2011.	6644738	5001684	1643054
2012.	6484702	4688485	1796217
2013.	6567460	4579067	1988393

A comparison of the number of overnight stays of foreign and domestic tourists in the period 2001-2013 shows that the number of overnight stays of foreign tourists is higher than those of domestic tourists and that Serbia has become more popular destination for foreign tourists.

The strategy for tourism development in the Republic of Serbia (2006) leads to three key factors that affect Serbia's general success as a touristic destination. Those are:

1) Objective interpretation of the central elements of offer in the area of resources and attractions, i.e. defined strategic potentials for the success in tourism;
2) Analysis and assessment of the values of current and expected trends in global tourism and assessment of realistic chances for a market breakthrough and development of Serbia;
3) Analysis of competition that implies a structural and procedural knowledge of the current state in the realistic competition circle. Alongside macroeconomic stability tourism enables a quicker regional and local development as well as the growth of employment both in developed touristic places and underdeveloped in which there are potentials for the development of tourism.

3. EMPLOYMENT RATE IN TOURISM IN THE REPUBLIC OF SERBIA

High unemployment rate is one of the most urgent problems the world economy and society, including Serbia, have been dealing with for a long time now (www.srbija.travel). To solve this problem it is essential that all relevant factors in the country focus on creating real economic and social conditions (Radovanovic, V., 2010). However, according to the statistics of The World Travel & Tourism Council (WTTC), in the EU countries tourism sector employs 8.382.000 individuals or 3.9% of the total number of employees.

In table no. 4 we can see the WTTC statistics of the influence of tourism on GDP and general employment as well as the projection for 2023.

Table 4. *Tourism's contribution to GDP and total employment in the world, the current situation and prognosis (Vujicic S., 2013)*

				Projection 2023		
The World	2012 USD billions	2012 total %	2013 growth	USD billions	total %	growth
Direct contribution to GDP	2,056.6	2.9	3.1	3,249.2	3.1	4.4
Total contribution to GDP	6,630.4	9.3	3.2	10,507.1	10	4.4.
Direct contribution to employment	101,118	3.4	1.2	125,288	3.7	2
Total contribution to employment	261,394	8.7	1.7	337,819	9.9	2.4

Table 5 presents a comparative overview of the employment and unemployment rate in Serbia from April 2012 to the fourth quarter of 2014.

Employment rate for the fourth quarter of 2014 was 50.4% (for working age population aged 15 to 64), and the number of employees was estimated at 2.322.201, therefore there was a decline of 0.4 percentage points compared to the previous quarter, but also an increase of 1.2 percentage points compared to the figures from October 2013 when it was 49.2%.

Table 5. *Unemployment rate in the Republic of Serbia for the population aged 15 yrs and older, i.e. working age 15-64 (WTTC, 2013)*

Age category	Rate	2012.		2013.		2014.			
		April	October	April	October	1st quarter	2nd quarter	3rd quarter	4th quarter
Population aged 15 and higher	Unemployment rate	25.5%	22.4%	24.1%	20.1%	20.8%	20.3%	17.6%	16.8%
	The number of unemployed	735.209	661.698	707.440	602.651	612.848	611.130	529.953	496.678
	Employment rate	34.3%	36.7%	36.3%	39.1%	38.4%	39.5%	40.6%	40.4%
	The number of employed	2.157618	2.299068	2.227.432	2.394.004	2.342.966	2.407.930	2.475.136	2.459.048
	Activity rate	46.1%	47.3%	47.9%	49.0%	48.4%	49.5%	49.3%	48.5%
	Inactivity rate	53.9%	52.7%	52.1%	51.0%	51.6%	50.5%	50.7%	51.5%
Working age population aged 15 to 64	Unemployment rate	26.1%	23.1%	25.0%	21.0%	21.6%	21.2%	18.4%	17.6%
	Employment rate	44.2%	46.4%	45.8%	49.2%	48.0%	49.3%	50.8%	50.4%
	The number of employed	2.083.604	2.201.760	2.127.649	2.268.750	2.229.063	2.277.414	2.337.424	2.322.201
	Activity rate	59.7%	60.4%	61.0%	62.2%	61.2%	62.5%	62.2%	61.2%
	Inactivity rate	40.3%	39.6%	39.0%	37.8%	38.8%	37.5%	37.8%	38.8%

Because of its specificity tourism creates possibilities for the employment of a large number of individuals. Beside a direct employment in touristic facilities there is also an indirect employment in supporting activities involved in tourism. According to (RSO, 2014) tourism expands job opportunities through direct employment, indirect placement and induced recruitment. By (Brida, 2010) consider that tourism increases the diffusion of technical knowledge, encourages the research and development as well as accelerates the human capital accumulation.

For the employees in tourism following features are characteristic:

1) High participation of women in the workforce;
2) High share of non-qualified personnel;
3) High age level of employees;
4) The need for a great number of seasonal workers (Stefanovic V., 2010).

In the EU, tourism accounts for 5.7% in the employment rate, while its share in the employment rate in Serbia is 3.15%. The report of the Organization for Economic Cooperation and Development (OECD) in July 2012 stated that Serbia is among the countries that declared that sector a priority after realizing potentials of tourism. By

(Baum, T., 1995) people are clearly central to the effective operation and further development of the tourism industries as a whole. The total number of people working in tourism in Serbia in the period from 2006 to 2010 varied (Table 6), but if we observe separately, the employment rate in hotels and similar establishments in this period was on the rise while employment in travel agencies from 2008-2010 was in decline.

Table 6. *Employment rate in tourism* (OECD, 2012)

	Units	2006	2007	2008	2009	2010
Total accommodation and food service activities	Employees	84 540	72 317	83 867	73 173	71 610
Hotels and similar establishments	Employees	14 489	15 019	15 897	16 121	16 695
Other accommodation services	Employees	2 507	2 540	2 611	2 586	2 554
Food and beverage serving activities	Employees	67 544	54 758	65 359	54 466	52 361
Tour operators and travel agencies	Employees	4 439	5 251	4 852	3 863	3 775
Total	Employees	88 979	77 568	88 719	77 036	75 385
Share of total employment	Percentage	3.38	2.92	3.14	2.94	3.15

On the growth of employment rate tourism affects by increasing the number of employees in the activities of the tourism industry, through employment in non-economic activities which meet the needs of tourists, through the involvement of private households in tourism as well as through employee involvement in activities that indirectly participate in tourism. Multiplicative effects of the tourism sector are the reason why it is considered to be the sector of the future in many countries. Its characteristic is that it can provide a large increase in employment rate and job creation, even in times of economic crisis (Rakic S., 2014).

4. CONCLUSION

In order to find a solution to the problem of high unemployment rate in Serbia, all relevant factors in the country must be focused on creating realistic economic and social conditions. Tourism can have a major role in reducing the unemployment rate because statistics show that in the most economically developed countries in the world, the average of 65% of the total number of employees are employed in the tourism sector. Serbia, as an under-discovered destination has also recorded, in the previous years, a growth in terms of inbound tourism which represents an opportunity for further development of tourism and the increase of employment rate.

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COMPARATIVE FINANCIAL ANALYSIS OF BUSINESS OPERATIONS OF HOTEL COMPANIES IN A SPA AND MOUNTAIN TOURISM CENTER OF THE REPUBLIC OF SERBIA

Invited paper

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Abstract: *For the proper positioning and gaining a competitive advantage, hotel and tourist companies need to continuously invest in the existing and new capacities and other elements of the offer. Therefore it is essential that companies have a clear understanding of their current financial situation and market positions and to know their strenghts and weakness for further development. The accounting analysis of the balance sheet and income statement, gives a picture of the financial situation and suggests further steps with regard to the financial strategy. By comparative reviewing of accounting reports for 2010, two hotel companies operating in the spa and mountain tourist center on the territory of the Republic of Serbia and with their ratio analysis, certain financial indicators were identified which point to the fact that the financial operations of tourist companies in the observed period has been aggrevated. Financial indicators are still more favorable with the companz that has lower fixed costs and a clearly defined orientation towards the affirmation of health or medical tourism.*

Key words: *hotel tourist companies, financial statements, ratio analysis, financial indicators*

1. INTRODUCTION

Basic financial activities can be classified into four groups: financial planning, financing, financial analysis and financial control.
Financial planning involves an estimation of future financial flows (the relationship between revenues and expenditures), but here unrealistic optimism should be avoided.
Financing involves providing of financial resources, their use and return to resources.
Financial analysis refers to the analysis of accounting records and reports. It is very important because it helps management in understanding the realized business moves and current financial circumstances.
Financial control consists of the check of previous and current financial activities and, in particular, cash payments.It is important is in order to determine how financial flows follow the planned flows and whether any possible deviations have been eliminated.

Among other things, such a control is also essential because of those preferences of people that may adversely affect the planned financial activities. When making decisions about financing, the attention should be focussed on the amount of necessary financial resources, the dynamics of their acquisition and repayment, at possible funding sources and conditions, the degree of risk and the like. If there are too many available financial resources, their irrational spending is possible, while too few resources may aggrevate the normal process of preparation and rendering of tourism services. That business function needs to pay a special attention to the acquired profit distribution of a tourist company.

All financial activities are recorded in the accounting statements. In accounting, all the business transactions are recorded according to the Rulebook on Layout of chart of accounts and contents of accounts in the layout of chart of accounts for companies, cooperatives and other legal entities and entrepreneurs. That composition of accounting, except for the registration of business transactions, allows for comparison of business operating results with the average for the respective group of business entities, evaluation of business solvency and the application of uniform accounting reporting. In this way it is possible to determine precisely the revenues and expenditures of all organizational units, respectively to monitor the profitability of each segment in accordance with IAS (International Accounting Standard) 14, which is an effective management instrument, e.g. of hotel companies.

2. METHODOLOGIC APPROACH TO EMPIRIC RESARCH

In order to assess the financial capability of tourism companies as one of business competence factors, it is necessary to consider it with the comparative review of financial accounting statements and an analysis of performance measures to realize the impact of those results on the quality of decisions taken by the management, in terms of selection of sources in order to gain a competitive advantage.

For the purposes of further analysing, the published financial statements were taken from the web site of the Agency for Business Registers, which consist of: the balance sheet, income statement and cash flow reports for 2010 for two hotel tourist companies belonging to the group of medium-sized enterprises and whose statements, according to the Law on Accounting, are subject to auditing. These are: the Company "A" which operates in a spa and tourism center and is specialized and marketing profiled as a company that provides medical services, using all the comparative advantages that the spa has and the company "B" which operates in a mountain tourism center and which has a pronounced seasonal character in business running. An aggregate balance of balance sheets and income statements of the hotel tourist companies in the Republic of Serbia have been prepared on the basis of a representative sample of companies in that sector.

Table 1: *Balance sheets and income statements of hotel companies on December 31st, 2010*

POSITION	AOP	2010 Company “A“	2010 Company “B“	Aggregate balance of a representative sample of companies in that sector.
ASSETS				
A. PERMANENT ASSETS (002 + 003 + 004 + 005 + 009)	1	**2.673**	**347.864**	**37.630.063**
I. SUBSCRIBED CAPITAL UNPAID	2			193.631
II. GOODWILL	3			0
III. INTANGIBLE ASSETS	4			398.098
IV. PROPERTY, PLANT, EQUIPMENT AND NATURAL ASSETS (006 + 007 + 008)	5	2.673	271.980	31.734.417
1. Property, plant and equipment	6	2.673	271.980	27.911.759
2. Investment property	7			3.807.413
3. Natural assets	8			15.245
V. LONG-TERM FINANCIAL INVESTMENTS (010+011)	9	0	75.884	5.303.917
1. Investments in capital	10		75.884	1.785.317
2. Other long-term financial investments	11			3.518.600
B. TURNOVER ASSETS (013 + 014 + 015)	12	**143.570**	**3.032**	**23.958.630**
I. INVENTORIES	13	13.510	724	719.698
II. PERMANENT ASSETS HELD FOR TRADING AND TERMINATING BUSINESS ASSETS	14			357.575
III. SHORT-TERM RECEIVABLES, INVESTMENTS AND CASH (016 + 017 + 018 + 019 + 020)	15	130.060	2.308	22.881.357
1. Receivables	16	104.484	1.571	3.800.922
2. Receivables for prepaid income tax	17		321	23.423
3. Short-term financial investments	18	15.699	12	17.395.821
4. Cash and cash equivalents	19	9.738	333	542.022
5. Value added tax (VAT), prepayments and accrued income	20	139	71	1.119.169
IV. DEFERRED TAX ASSETS	21	136		31.881
V. BUSINESS ASSETS (001 + 012 + 021)	22	**146.379**	**350.896**	**61.620.574**
G. LOSS OVER CAPITAL	23			783.843
D. TOTAL ASSETS (022 + 023)	24	**146.379**	**350.896**	**62.404.417**

Đ. NON-BALANCE ASSETS	25			1.202.562
POSITION	АОП			
LIABILITIES				
A. CAPITAL (102+103+104+105+106-107+108-109-110)	101	**89.298**	**209.726**	**38.324.568**
I. BASIC CAPITAL	102	12.733	290.459	28.901.314
II. SUBSCRIBED CAPITAL UNPAID	103			9.417.432
III. RESERVES	104			1.135.805
IV. REVALUATION RESERVES	105		18.108	4.326.276
V. UNREALIZED PROFIT BASED ON HOV	106			8.987
VI. UNREALIZED LOSS BASED ON HOV	107			92.331
VII. RETAINED PROFIT	108	76.565	507	3.357.295
VIII. LOSS	109		99.348	8.632.580
IX. OWN SHARES PAID-OFF	110			97.630
B. LONG-TERM PROVISIONS AND LIABILITIES (112 + 113 + 116)	111	**57.081**	**137.218**	**24.006.285**
I. LONG-TERM PROVISIONS	112		431	234.901
II. LOG-TERM LIABILITIES (114 + 115)	113	0	9.137	10.192.925
1. Long-term loans	114		9.137	4.793.929
2. Other long-term loans	115			5.398.996
III. SHORT-TERM LIABILITIES (117 + 118 + 119 + 120 + 121 + 122)	116	57.081	127.650	13.578.459
1. Short-term financial liabilities	117		124.052	4.162.396
2. Liabilities based on assets held for trading and liabilities based on assets from terminating business operations	118			204.200
3. Liabilities from business operations	119	13.663	3.055	4.791.323
4. Other short-term liabilities and accruals and deferred income	120	36.674	144	1.702.135
5. Liabilities from value added tax and other public incomes	121	3.492	48	2.604.298
6. Liabilities from income tax	122	3.252	351	114.107
IV. DEFERRED TAX LIABILITIES	123		3.952	73.564
V. TOTAL LIABILITIES (101 + 111 + 123)	124	**146.379**	**350.896**	**62.404.417**
G. NON-BALANCE LIABILITIES	125			5.446.923

Based on data from the financial statements for the year 2010 about the situation of property assets and business performance, the key indicators of the general situation of these tourist companies were calculated, their accumulative and creditworthiness, liquidity indicators, structures, profitability, cost-effectiveness and activities. It is about 32 indicators, which are designated from P1 .... P32 and are presented in Table 2. For the assessment of a financial position of a company in the sector, a comparison was made with sector business performance indicators that are defined on the basis of the data from the aggregate balance of balance sheets and income statements of sampled companies from the territory of the Republic of Serbia, as shown in (Jovanovic, N., 2013)

Table 2. *Business performance indicators of hotel tourist companies*

Indicator	Name of data or indicators	2010 Company “A“	2010 Company “B“	2010 Sector business performance indicators
	General information			
П1	Total income	342.012	39.169	
П2	Total expenses	255.182	38.481	
П3	Total net financial result from regular business	86.830	688	
П4	Net financial result	65.911	507	
П5	Business result	80.970	-1016	
П6	Percentage of revenue in total income	19,27%	1,29%	-10,57%
П7	Number of employees	229	25	6.208
П8	Turnover per employee	1.403	1.430	1.912
П9	Profit per employee	288	20	-224
	Accummulative and credit capability			
П10	Self-financing	0,61	0,60	0,62
П11	Credit capabaility	33,41	0,60	1,02
	Liquidity indicators			
П12	1st degree ACID- liquidity test	0,17	0	0,04
П13	2nd degree liquidity test	2,28	0,02	1,71
П14	2rd degree liquidity test	2,52	0,02	1,76
	Structure indicators			
П15	Ratio between the value of capital and permanent assets	3.340,74%	60,29%	101,85%
П16	Ratio between the value of long term capital and permanent assets	3.340,74%	62,92%	128,93%
П17	Ratio between capital and the value of permanent assets and inventory	551,80%	60,16%	99,93%
П18	Ratio between permanent and turnover assets	1,86%	11.473,09%	157,06%

П19	Own capital share in total capital	61,00%	59,77%	61,41%
П20	Other capital share in total capital	39,00%	40,23%	38,59%
П21	Business risk factor	2,83	-25,28	47,17
П22	Financial risk factor	1,00	0,44	-0,52
П23	Total risk factor	3,20	-11,24	-20,64
П24	Turnover fund at end year	86.625	-128.570	
П25	Long term financial balance condition	73.115	-228.642	-3.451.782
	Profitability indicators			
П26	Own capital yield rate - ROE	73,81%	0,24%	-3,64%
П27	Investment yield rate - ROI	45,03%	0,57%	0,16%
П28	Rational interest coverage by income	65.911,00	0,34	-0,93
П29	Borrowed and own capital ratio	0,64	0,65	0,63
	Activity indicators			
П30	Inventory turnover coefficient	24,76	53,97	17,14
П31	Total assets turnover coefficient	2,47	0,10	0,19
П32	Average number of days in collecting payments	119	16	117
П33	Economy	1,34	0,97	1,02

3. COMPARATIVE ANALYSIS OF BUSINESS PERFORMANCES OF HOTEL TOURIST COMPANIES BETWEEN THEM AND COMPARED TO SECTOR AVERAGE

Sectoral business performance indicators of the hotel tourist companies show that the hotels operate at a loss, without a profit. They also show that those companies are creditworthy because of the high value of fixed assets which is a guarantee for regular servicing of takenover financial committments. There is a problem of liquidity of companies and the fact is that companies often borrow from long-term financing sources in order to ensure a current liquidity. For every RSD 100 of their own invested capital, a loss is made of RSD 3.64. For every RSD 100 invested in investments, a profit of RSD 0.16 is achieved, suggesting that the profit on investments does not cover the interest on the borrowed funds. Taking into consideration that the net financial result is negative, the companies are not able to cover from the current operations the due financial expenditures arising from the interest on borrowed funds.
The business operation indicators of the company "B" in the mountain tourism center are closer to the sector average than the indicators of the company "A". Namely, the Company "B" has a negative operating result but a low and positive net financial result, with a low share of profit in the total revenues. Long-term financing sources cover the fixed assets

with 60% and a huge liquidity problem is evident i.e. it is not possible with convertion of the whole working capital into money to cover the short-term liabilities.
The company "A", which deals with medical tourism in a spa in the Republic of Serbia, which is on its way to get higher renome, has achieved a business operation profit and a positive net financial result, as well as a greater participation of the profit in the total generated revenues.The company does not have enough cash, but the value of the working capital is twice higher than the value of short-term liabilities.
The company "A" has about ten times higher the income and expenditures, ten times hgher the number of employees and profit per employee in relation to the company "B", but the turnover per employee is approximately the same. The company "B" operates with a negative business operating result, which means that from the revenues collected from the business operations it does not even cover the costs incurred in the function of acquiring the revenues. If the cost structure of both companies is compared, it can be noticed that in the company "A" the share of depreciation costs in the total operating expenses is low, because they almost have no fixed assets (a titular of the business facilities is the Pension Insurance Fund or other state-owned institution).Unlike this company, in the company "B", in the item of busines operating expenditures, significant are the depreciation costs and other expenditures, and the other expenditures in the books involve the written-off receivables, the lack of funds, etc.
The creditworthiness of the company "A" is pronounced, as the long-term sources of funding are significantly higher than the value of the fixed assets (the business facilities for rendering of services are not owned by the above company), and by that criterion, this company is above the sectoral average.
The liquidity evaluation is poor in all tourist companies, but in the actual examples it is worse in the company "B" than in the company "A", both in terms of the current and in terms of long-term financial balance, considering that the net working fund is largely spent or was spent to preserve the liquidity, which is, nevertheless, at a low level.
The structure indicators indicate that in most hotel companies the value of fixed assets is dominant compared to the value of working capital, as evidenced by the indicator P18. While the company "A", in which a capital item consists of: basic capital and the undistributed profit from the previous year, has managed to finance also the working capital from its own sources, the company "B" has a higher share of external sources of financing. It succeeds to cover 60% of fixed assets from its own capital, which is below the sectoral average.
A business operating risk is the uncertainty if a company shall achieve an operating profit due to the presence of operating fixed costs in the total costs. Operating leverage is a rule that in companies with a high proportion of fixed costs (as is the case with hotel companies), there is an above-proportional growth in profit along with the growth of turnover volume because of degression of fixed costs, respectively that it comes to the above-proportional growth of a loss along with the decrease of the volume of the activities, i.e. turnover (Radojevic, T., 2013). This means that the small decrease in the volume of the activities leads a company into a loss.

In this analysis, a business risk is higher in the company "B" due to a dominant share of fixed costs. A high business risk is characteristic for the whole sector of tourist accommodation. Many companies are trying to reduce the value of fixed assets in order to reduce the share of fixed costs. With a higher sales volume and higher revenues from sales, business profits would increase, with a less burden on fixed costs. It is essential here if the revenue growth from sales is the consequence of a rise in prices of services or of a demand growth? In the event of a fall in demand for services in hotel tourist companies, the first step should be to reduce prices, rather than to reduce the volume of services turnover. Financing of such companies from external (credit) sources becomes uncertain and risky, which affects their insolvency.

A financial risk which is expressed through financial leverage, reflects uncertainty that a company will be able to pay fixed financial obligations (interest, rent, etc.). Since the factor of financial leverage is higher in the company "B" than in the company "A" , this means that some companies significantly increase the participation of external sources of financing, and even with the aim of preserving the current liquidity. Such protection of liquidity of a company is short-term and can be accepted as a temporary and necessary solution.

Profitability of companies' business operations is best viewed through ratios: a profit rate on own equity and a profit rate on investment .The profit rate on investment in the company "A" in a spa tourism center is high in relation to the company "B" and in relation to the sectoral average. The data show that the company "A" for every RSD 100 of their own invested capital, gains RSD 73.81, while the company "B" in the amount of RSD 0.24. If this indicator, along with the rate of profit on investment which is also at a high level, is viewed in the period 2008-2010 in the company "A", (Figure 1. and 2.) it is noticeable that it was higher, but that the effects of the global economic crisis obviously affected its downfall.

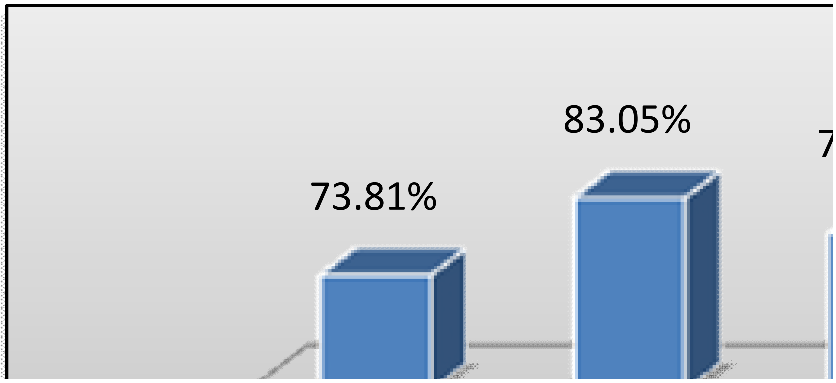

Figure 1. *Rate of profit on own invested equity (ROE) in the company „A“*

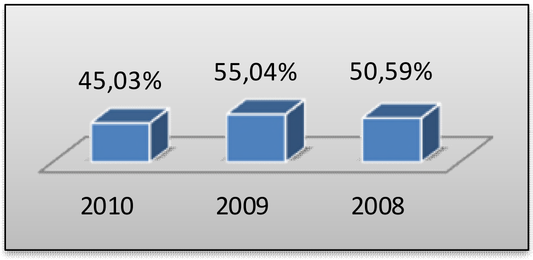

Figure 2. *Rate of profit on investment (ROI) in the company „A"*

The company "B" achieves profitability on investment with much more difficulty and thus its indicator of the rate of profit on own equity and rates of profit on investment are at a much lower level, but in the period 2008-2010, the tendency of recovery was noted as a result of the reduction of expenditures, primarily the reduction of costs for salaries, i.e. the reduction of the number of employees (from 107 employees in 2008 to 25 employees in 2010). With the reduction of the number of employees, the volume of business revenues was also reduced, which suggests that the reduction was not rational and adequate enough to improve the business operation profitability (Figure 3. and 4.).

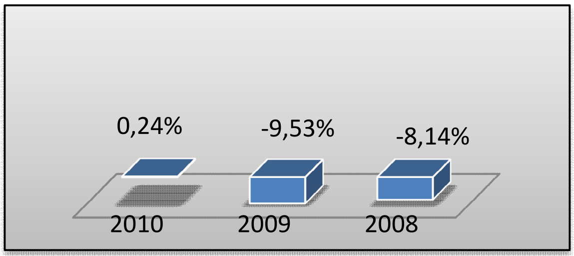

Figure 3. *Rate of profit on own equity (ROE) in the company „B"*

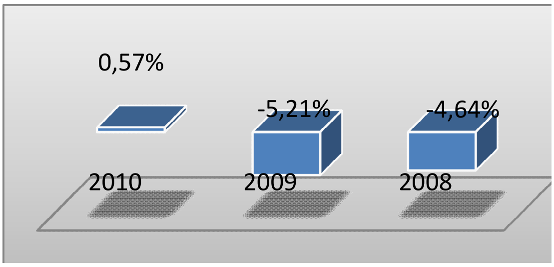

Figure 4. *Rate of profit on investment (ROI) in the company „B"*

The Company „A" has no long-term financing sources nor financial expenditures, so that the ratio of interest coverage from profit is very high. Unlike this company, the company "B" has long-term and short-term borrowed sources of financing, and for every RSD 100 of income, it covers only RSD 34 of financing expenditures. These companies do not manage to cover the interest on the borrowed funds from a business proft, and therefore are forced to take new borrowings from the banking financial institutions.

Comparing the rate of profit on its own equity of 0.24% in 2010 and profit rate on investment of 0.57%, we conclude that the capital growth would be higher if there were no interest expenditures on borrowed sources of funds. The company does not manage to cover the interest on the borrowed funds from the business profit, and is forced to go into new borrowings from financial institutions.

If the cost effectiveness is seen as the degree of operating expenditures coverage with operating incomes, then it is at a satisfactory level, i.e. it is around coeficient 1 ratio at the sector level on the whole. Greater reduction of costs with a higher operating income of each company individually, will increase the overall cost effectiveness of business operations. The Company "A" has a greater number of employees, but significantly lower depreciation costs than the company "B", and the cost effectiveness of its business operations is at a significantly higher level.

The presented indicators of the sector activities suggest that the coefficient of stocks turnover in both companies is above the average of the sector, but in the company "B" the stocks turnover is twice faster as well as the more effecient time for collection of receivables. The company “A” has a higher income for each RSD invested in business assets, which is an activity that is significantly above the average of the sector.

4. CONCLUSION

Business operations of tourist companies in the Republic of Serbia is very aggravated, due to external factors (inadequate transport infrastructure, insufficient dedication of a social community to the development of tourism, in terms of investment into additional facilities and of a certain destination, as well as the effect of the global economic crisis), but also due to internal factors (unfinished process of privatization and restructuring of hotel companies, insufficient training of employees and insufficient dedication of management to creation of the best servicing culture, etc.).

Hotel tourist companies in the Republic of Serbia, in spa and mountain tourist destinations, have two basic problems in business running, which are reflected in the high fixed costs of the hotel capacities maintenance and in the seasonal character of the demand. The high fixed costs of hotel facilities require the occupancy throughout the whole year, and a business strategy of the very companies should be oriented accordingly..

It is necessary to review the financing strategy, as well as procurement strategies in order to reduce all expenditures and to improve financial results, with a mandatory increase of revenues from sales. In order to achieve this objective, it is necessary to analyze the sources for obtaining competitive advantages of each company individually, to choose the strategy of approach to the market with an optimum combination of marketing mix instruments and a strategy of financing growth.

The hotel facilities were mainly built earlier in the past, depreciation costs are high, and the level of clients’ satisfaction with the services provided in such old hotel facilities is not satisfactory. Additional funds are needed to modernize accommodation facilities and the organization and quality of the rendered tourist services.

Better accommodation and a program enriched with a service that represents a competitive advantage of the destination (e.g. medical services, consumption of ecologically clean and healthy food along with the hospitality, unspoiled and wild nature, etc.), and at lower prices, would lead to a higher demand and thus to the higher occupancy.

In that situation, the financial strategy should ensure that the growth leads to the creation of the value through a dynamic balance of collected and allocated funds so that the total revenue increases without an excessive use of financial resources. The goal is to achieve a profitable growth with no strike on liquidity. In certain stages of growth and development of a company, restructuring should ensure the creation of conditions for the repeat of a profitable growth.

To ensure the necessary cash, companies use a loan capital more aggressively which leads to the growth of financial leverage. Restraint of banks in connection with the granting of new loans may in the short term introduce a company into a liquidity crisis. In an effort to solve the liquidity crisis, companies decide to use other, generally more expensive sources of financing, which increases their financial burden and in the short term it leads them to a liquidity crisis but in the second period it leads them into a profitability crisis. The crisis of liquidity and the crisis of profitability are a prelude to liquidation.

Instead of fighting for fresh money, companies often have the problems of insufficiently profitable use of their own capital. In front of such companies there are three options (Đuričin, D., 2005.). Firstly, the available funds can be returned to shareholders through dividends or repurchase of its own shares. A significant limitation of taking such action is the taxation system. Secondly, the possibility to accumulate cash money which leads to an increase in the level of liquid assets and credit potential. It would certainly increase the interest in taking over the company by other companies. Thirdly is the possibility of diversification with an external growth. If it is not able to realize the diversification with their own investments, the company decides for an external growth via mergers and acquisitions.

Considering all the above, it is very important that the close and wider social communities become aware of the importance and possibilities of tourism for the development of underdeveloped regions of the country, as well as the development of all sectors of the economy, and to invest in the necessary conditions so as to create the preconditions (primarily transport and communal infrastructure) for the existence and business operations of hotel tourist companies.

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FORECASTING TOURIST ARRIVALS IN NOVI SAD BY USING THE ARIMA MODEL

Invited paper

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Abstract: *Tourism is a factor of the resurgence of many economic and non-economic activities as well as the development of underdeveloped areas, the stimulation of employment, and important factor in the further development of economic International relations. If Serbia is going in the direction that tourism becomes a strategic orientation of economic development, it is necessary to search for a model that will make the resources available in terms of quantity and quality, and in accordance with the requirements of tourist demand. Forecasts of tourist arrivals are essential for planning, policy making and budgeting purposes by tourism operators. Tourism forecasting is important because tourism investment and the expected net returns on the investment would not be achieved if insufficient tourism demand materialises to fully utilise the designed capacities of the investment projects. This paper specifies, estimates, and validates an ARIMA model for forecasting long-stay visitors in Novi Sad, Serbia.. The implication of the study is that observed model may be highly rewarding in terms of accurate forecasts compared to standard or simple methods. The research was conducted on monthly data relating to the number of tourists in Novi Sad during the period from January 2000 to December 2013. The forecasts generated by the ARIMA model enables the prediction of the number of tourists and overnight stays in Novi Sad until December 2017 and indicates that we can expect a significant increase of tourist turnover in the observed period.*

Keywords: *tourist arrivals, economic development, forecasting, ARIMA*

1. INTRODUCTION

The tourism industry has grown rapidly over the past few decades. Quantitative indicators point to the fact that in the whole economic development of many countries in recent decades, tourism has multiple and profound effects on all aspects of life. Tourism directly and indirectly contributes a certain percentages of nation's GDP. However, tourism largely involves intangible experiences that customers cannot keep, except in photos, videos and memories. More importantly, unlike industries such as construction, manufacturing, or retail trade, tourism products and services cannot be stockpiled. For example unsold hotel rooms, airline seats or bungee jumps on one day cannot be treated as inventory for sale ata laterdate. Therefore, its planning is vital. How tourist destinations become, develop, protect and strengthen their position in the fiercer competition in the global marketplace is an issue that is arose from the tourism industry (Papić-Blagojević, 2012). In this process, the forecast of tourism volume in the form of arrivals is especially important because it is an indicator of future demand, thereby providing basic information for subsequent planning and policy making. Regional development undoubtedly represents one of the most important socio-economic problems, and the application of policy uniformity in regional tourism development occurs with a delay. Due to the perishable nature of the tourism industry, the need for accurate forecasts is crucial (Chen, M-S., 2010).

The city of Novi Sad is Danubian and Central European city, with preserved cultural and spiritual traditions. The capital of the Vojvodina region (Serbia) and multifunctional center. The centuries-long cohabitation of many nations and national minorities in the territory of Novi Sad has resulted in a rich cultural environment and cultural values, which can initiated the tourist industry. The rich cultural and historical heritage built on multi-ethnic basis, plays a key role in the development of urban tourism in the city. Novi Sad, as the urban center of Vojvodina region, with rich and interesting cultural heritage, is a frequent subject of young people and school excursions visits, which is the reason why the city needs to pay attention to the development and improvement of youth/excursion tourism. Its position on the Danube this city should use in terms of the development of nautical tourism, hunting and fishing tourism. The Danube river with Fruska Gora mountain represents an ideal place for recreation of the local population, and have the potential for the development of sports and recreational tourism. A large number of events in town throughout the year contribute to the enrichment of tourist supply and extension of the tourist season and thus points to the importance of event tourism. The Novi Sad Fair is a host to a large number of manifestations, some of which are of international character, and the most important of all is the International Agricultural Fair. On the Petrovaradin fortress is maintains the “Exit” festival, one of the biggest music festival in South Eastern Europe. The Hotel Park and Novi Sad Fair provide opportunities for conferences, seminars and various business meetings. The participants of such meetings are the wealthiest, and since the time of such conference is normally outside the main tourist season (Summer and Winter), which shows the importance of the development of business tourism in Novi Sad. Rural tourism is also gaining importance in the territory of the Novi Sad municipality. This is primarily related to the farms in Cenej, Kac and Begec, EU countries invested a lot in the development of rural tourism, because the rural tourism is often seen as an adequate tool for the revitalization of rural areas. The Gastronomic tourism could also find its place in tourism of Novi Sad, due to the fact that in the area of Novi Sad municipality has a number of different ethnic groups. The presentation of their national dishes could be interesting for tourists. In the context of gastronomic tourism is to be able to take advantage of existing events “Golden pot of the Danube” and the “Ethno festival” (Zakić, V., 2007).

Since accurate forecasting of tourist arrivals is very important for planning for potential tourism demand and improving the tourism infrastructure, various tourist arrivals forecasting methods have been developed. The purpose of this study is to apply the adaptive *ARIMA model* to forecast the tourist arrivals to Novi Sad and demonstrate the forecasting performance of this model. In this paper, the data used were from the Republic Statistical Office (RSO) and the survey covered the city of Novi Sad, Serbia.

2. REFERENCES REVIEW

Tourism forecasting is an area of enormous interest for both academics and practitioners. The need and relevance of forecasting demand for tourism has become a much-discussed issue in the recent past. This has led to the development of various new tools and methods for forecasting in the last two to three decades, ranging from very simple extrapolation methods to more complex time-series techniques, or even hybrid models that use a combination of these for purposes of prediction. Therefore, various forecasting methods have been developed. They include exponential smoothing (Cho, V., 2003.), ARIMA (Cho, V., 2003., Chu, F. L.,1998., Goh, C., 2002), Lim, C., 2002), vector autoregressive (Song, H., 2006., Wong, K. K. F., 2006.), neural networks (Chen, K. Y., 2007), Cho, V., 2003., Law, R., 2000., Law, R., 1999), fuzzy time series (Wang, C. H., 2004., Wang, C. H., 2008.), grey model (Hsu, C. I., 1998., Wang, C. H., 2004.), econometric (Hiemstra, S. J., 2002, Smeral, E., 1992, Song, H., 2000., Witt, S. F., 1987), regression-based model (Chan, Y. M. 1993., Crouch, G. I., 1992., Kulendran, N., 2001.) and genetic algorithm [Chen, K. Y., 2007, Hernández-López, M., 2007., Hernández-López, M. 2004., Hurley, S., 1998.), and ANFIS (Jang, J. S. R.,1993., Chen, M-S., 2010), to forecast tourist arrivals. Historically, the main source of information about ARIMA models was published in Box and Jenkins (1970) and that for ARARMA models (or ARAR models) in Parzen (1982). The most obvious difference between the procedures is the middle termitalicized in each name. This term describes the way in which the series is made stationary. If the time-series is suspected to exhibit long-range dependence (long memory), then the d parameter in the traditional ARIMA process, $(1-\beta)^d\,\varphi(\beta)\mathrm{X_t} = \theta(\beta)\mathrm{Z_t}$ where d is an integer and β is the backward shift operator, may be replaced by certain non-integer values to become a fractionally integrated autoregressive moving average (ARFIMA) model. In other words, various time-series data may have long-memory properties that can be described using the ARIMA model class (Chu, F.L.,2009).

3. RESEARCH METODOLOGY

In this paper, the data used were from the Tourism Bureau of Republic of Serbia (RZS). The research was conducted on monthly data relating to the number of tourists in Novi Sad during the period from January 2000 to December 2013. The forecasting methods considered include seasonal ARIMA model. ARIMA (Auto-Regressive, Integrated, Moving Average) models are very successfully used in modelling the changes that occur over time, but also in predicting the movement of observed variables on the basis of historical values. The main aim of the application is to find a model with the smallest number of estimated parameters that are necessary for adequate modelling of the observed pattern in the observed data. Which of the ARIMA model is going to be selected depends primarily on the dataset and its characteristics. In the case where the seasonal effects exists, as in our example, in addition to the values (p, d, q) that are commonly used for the

data, we used a second set of AR, I and MA conditions, manifested through the (P, D, Q) values which take into account the seasonal nature of the data.
Time series starts from the available data from the past to formulate and evaluate the time series model which is then used to predict future values of the series. The use of several statistical tests and criteria that verifies the validity of the estimated models is necessary. These models are fitted to time-series data either to better understand the data or to predict future points in the series. The model is generally referred to as an ARIMA (p, d, q) model where p, d, and q are integers greater than or equal to zero and refer to the order of the autoregressive, integrated, and moving average parts of the model, respectively. In this class of models it is assumed that the series' current value (member) depends on the values of the previous members of the series, the current value of the random process and the previous value of the random process. This class of models is a combination of autoregressive model and the model of moving average. In the paper is analysed the possibility of selecting an appropriate ARIMA model that has high forecast power. The framework for ARIMA modelling is identified and includes the following steps: data collection and testing, determining the order of integration, models' identification, validation and evaluation of performance forecasts. Box-Jenkins forecasting approach, known as ARIMA modelling, in which the time series are expressed over the past values (autoregressive component) and the current and past values of "white noise" of member errors (component of moving averages) is adopted.
Sometimes a seasonal effect is suspected in the model. In this case it is often considered better to use a seasonal ARIMA model. Since only seasonal data are used in this study, a basic ARIMA model is identified and estimated.

4. RESULTS AND DISCUSSION

Time series, that are the subject of the study, include monthly data of the number of tourists and overnight stays in Novi Sad in the period from January 2000 to December 2013. As it can be seen in Figure 1, in both time series seasonal effects are expressed.
Since it is usual for seasonal effects to be expressed in percentage, as series increases over time, the absolute magnitude of seasonal variation also increases. This effect can be removed by a multiplicative seasonal adjustment, that is done by dividing each value of the observed time series with seasonal index. The seasonal index represents the percentage that is usually achieved in a particular season. Seasonal factors for the series *Number of tourists* and *Overnight stays* are shown in Table 1, where it can be observed that their values were significantly higher in April, May, June, July, September and October.
After seasonal adjustment, for the observed time series it should be chosen an appropriate ARIMA model that will be used for the forecasting of the number of tourists and overnight stays in Novi Sad. The series were tested using the following ARIMA models:
(0,1,0)×(0,1,0)
(0,1,1)×(1,0,0)
(1,0,0)×(0,1,1)

(2,0,0)×(0,1,1)
(3,0,0)×(0,1,1)

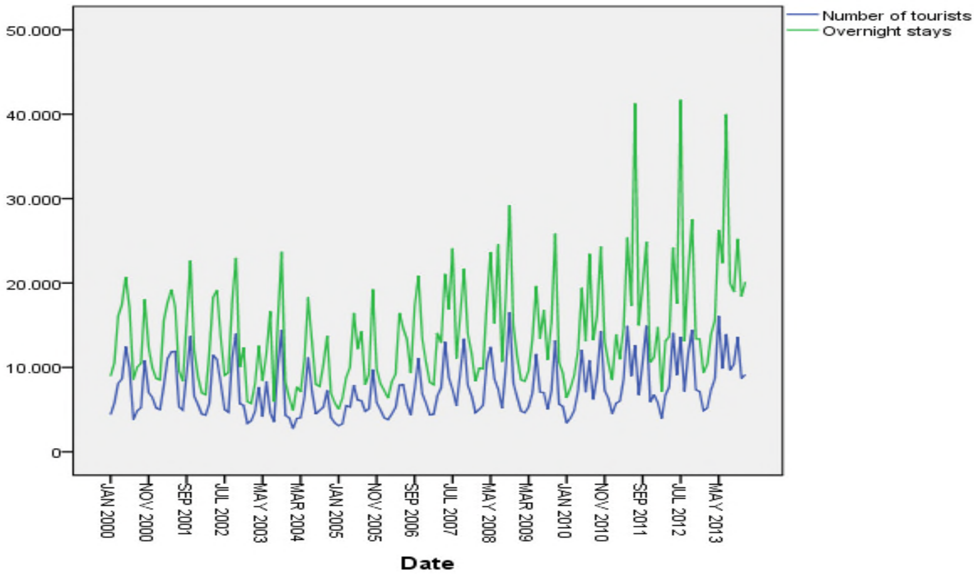

Figure 1. *Original data of time series the Number of tourists* and *Overnight stays*

Table 1. *Seasonal factors of time series Number of tourists* and *Overnight stays*

	Number of tourists	*Overnight stays*
Period	Seasonal Factor (%)	Seasonal Factor (%)
1	58,5	56,7
2	60,7	59,6
3	77,4	76,3
4	106,5	98,7
5	154,9	144,6
6	112,5	109,0
7	100,0	139,3
8	71,3	75,0
9	116,4	115,7
10	175,7	167,0
11	87,5	86,2
12	78,6	71,9

Optimal models were selected on the basis of the Bayesian Information Criterion (BIC) and Root Mean Square Error (RMSE). According to Bayesian criterion, the best model is the one that minimizes: (Kass, R.E., 1995.)

$$BIC = (-2)\log(\text{maximum likelihood}) + (\log n)(\text{the number of parameters}),$$

where n is the sample size that is used to calculate the maximum likelihood estimates. RMSE as a measure of precision, that also measures the uncertainty in forecasting, can be obtained as follows: (Makridakis, S. , 1995.)

$$RMSE = \sqrt{\frac{\sum (X_t - F_t)^2}{m}} = \sqrt{\frac{\sum e_t^2}{m}},$$

where X_t presents the current data in period *t*, F_t forecasting in the period *t*, e_t is the forecast error in period *t*, and *m* is the number of the used methods or observations for calculating RMSE. Among the all tested models the best results gave ARIMA (1,0,0) × (0,1,1) model for both data series and the results of applying this model are presented in Table 2.

Table 2. *Output of ARIMA (1,0,0)×(0,1,1) model for series Number of tourists and Overnight stays*

Fit Statistic	*Number of tourists* Mean	*Overnight stays* Mean
Stationary R-squared	0,196	0,140
R-squared	0,748	0,735
RMSE	1636,801	3484,864
MAPE	17,256	19,844
MaxAPE	146,279	116,329
MAE	1184,505	2493,620
MaxAE	6077,904	17777,952
Normalized BIC	14,898	16,409

Selection the optimal ARIMA model for the observed data series enabled forecasting the number of tourists and overnight stays in Novi Sad until December 2017:
Based on the data from Table 3, we can conclude that the expected visits of Novi Sad will not have more pronounced seasonal character, but we can expect more tourists in the spring and autumn months. That can be explained by the fact that Novi Sad is a frequent destination for school excursions from the country and surroundings, which normally take place in spring or fall, and at the same time it is a period of maintenance different events, which attract both domestic and foreign tourists.

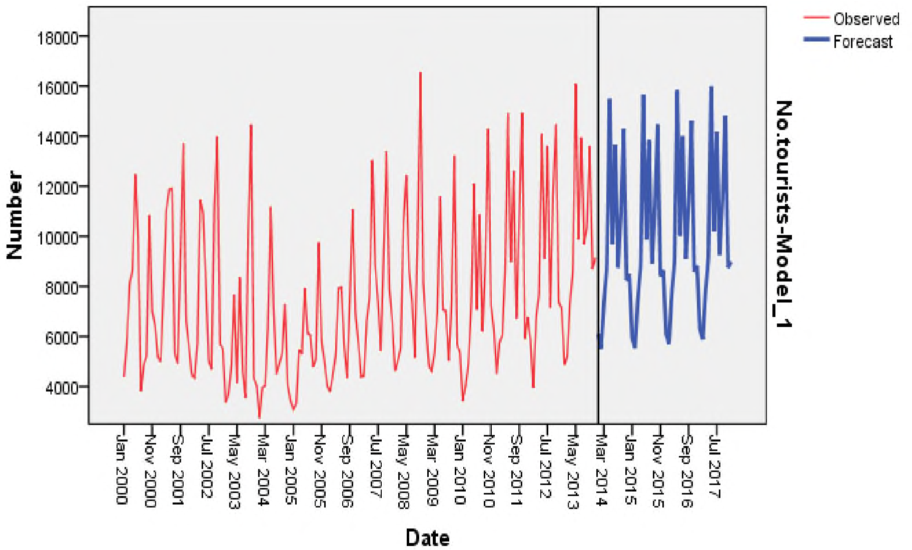

Figure 2. *The original data and forecast values for a series Number of tourists*

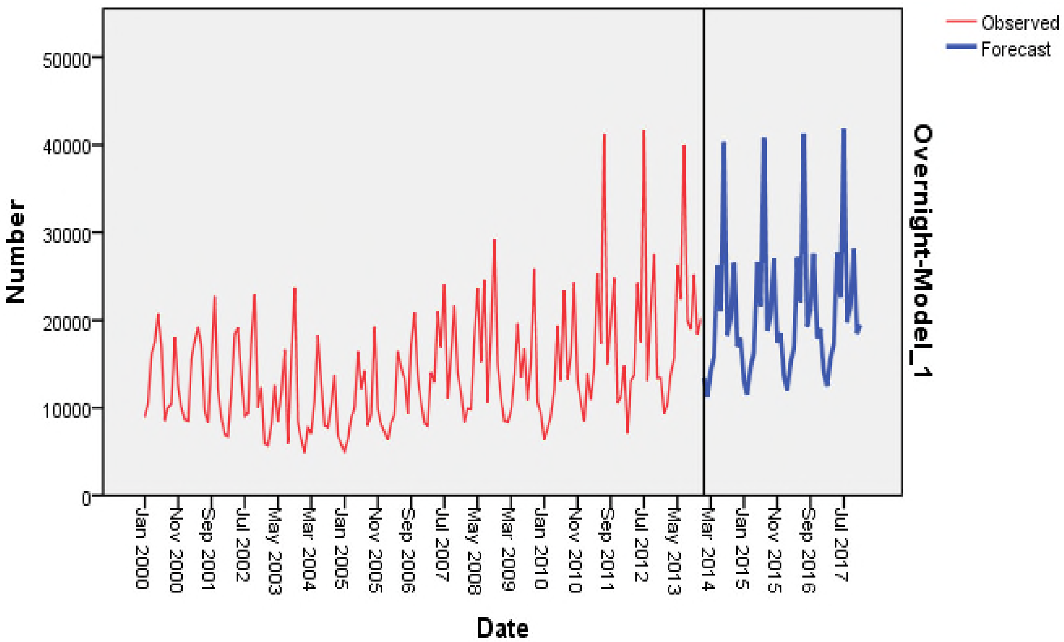

Figure 3. *The original data and forecast values for a series Overnight stays*

Table 3. *The predicted values for the series Number of tourists and Overnight stays for the period January 2014-December 2017*

	Number of tourists	Overnight stays	Number of tourists	Overnight stays
	2014		**2015**	
JAN	6103	13398	5928	13090
FEB	5511	11250	5542	11508
MAR	7334	14222	7448	14654
APR	8678	15770	8826	16254
MAY	15487	26180	15649	26681
JUN	9691	21071	9858	21576
JUL	13661	40293	13831	40800
AUG	8750	18264	8920	18772
SEP	10894	20236	11064	20744
OCT	14285	26561	14456	27069
NOV	8242	16979	8413	17486
DEC	8479	17978	8650	18486
	2016		**2017**	
JAN	6099	13598	6270	14105
FEB	5713	12016	5883	12524
MAR	7619	15161	7790	15669
APR	8997	16762	9168	17270
MAY	15820	27188	15991	27696
JUN	10029	22084	10200	22592
JUL	14001	41308	14172	41816
AUG	9091	19279	9262	19787
SEP	11235	21251	11406	21759
OCT	14627	27577	14798	28084
NOV	8584	17994	8755	18502
DEC	8821	18993	8992	19501

5. CONCLUSION

Vojvodina is part of the Republic of Serbia which is currently defining development goals and economic sectors with prospect of success. Vojvodina will have to build and implement, both independently and with the support of the international community, competitive strategies of growth, as soon as possible. In this context, tourism is seen as an essential complex with increasing untapped potential (Vujko, A., 2014., Gajic, T. 2010, Gajic, T., 2009, Vujko, A., 2014).
Novi Sad is relatively new and undiscovered destinations at the world's tourist market, which offer an opportunity for fulfilling various tourist needs and therefore is attractive for

different segments of tourist market. Every year, the number of foreign tourists, especially participants of business meetings, conferences and festivities, increases. Accurate forecasting of tourist arrivals is helpful for planning for potential tourism demand to invest in tourism related facilities and equipments and improve tourism infrastructure (Vujko, A., 2014). In the study, we tested several ARIMA models in order to choose one with the lowest value of BIC and RMSE precision measures. The adopted ARIMA model was used for forecasting the tourist arrivals to Novi Sad. The examination of series forecast by ARMA models showed that obtained forecasted values fitted historical data very well, which gives possibilities for prediction of future series values, as well as the examination of their mutual relationship and influence on economic indicators in observed city.

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DEVELOPMENT OF WEB PORTAL OF TEMPUS PROJECT MHTSPS 544543

Invited paper

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Abstract: *Tempus projects in the region have been supported by the European Union for many years. A number of college institutions in Serbia took part in the activities and significant advancements have been made, not only regarding the material resources but also the experience in project management according to the guidelines and best practices of the EU. Apart from participating in several Tempus projects, Business Technical College of Uzice acts as a coordinator of MSPS Tempus project 544543. The experiences gained during the project are indispensable to both staff and students. Developing the web portal is just one of the many activities covered by the project action plan but it proved to be very valuable and will be examined in further detail. School's senior expert team was tasked with developing the portal from start to finish and this paper serves to examine the technical and theoretical framework used to successfully implement the task.*

Key words: *web portal, Tempus project, Business Technical College, project management*

1. INTRODUCTION

According to (Schulaka C., 2012), web portals are very specific and fairly common form of web pages on the modern Internet. The main characteristic of a web portal is a centralized method of gathering information from a variety of sources in a way which mostly represents a gateway the users can take to reach the original content hosted on the original website.

Historically, www.yahoo.com is considered to be the first web portal, online since 1994 and in a 'portal' form since 1999. (Dewan. R.J.; 2004) Successful portals are characterized by a huge volume of visitors and a relatively small number of portals accounts for a major part of total internet traffic. (Dewan. R.J.; 2004) The project's action plan (http: //mhtsps.vpts.edu.rs/activities.html) and supporting documents defines that each participating organization has to have a web site while the coordinating instituion (BTC) is tasked with developing a web portal that acts a centralized information hub, providing project-related info from member organizations' web pages.. The BTC curriculum includes informational technology studies which, in turn, include web desing at the undergraduate and web programming at postgraduate studies level and, as such employs a professional team that is able to carry out the requested developement. The paper will further examine an overview of technical prerequisites and limitations that accompany the project, its specifics, the development process and the solutions employed in practice.

2. COMMON SOLUTIONS USED IN DEVELOPMENT OF SIMILAR WEB SITES ON THE MODERN INTERNET

Web portals have been around for a realtivly long time, resulting in a wide variety of possible approaces and development solutions. What follows is a brief and limited review of the most common technologies employed today. Despite a large number of different approaches, only a handful are accepted and commonly used in accordance with modern engineering

A good starting point for this discussion would be the architecture used in client-server environment and the possible solutions employed in practice.

According to (Morrison M; , 2002) every web site falls into one of the following categories – static and dynamic. Static web sites are usually associated with small web sites that:

Do not experience a large traffic volume

Do not have frequent content change requirements

The owner of the webpage is a relatively small organization or an individual

Although this is the conventional opinion it is not necessarily always true. A good example is the current webpage used by BTC which is mostly static but still has a high frequency of content changes.

Technologically, static websites are almost exclusively based on plain HTML used in combination with CSS and JavaScript technology. Although this is the most simple solution it is widely considered as a clean and efficient (Jordan K, (2011) method of web site development.

Dynamic websites, on the other hand, are almost always connected to some kind of sever database. The fact that the data presented is continually being pulled from the database has a huge impact on the webpage architecture and development technology used. Contrary to static web sites, dynamic ones are most frequently associated with the following:

- High traffic volume
- Frequent content changes

Dynamic websites are structurally much more complicated then static ones and require skilled staff working on development, implementation and maintenance. Also, the technology used to make dynamic web sites has certain interesting features that will be covered in further detail later on in the text. The most important distinction is the fact that there is a very exclusive and clear line that separates the dominant technologies used in the dynamic web page development:

- LAMP (Linux – PHP – MySql – Apache)
- Windows ASP by Microsoft
- Oracle (former Sun Microsystems) JSP
- NodeJS technology

Different approaches listed are clearly separated and the boundaries are strict enough that it’s usually not possible to mix them. Both hardware and software used is different enough to prohibit any kind of combining. This reflects on the engineers as well – skills required to use the listed technologies are also separated and a single engineer will most likely be well versed in a single approach, rarely covering two or more. Thus, once developed and published, dynamic web sites rarely change the technology they were built on as the cost-benefit analysis is not favorable to such technological adventuring. Consequently, a comprehensive preliminary analysis is required before starting to work on a dynamic project. The team involved in developing the Tempus 544543 MTHSPS web portal went through all the stages discussed here. The following chapter will discuss the analysis mentioned in further detail.

3.TECHNICAL LIMITATIONS AND POSSIBILITIES FOR DEVELOPMENT OF BTC WEB SITE

BTC was present on the web for a number of years. The school's website had several fundamental reconstructions in order to keep up with the current trends in web development. The rate at which the technology is changing and the speed at which new solutions emerge has certainly been the driving force behind the developing team's growth and improvement over time. The current technological solutions employed are primarily defined by the current server infrastructure used.

4. TECHNICAL CAPABILITIES AND LIMITATIONS

During the last couple of years and mainly through participation in Tempus projects, the school built a solid hardware infrastructure for it's websites. The school is using a very modern Hewlett-Packard server as the primary hardware used in web site development. Being a part of the Academic Network AMRES, the school uses a 100Mbps optical link to publish contents on the web site. This optical link provides an excellent basis for the online availability of school related material. School's website experiences more than

100.000 yearly visits with no traffic issues at all.

From the very begging the developing team decided to use Open Source technology meaning that all the school web sites have been designed using Apache environment and Linux operating system. The school uses a static IP address so there's no need to use and pay for external providers. We also use a unique address www.vpts.edu.rs, .edu being the Serbian national internet domain extension reserved for educational institutions and used for publishing educational content.

The organization of existing web sites is achieved through several subdomains meaning several web sites thematically related to different fields and projects are used. This allows for unique websites with unique names prepared for search engine bot indexing while preserving the unique domain allocated to the school. There's plenty of space for new subdomains which will be used for organizing all of the new Web content in the future. All subdomains can be accessed both individually and through the central school web site.

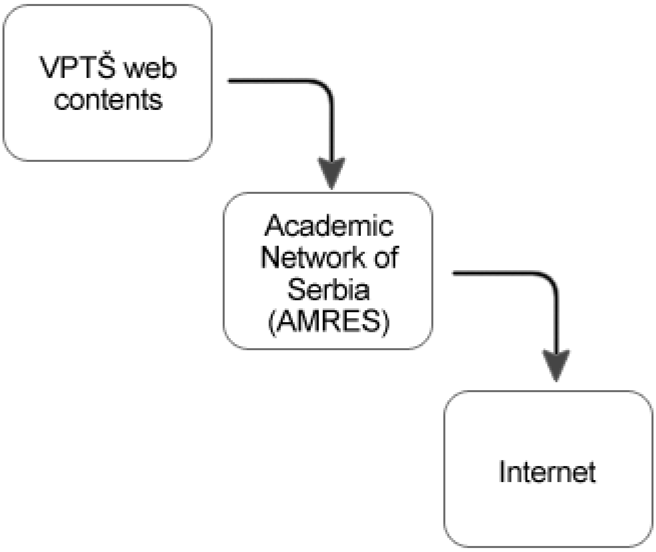

Figure 1. *Network topology of BTC Internet connection*

5. SCHOOL STAFF CAPABILITES

In recent years management invested in a solid professional staff capable of carrying out complex web development projects. Both teaching and engineering staff is involved in web development. The school has been providing accredited web design educational programs for years and therefore has teaching staff that is capable of conducting these kinds of projects. The majority of the school staff is involved in preparing and writing the web page content and therefore is capable of editing the material on the web pages.

6. PRELIMINARY OPTIONS THAT AVAILABLE FOR THE DEVELOPMENT OF THE WEB PORTAL

Previously described technological options can be viewed as constraints to the portal's development. So, school has mostly completed LAMP structure. It would be irrational and unusual to start to apply a different technological solution. Primarily in those terms refers to the irrationality of the acquisition of new technologies in addition to the existing, modern and rounded solutions. Possible reflection on the educational justification of such acquisition are not sustainable due to the large number of possible options of hardware simulation, available for the purposes of education and training students at ordinary PC computers. Prices of equipment for professional hosting are several times higher than the prices of standard PC computers. School have plenty of PC computers on which runs courses and practical trainings within the educational processes. So we have the first technological limitations we face in the preliminary planning such that server environment have to be an existing LAMP environment of the school.

As a next step imposes a web hardware infrastructure of the school. Again, as stated school has a professional Hewlett Packard server whose capacity is not fully utilized so that does not need any new investments in existing server equipment.

As already mentioned school has qualified staff to develop such web solutions.

The next question to be addressed is the choice of the client - server technology that will be applied and there are consequently two listed possibilities, static or dynamic web site creation. Both of options have their strengths and their weaknesses. According to (Fenton A.; 2014) static web site has advantages:

- The speed of development
- Lower price of site development
- Cheaper hosting

and disadvantages:

- The skilled staff for editing website content
- Fewer opportunities to interact with the site users
- Content tends to remain stagnant

According to the same source dynamic web site has advantages:

- Greater functionality of the site
- Easier maintenance and modification of site
- Frequent changes of the contents generate users who regularly visit the site
- It is possible to develop a system in which there is collaboration of participants in multiple locations

Disadvantages:

- Slower and much more expensive development
- More expensive hosting (mostly irrelevant to BTC)

Consequently, there is the obvious advantage for the development of dynamic web site. Anyway there still exist web sites which are suitable for static form. Mostly because they do not require a large amount of content and frequent modifications of published material. In such situations mentioned classification mostly does not correspond to reality. A good example in favor of the development of a static web site is a project of BTC site. That is an example of a successful website with high frequency of changes that successfully maintained by the staff of the School.

On the other hand, there is a part of preliminary requirements in favor of the idea to develop a dynamic website. First of all, planned functionality of the site as a portal of individual websites of organizations which are participating in the project. Within the frame of observed functionality, there exists the idea that the content publish project team members from these organizations. Such a functionality is quite difficult to achieve for a static website, without skilled staff employed in the organizations participating in the project. Since the main topic of the project related to the promotion of tourism, there is significant chance to schools that participate in project doesn't have computer science modules in her curriculum.

Since the main topic of the project related to the promotion of tourism, there is significant chance to schools that participate in project doesn't have computer science modules in her curriculum and consequently haven't enough skilled staff for such a type of job. Site with such kind of the static client-server architecture will be probably significant problem in process of involving of all participants in process of publishing articles in web portal. There are still exists possibility for a members of the project teams to submits material for publication to web masters of BTC, so they could do a publishing part of job, but this approach reduces direct access and influence on publishing process. The goal of each project Tempus is an equal and maximum participation of all members of the organization in the project and in every aspect of the project. Listed option above could be understood as a departure from main philosophy and ideal of engagement in such a project.

7. PLAN OF DEVELOPMENT OF DYNAMIC WEB PORTAL

Based on preliminary considerations it is obvious that the development of dynamic web portal in condition of the existing infrastructure is a optimal solution. Within the accepted solution still has a several opportunities for the development of an appropriate site of the project.

8. AVAILABLE OPTIONS FOR THE DEVELOPMENT OF DYNAMIC WEB PORTAL

It has already been mentioned above that the development of the dynamic web site, high quality but expensive option. This is a problem that is much older than the development of this site especially. Consequently accumulated experiences in community of web developers are much wider, and it would be wise to use such an experience. In order to reduce development costs of these sites there are several directions which can be chosen and each of them has its own characteristics which may be good or bad option at all.

And again we have to make an important preliminary decisions on the selected approach. Subsequent changes can be expensive and time-consuming process. Generally in process of development of web portals there are more opportunities and all of them will be specially processed and analyzed below. That opportunities are:

- Content Managament Systems (CMS hereinafter)
- Dedicated framework systems
- Brand new systems, developed from scratch

Systems are listed according to their popularity in practice. On the very beginning the author want to eliminate third listed system because it such an approach would have an economic justification only if the developed solutions can be later commercially sell. Since there is no basis for such an assumption there is no rational reason for entering into such a complex project for a this particular website.

9. CONTENT MANAGAMENT SYSTEMS

Content management systems are a common response to demand for low-cost development of dynamic web content. These systems are custom publishing, editing and content changes to the site by the editorial team which should have elementary computer literacy. There are a number of ready-made CMS solutions on the market and what is more important, a large number of them are done as open source, thus free solution. Authors and companies behind such a systems, often promote them as a solution that does not need any special computer knowledge, and it sounds very appealing to potential users. Selection of the most popular CMS begining with Wordpress CMS system, which is considered to be the simplest up to the Drupal CMS, which is the most advanced of widely used CMS systems. CMS systems are very popular and there are a huge number of websites on the Internet that are implementation of those systems. Popular CMS systems are usually modular based and have a large community of developers who constantly develop new modules with new and improved functionality within them. There are a number of modules that users of free CMS systems can easily incorporate into their sites and thus easily add new functionality. While all of this sounds pretty good, there are a series of flaws and problems with CMS systems.

The most obvious problem with CMS systems is their large and unnecessary complexity . The main idea of a all of CMS is to create an environment that can meet a huge number of different websites and their functionalities. Therefore the system must cover a huge number of variations in the functionality of such systems. The system capable to meet a large number of variations in features and functionalities must be complicated one. In most cases, unnecessarily complicated for the site which have to be developed. Simple basic implementation of the system often leads to disregard of these facts but then it finally has a price in the slow work of the site and unnecessarily large space that a website occupies on the server.

It should be emphasized problems with free and open source modules that are often uncritically added to these sites. Besides all the beautiful benefits of free and open source modules, it often happens that the authors simply cease to maintain program code of modules and simply disappear from the Internet space. Such a modules is often impossible to upgrade with newer versions of CMS without significant skills of programming .

There is also a constant problem with the security of the CMS. The problem of security is often tied to the size and complexity of CMS solutions. In, usually huge amount of programming code of the CMS solutions, malicious programmers constantly discovering security vulnerabilities and then commonly used them for criminal activities. On the other hand, authors of CMS, make improvement of code on such a problems and published improved versions in regularly manner. Improved version of CMS should be applied to individual sites for security reasons. New versions, as already mentioned almost always have problems with the installed modules and we probably have the spiral without end.

Is there a solution to all these problems? Of course there is. Solution is usually a highly skilled developer or developers who can cope with open-source system itself and enormous amount of implemented code. And that is quite oposite from the initially promoted thesis that it is not necessary to be an expert to install and later maintain and manage such of the system. Sooner or later each CMS website gets to the point when the change in the system is possible only by highly trained personnel. Companies which publish CMS systems mostly earn money with providing technical support to users who have installed the system and that can't solve problems with their sites. From the initial free systems, there is short path to reach a significant cost for the expert help, which is payed by the hour, and costs are in accordance with skill level of personnel in Western countries.

The final conclusion about the use of the CMS system would be that it is a good solutions but that is not true that they are good for amateur use, as they promoted. Sooner or later appears a problem that can be resolved only at a higher professional level. Does the organization or individual has engineers at that level of expertise should be the first measure for decision for implementation of such systems.

10. DEDICATED SYSTEMS BASED ON SOME OF THE FRAMEWORKS

Unlike the CMS, such a system from the beginning require engineering staff capable of dealing with complex web solutions. In those systems work starts from scratch, first of all the development of the database and then server's part of the portal code as well as the client's part of the site. Initially, this approach does not seems better than CMS system but anyway it is the manner in which serious and major players in the market develop their sites, some of them start with in-house development , some of them hire a specialized company in web development. The final product is often just as much as it should be, therefore, it is enough fast and compact. Program code is mostly written and well-known by developers who have worked on it, thus the changes and maintenance are considerably cheaper. The role of frameworks in this approach is the reuse of a written code that is often repeated from project to project. There are a number of frameworks for each of the server and client technology and is usually the team develop the project with framework which is based on personal preferences and accumulated experience. The significant advantage of working framework vs CMS systems is that the part of the framework can simply skip in development process for any reason, such an approach in the CMS system is not impossible but it is usually not cost-effective way.

In the web development companies there is usually the accumulation of experience, projects and solutions developed in the previous period, which can be reused again and again, and that would be the fourth approach that is not listed in the previous list, and makes a combination of the last two mentioned approaches where systems developed from the scratch grow into some kind of a framework. The advantages and disadvantages of such an approach the author considered in (Stevanović B., 2013).

11. DATA BASE OF WEB PORTAL

In the LAMP environments, the database is usually MySql server databases. MySql is a well-known solution, for many years successfully positioned on the market of server databases. MySql is definitely the most popular open source server database. It is an interesting situation over ownership of the MySQL system. Originally developed by the open source community, MySql system was later moved under the umbrella of the company Sun Microsystems which ceded part of its staff and resources to the development of system, but has maintained the philosophy of open source licensing. Sun Microsystems in 2008 was sold to Oracle and the ownership of the MySQL database is transferred to Oracle. Oracle is a company that develops commercial databases and the make majority of its revenue by selling commercial databases. How much is reasonable for Oracle to maintain open source solution that is a direct competitor to the familly of their commercial products is a big question, better to say that is absurd. How long will Oracle invest in the development of MySql is a big question that nobody has the right answer. On the other hand, there is not any sign or trend of leaving MySql solutions on the web, so there is still a critical mass that somehow obligates Oracle not to change the existing policy to MySQL. Untill when, on that question no one, Oracle also, does not have a specific answer. There are plenty of other open source databases, some of them are popular and good enough to be used for serious development. The most common solution is to Postgre SQL database that acquires great popularity in recent years, particularly after the sale of Sun Microsystems company. How will be developed database, depend on the chosen approach to the general development of the portal. CMS come with already implemented a database so there usually there is not need for development of a new base. Development from the scratch require at first development of a database based on all of the positive principles of the design of information systems.

12.CLIENT PART OF WEB PORTAL

The client part is what the user of web site sees and interact. In recent years, there is a large positive change in the development of client-side on the web in general. Those changes were initiated by the development of mobile technologies and large deviation of approach to web content from conventional PCs to mobile clients, smart phones and tablet computers. According to Google Analytics the end of this year will equalize the number of access web content from your PC and other devices (Ellins J., 2014.). Quality of presentation of content on different screens becomes elemental quality of a web site. Technical solution for this kind of presentation is based on the relatively new HTML5 and CSS3 technologies as well as not-so-new JavaScript programming language. Direction of development in which for each type of device according to the size of the screen, automatically adjusts website is called responsive web design, and it is currently the most modern trend in the development of the client's part of the web site. Existing Project 544543 MHTSPS (mhtsps.vpts.edu.rs) is made in such a technology and there is no doubt that the new web portal has to be developed in the same way. In the development of the existing responsove site was used Bootstrap framework of Twitter company. Bootstrap framework is de facto standard in the development of the client's side all over the Internet and there is no reason not to use the same framework in the development of the new web portal.

13. CONCLUSION

The team involved in the project development of web portals Tempus project 544543 have a serious task. Quality completed the preparation and planning of the development will largely specify success of the portal. Usefulness and quality of content, quality maintenance of the portal are other, no less important, part of overall success of project. Planned approach, in which maintain and publish content on the website will be team effort of all organizations participating in the project sets new frameworks that guide and constrain the planning and actual development of the portal. The final form of development will be the subject of agreement between the coordinator and the all participants in the project. This paper is a contribution to the analysis for facilitating process of a reaching of final decision. On the basis of that decision web portal will be built. The team of Business Technical College of Vocational Studies in Uzice is able to achieve any agreed solution with the maximum quality.

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ECOTOURISM OF THE DANUBE REGION

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Abstract: *The Danube connects Eastern and Western Europe, the Black Sea region and the Mediterranean, Northern Europe and central areas of the Balkans and the most important non-oceanic water area of Europe. The Danubeparks project aims to preserve the diverse ecosystem of the Danube (5.ooo different animal species, sturgeon and white-tailed eagle are the most vulnerable) extending in different countries (Romania, Moldova, Ukraine, Bulgaria, Serbia, Croatia, Hungary, Austria, Slovakia, Germany). The National Parks on the Danube and ecosystems NP Duna-Ipoly, the Iron Gates Gorge and Danube Delta Biosphere Reserve are important for biodiversity and for ecotourism. They allows sustainable development, preservation of the biosphere, and allows tourists to enjoy nature, bird watching, animals or fishs.*

Key words: *Danube, protected nature, ecosystems of the Danube, the network Danubeparks, endangered species, ecotourism, sport and recreation*

1. INTRODUCTION

The Danube is the second longest river in Europe, after the Volga. With its lenth of 2.875km and width up to 1.5 km, Danube passes through 10 different countries and it is home for over 83 million people of different cultures, languages and historical backgrounds. The European Commission recognizes Danube as " the most important non-oceanic water area in Europe " as " future central axis of the European Union ". The natural dynamics of the river, big flooding and low water levels of the Danube leave traces in the form of steep slopes, gravel islands and sandy shores. In the Danube’s flood areas nothing lasts forever because within a few days water power can change the look of the village. The riverbed of the Danube is no longer natural because it has been changed in the last 150 years by the construction of river embankments and hydro poweres. The need for restoring natural flow of the river today is more evident than ever if we want to preserved and unique ecosystem of floodplains, river and wetland habitats along the Danube. In this processes the DANUBEPARKS network has an important role because it brings together interested member countries through which the Danube flows. Preserved and protected nature of the Danube is attracting attention of scientists, scientific institutions and professional associations. While young researchers contribute to the preservation of the environment of the Danube, tourists enjoy their stay in the Danube parks and nature reserves in dealing with photo safari, bird watching, riding a bike, boat and canoe, by fishing, or walking the marked trails accompanied by guides and rangers.

2. NETWORK DANUBEPARKS

In June 2009, a network of protected areas of Danube - Danubeparks has been established with purpose to enhance conservation of nature as same as improve management of natural and cultural resources, within and beyond the Danube Protected Areas. The objectives of the DANUBEPARKS network are based on the principles of the Ramsar Convention, the Convention and cooperation for the protection and preservation of the Danube River (Sofia, 1994) and Tulcea Declaration (2007) and they are: improving nature conservation and management in the Danube protected areas; exchange and promote expertise in the management; the advancement of knowledge on the status, economy, social and environmental impacts in the Danube protected areas; prevention, control and reduction of pollution in floodplains and wetland habitats in the Danube basin; promoting awareness of the international importance of the Danube and sustainable development. The partnership includes the 12 protected areas in eight countries on the Danube and by the end of 2011. the network had 15 partners. All the partners have common goals which are: to improve the river morphology; to manage floodplains and network of habitats, preserve the leading plant and animal species, the implementation of Natura 2000 and transnational monitoring of the conditions of the Danube with development of ecotourism. DANUBEPARKS network with its integrated approach involves new local, national and international stakeholders in order to raise public awareness of the common natural heritage of the Danube and the need for its conservation and sustainable development. All the partners from the DANUBEPARKS network constantly works on different preservation projects with unique goal - to restore the natural dynamics of the river, as far as possible. The relationship between habitats and their settlements such as specific plant and animal species is dynamic and should not be interrupted with infrastructure (bridges, hydroelectric power station, dikes) because it is the only way to ensure the survival of plants and animals between the same or similar types of habitats. Ecosystems do not recognize state borders because they are just lines on a map, but in reality an ecosystem stretches across several countries. One of the main objectives of the DANUBEPARKS network is to establish a network of habitats particularly in cross-border regions where several partners work together in order to protect a large eco-regions located in diaafferent countries. Examples for this cross-border cooperation are protection of the Austrian-Slovakian, Hungarian-Croatian and Hungarian-Serbian border zone. As addition to this matter management plans for the National Park Duna-Ipoly and the Danube Delta Biosphere Reserve are created too. The triangular cross-border area in Hungary, Croatia and Serbia is an excellent example of this important cross-border and transnational cooperation. The confluence of the Drava River into the Danube in this area creates one of the largest wetland areas in Europe which the World Wide Fund for Nature (WWF) tries to declare as a Biosphere Reserve. As part of its work DANUBEPARKS network concerns with protection of forests in the Danube floodplains. These forests are different from other forests because of their reaction to the river water level which increases or decreases during the year. The Danube basin is home for more than 5,000 different animal species. It is difficult to implement protective measures for each of them, but due to the application of the concept of flagship species (mainly, attractive and fascinating animals) raises awareness on the conservation of these habitats and the negative impact of human activities on their natural environment. Because of this the DANUBEPARKS network chose two important and endangered species that have been the focus of environmentalists. These are the ***white-tailed eagle***, a magnificent bird predator that has the habitats on the Baltic Sea and along the Danube, in wetlands at Hungarian-Croatian-Serbian border area. The white-tailed eagle requires great undisturbed natural areas because he is very sensitive to human influences particularly in the reproduction period, and because of the way of hunting and feeding. Another endangered species is a species of fish, Cartilage fish with a history that stretches back to the age of the dinosaurs - ***sturgeon.*** The biggest sturgeons reach a size of up to 8 m. The Danube used to be inhabited by 6 species, although it is believed that at least one species disappeared, and others are very threatened by human activities such as over-fished catch due to expensive and prized eggs-caviar. Their natural migration path has been disturbed by the construction of HPP Djerdap 1 and 2, so their natural habitat was destroyed with regulation of the river. Most of these problems affect on other fish species also but the sturgeon is more sensitive because it matures later than another fish species, between 5 and 10 years, so its recovery period from negative influence is longer than in the case of other fish species. The DANUBEPARKS network brought together international experts from several countries with appropriate institutions and universities in order to preserve sturgeon, their habitat, and their genetic integrity in the Danube. In the floodplains of the Danube there are many birds species, and the joint monitoring is focused on selected species that are indicators of the dynamics of the river system. These are: ***Sandpiper Plover***, which is propagated to the gravel islands and sandy shores and sand ***martins*** that nest in the holes of the steep slopes of the river. Both habitats occur naturally only in developed rivers and are designed reciprocate emergence of floods and low water levels. ***Beavers*** are common freshwater animals, but they appear in different populations along the river, in the National Park Donau-Auen region where they are abundant, while in protected areas of the Danube in Hungary almost extinct. ***European weasel*** was once a common inhabitant of the Lower Danube region, but it is now very vulnerable. Management of the Danube Delta Biosphere Reserve is therefore made to observe the rules of the European weasel and measures for their protection.

3. ECOTOURISM OF THE DANUBE

The protected areas along the Danube have outstanding natural assets that are attractive for tourists and nature lovers. Because they have such an important natural heritage at hand, residents of protected areas are trying to educate both visitors and local residents about the importance and functioning of habitats and species. Tourism in protected areas is therefore always been an educational element, and when following the principle of sustainable development, it helps to improve the economic situation, especially in rural areas, so it offers a variety of opportunities for profit. At the same time, when the number of visitors from the big cities increase, the bigger are challenges set before tourist workers – on one hand they need to afford tourists experience of direct contact with untouched nature, and on another hand to provide fully protection of nature with quiet zones in which the species will live without sense of the presence of man. This is possible only by the timely provision of the necessary information, by bringing the guidance rules for motion thru protected areas, with precisely marked maps of habitats and species that can be seen, with marked walking paths without disturbance of the peace of birds and animals. The

DANUBEPARKS network offers to its members additional training through workshops and training, and by marketing and advertising it attracts and inform individual tourists and tourist agencies and organizations. A good example of cooperation among all members of the DANUBEPARKS network is common Rangers training which provide vocational training rangers, guards, guides and informative staff to better welcome and accept the tourists as same as to explain and demonstrate the importance of international cooperation in the protection of nature. The training consisted of English language course and interactive classes with visits to the protected areas of the Danube in several member countries. Both courses were presented twice: one was in Austria and is intended for further exploring the upper and middle Danube region and the second course was held in Romania, where the participants had the opportunity to become better acquainted with the lower course of the Danube region. The DANUBEPARKS network present its activities, members and aims at the website which consists of a database on natural values in protected areas, the tourism possibilities of these spaces with additional information related to accommodation and transportation. They also created maps that can be downloaded from the Internet and that provide additional information about the region and protected areas, Ecotourism along the Danube, as well as any other information required both for individual visitors and for the tourism industry.

Map 1. *Map of protected areas of the Danube basin*

4. NETWORK DANUBEPARKS AND PROTECTED AREAS

In the DANUBEPARKS network are 15 protected areas along all over Danube river bank: the Danube Delta Biosphere Reserve (1); Kalimok Brushlen area (2); Rusenski Lom (3); Persina (4); Đerdap - Iron Gate (5); Lonjsko Polje (6); Kopacki Rit (7); Gornje Podunavlje - Upper Danube (8); Duna-Drava (9); Duna-Ipoly (10); Ferto Hanság (11); Dunajska Luhy (12); Zahorie (13); Donau-Auen (14) and Donauauwald Neuburg-Ingolstadt (15).

Danube Delta (Dobrogea, Romania, P = 580.000ha, founded in 1990.) was formed on the plain near the sea expanding the three main sleeve and Tulcea Channel and St. George in the south, in the middle of Sulina, Čila and Vilkovo in the north. This is the second largest river delta after the Volga, the best preserved humid zones in the world and in Europe with the highest areal reeds on the planet. It was more than 4,000 years, but continues to grow, because the Danube is applied annually 67 million tons of alluvial deposits. Danube Delta was first discovered with Herodotus of Halicarnassus 484 BC but it was necessary to pass many centuries until worldwide known naturalists and scientists didn't proclaim confluence of the blue river with fresh water in the salty sea as a wonder of nature. More than half of the reserve and the Danube Delta Biosphere is unspoiled nature. It seems a thousand tributaries and lakes, floating islands and coastline, sand dunes, vast river forests, meadows and plantations of reeds and cane. Flora consists of Romanian, Mediterranean, Balkan and Asian species of plants. The confluence is the habitat of various water birds, over 331 species, 10 of which are under protection, including white and Dalmatian pelican, spoonbill, the great white heron, little egret, Mute and Whooper swan, Stilt, Ruddy Shelduck, white-tailed eagle. Serbian-tailed eagle and Danube falcon are true rarities. In this long and dense network of waterways "lives" about 450 species of fish, with the largest pike, perch, carp, bream, catfish, roach, rudd, perch. This area of floating islands covered with reeds, forests, pastures and sand dunes is a remarkable blend of cultures and populations, as well as habitat for many wild animals. In this realm of untouched nature people and boats come and move in a strictly regulated regime. Only 5% of the delta is qualified for the presence and movement of people. The natives in their river villages engaged in fishing and growing reed, while guests accommodations in resorts around the port of Tulcea. All this wild and beautiful nature is wrapped in a surreal silence, and for visitors it is all still wrapped in a dose of mysticism. And locals, guests and tourists through the delta in Romania vary by ferry from Tulcea to Sulina and St. George. travel packages can be selected depending on whether you want to enjoy the natural beauty, hunting and fishing, swimming or photographing rare birds. Tourists can stay in floating hotels and small ethnic towns deep in the bayou Saint George. These hotels are actually ships which have all the conditions necessary for enjoyment - accommodation, meals and excursions boats. They are equipped with a generator whose sound does not exceed the sound of a washing machine and do not upset the birds. Boats sail to a depth of 80 centimeters, so you can cruise the shallow channels. The software includes rides in the canals with low water where the birds, as well as to the lake, where there are colonies of pelicans. In November, when the trees are leafless, barren, birds are best seen. To be in the camera lens or camera (which is paid) caught the rare beauties pelicans or Serbian Eagles, required patience and thick nerves. These features should have and adventurers who like to walk or row along the delta. The most interesting is the program for fishermen, who get up and have breakfast at dawn, and then sending it to areas where they can go fishing carp, pike or perch. Fish are fished in the bayou Saint George in Lake Jerenčuk. In Tulcea was organized even "Delta Cup in fishing for pike." Strong and toothy pike are back into the river after it has been caught, because they are under the protection as a rare species. In the small fishing village of St. George natives are living by catching and selling fish, but also from growing fruit, vegetables and sugar cane. Higher rural gardens are located on islands which can be reached only by boat. The work in the gardens is difficult because it is standing in the muddy water. In a similar manner, and are harvested cane. Danube farmers tend to suggest that the delta is the largest wetland in the Europe from which they solidly live. The Danube Delta is the largest area of 240 hectares of reeds, from which it takes as much as 330,000 tons. These freshwater activities and programs for nature lovers and adventurers, combined with the wilderness, but also "gentler" nature, as Delta makes an ideal destination for specialized forms of tourism. In the recent years it is very popular among the sportsmen such as athletes, mainly rowers and swimmers who come here to train. Germans organized and longest tourist regatta in the world - TID, from the source to the delta of the Danube. There are more than 150 canoeists of the source in Germany to the Danube Delta in Romania exceed 2,455 kilometers in 73 days. Scientists, researchers, foresters, hunters and anglers, sportsmen water, swimmers, and adventurers of all affinities can find its place at the confluence of the Danube. Two major urban areas in the wild Danube Delta are cities and airports Tulcea in Romania and Vilkovo in Ukraine. Both are the old cities emerged on the foundations of Romanian and Cossack fortifications, which today are the air and water ports. Hotels of modest capacity are the main destination for tourists. While Tulcea is located on the sandy shore, Vilkovo is known as the Danube's Venice, because it is built on channels. The town is authentic, unusual, with a central street thru which can neither go nor ride, because it's Belgorod channel carrying only boats. Underground and aboveground water touching the invisibly, in the bowels of the earth, in the shallows and the shore. The best way to see the spot were the Big Blue River kisses the Black Sea, is to go on some of the commercial or passenger ships from the canal and the port of Tulcea, Sulina and Vilkovo and to sail into the salt water up to Odessa or to Constanca. The place where the River kisses the Sea, in Sulina is marked by the big lighthouse, located on a rocky isthmus. The confluence of Danube into the Black Sea is invisible because the both waters are blue, but this ,,embrace" is the one of the most beautiful miracles of the nature in the Danube Delta. The Delta of the Danube along with its salty lakes has a surface form 4,400 km² mostly in Romania, with a small part in Ukraine. Half of the Danube delta is below the level of the sea, the rest are at zero elevation, and because of the miraculous nature entire Delta is under the protection of UNESCO until 1991st. Delta is the third largest biodiversity in the world, with more than 5,500 species of flora and fauna. Here is the habitat of the world's population of pygmy cormorants, geese red breast, white pelicans and endangered Dalmatian pelicans. The Delta is habitat for proximately 16,000 people in 28 villages and 3 ports.

The ***Area Kalimok and Brushlen*** (Silistra and Ruse Province, Bulgaria, P = 6.000ha, founded in 2001) is a protected area important for spawning fish in the lower Danube region (loach, Spicer, swordfish, perch, loach, long-nosed sturgeon, beluga, burbot, whitefish and goldfish). In this area lives many birds like grebe Geoffrey door, necked grebe, great crested grebes, corncrake, marsh harrier, white stork, aquatic bull, red herons, small white herons, spoonbills, spit, yellow herons, pygmy cormorant, marlin, rattlesnakes, ferruginous duck, common pochard, white-tailed, Hobby, black kites, Whiskered Tern, lapwing, kingfishers, breasted rollers, gray woodpecker, black woodpecker and spotted Shrike.

The Natural Park Rusenski Lom (Bulgaria, P = 3.800ha, founded in 1980) is home for 902 species of plants, of which 13 species are from the family of orchids. There are 192 bird species, of which 174 are under protection. For scientists are interesting species that live on the rocks: white buzzard, black stork, Ruddy Shelduck, white-tailed buzzard and owl. An integral part of Rusenski Lom are historical monuments, the Archaeological places, Rock-hewn Churches of Ivanovo and the medieval town of Červen, the cave Orlova Čuka (nest) with wide corridors and halls, small lakes and beautiful stone decorations, which is a monument of archeology and culture of national significance. Some of these churches were founded by the Bulgarian kings. The frescoes in stone monastery St. Archangel Michael (between 12 and 14 century) represent the pinnacle of medieval Bulgarian art and are classified among the best works of Trnovo painting school. The monastery was placed in 1979 on the World Heritage List. In the park you can see the natural habitat thanks to 3 eco paths which are: Boženija eco path that begins near the village Božičen and going up to stone churches in Ivanovo; second route starts from Nisovo and going up to a large monastery Nisovo observing the river flow of Lom, and the third eco path starts from the village Nisovo and go up to the old oak known as a wood of wishes. Natural and rich cultural and historical heritage of Rusenski Lom favors the development of eco-tourism and various forms of sports and recreation, as well as the development of tourism hobby - ornithology, caving, cycling, nautical tourism, archeology, religious tourism and photo safaris.

Natural Park Persina (Bulgaria, P = 21.762ha, founded in 2000) is the youngest park of Bulgaria, unique for its many islands, which are preserved in its natural form. Here is a haven for numerous colonies of birds that live in water (waterfowl), the nesting place for swans and fall habitat for the black stork. Some of the islands are long and 15km. This group of islands, the largest in Bulgaria with 6.898ha, was included on the list of the Ramsar Convention in 2002. The greatest wealth of the park consists of natural floodplain forests of willows and poplars and wetlands along the Danube. Protected areas are reserves Kitka and Milka, which is situated on the same islands, reserve Persina's mud, the area east of Persina, area Kaikuša, swim area near the town of Nikopol. On the territory of the park there are more than 743 species of plants: yellow lily, water chestnuts and different types of cane. Coastal areas that are prone to flooding are characterized by various forms of white willow, willow with 3 stamens and willow basket weavers. You can find wild blackberries, hawthorn, dogwood and red udik. Over 1,000 animals can be found in the park, including 250 species zoo plakton and 99 species of zoobenthos, more than 770 species arthropods, including 35 species of snails and 16 species of mussels. Wetlands Persina are the only place where the rare and endangered bird species nest, such as pygmy cormorant, hair, ferruginous duck and different types of herons, Red-breasted Goose, Dalmatian Pelican and white-tailed eagle, which is also the symbol of the Natural Park Persina and only one of the rarest species which nests in Bulgaria.

National park Djerdap - Iron Gate (Serbia, P = 63.608ha, founded in 1974) is a unique European nature reserve in the northeast part of Serbia, on the border with Romania. It occupies about 100 km on the right bank of the Danube, from Golubac to Karataš near Kladovo with zones with different regime of protection of objects of nature, cultural monuments, fauna and vegetation relict species that confirm the development of vegetation series from the beginning to the present day. NP Djerdap called River Park, considering that a significant part of the Iron Gate makes the Danube and the largest and longest gorge

in Europe, a marvelous iron door, wild botanical garden and the largest European archaeological museum in nature. Basic natural phenomenon NP Djerdap is grandiose Djerdap Gorge consists of 4 canyon gorge valley: Golubac, Gospodjin Vir, canyon Great and Small Kazan, as well as the 3 valleys: Ljupkovska, Donjomilanovačka and Oršavska. The specific historical development, a favorable climate, a complex network of gorges, canyons and deep bays, the space set aside as a unique European reserve of tertiary flora, vegetation and fauna. In the area of Djerdap National Park has survived over 1,100 plant species and flora is characterized not only rich and diverse, but also a distinct relict character. From ancient flora there are C. colurna hazel, hackberry, walnut, lilac, silver linden, sycamore, Downy, and special value of the forest and shrub communities. The diversity of habitats and communities affected the fauna, which also has the feature of relic: the bear, lynx, wolf, jackal. golden eagle, eagle owl, black stork, etc.. Favourable conditions for living in this area were the reasons for the continuing presence of man as evidenced by the many archaeological findings and cultural and historical monuments: Lepenski Vir, Diana, Golubački town, the remains of Trajan's road and bridge, Trajan's table, Roman limes, various castles to well-preserved examples Slovenian folk architecture.
Nature Park Lonjsko polje (Croatia, P = 50.650ha, founded in 1990) is located in the central basin of the Sava River between Sisak and Stara Gradiska and is the largest protected wetland area not only in Croatia but in the entire Danube basin. It consists of three fields: Lonja, Mokro and Poganovo. Nature Park has various types of wet forest, grassland, wetland habitat and wetlands, as well as ditches and canals. They are represented by birds: White Stork, Spoonbill, white-tailed eagle, mallard, common buzzard, reaper, Pygmy Cormorant and endangered species such as the Saker Falcon, Ferruginous Duck. In the park is the village Čigoč in which nearly every house has its "own" nest stork, which in 1994 was declared "European Stork Village". There lives: otter, sharp-eared bat, pond turtle, common tree frog, Danube crested newt, and fish: umbra, sturgeon, Danube trout, Danube carp, red-marten, striped lipped, insects and various species of butterflies and endangered Alpine rozalija.
Kopacki Rit Nature Park (Croatia, P = 23.891ha, founded in 1993) is a habitat for waterfowl, one of the most important flood areas in Europe and the most important place for spawning fish in the middle of the Danube. The largest lake is Kopačko jezero and Sakadaško Jezero is the deepest, are interconnected network of natural rivers and canals. The spacious areas under reeds, stagnant rivers, ponds, lakes, canals, forests, marsh flowered meadows and wetlands create ideal conditions for the life of thousands of birds, fish, herds of red deer and roe deer, wild boar, wild cat, badger, otter and 12 species of blind mice. More than 2,000 species are rare and endangered species at European and world level. There are about 44 species of fish (bream, carp, sturgeon, pike, perch and catfish), 290 bird species, some of which are nesting here (gray heron, egret, Whiskered tern, cormorant, gull, white-tailed eagle, black stork, wild goose). Kopacki rit is one of the most important tourist destinations in mainland Croatian through which the international bicucle trails, and several natural trails provide information on the importance of individual species of plants and animals, tourists has more tours such as hiking tours, rides panoramic ships and boats, driving and riding horses, and the park offers an all-day or half-day bird watching.

Special nature reserve Gornje Podunavlje 'Upper Danube' (Serbia, P = 19.648ha, founded in 2001) has numerous meanders, dead branches of rivers, canals and lakes that were created as a result of the constant dynamics of the river. The Upper Danube Basin is the largest wetland area in Serbia, along with Kopački rit in Croatia and Danube-Drava National Park in Hungary, reserve formed floodplain area of the middle course of the Danube area of 70.000ha. The reserve consists of two big marshes along the left bank of the Danube - Monoštorski and Apatinski rit and a true representative of floodplain wetland habitats. Natural forests make up a large part of the reserve, which are well preserved and very attractive to wildlife. With its occasionally flooded meadows, numerous river meanders, lakes and ponds that were once widespread in the marsh area of the Danube, is one of the best preserved wetland habitats in the Danube basin. At the highest parts of the Upper Danube region can be found ancient pastures with water and semi-aquatic vegetation, wet meadows and natural lowland forests of willow, poplar, ash and oak The whole area is rich in numerous species of fish for which the conditions of river meanders and shallows ideal place for spawning. For 280 species of birds Upper Danube is the most important bird in Europe, and this is the most important part to a national population of white-tailed eagles, black storks, black kites, wild geese, a large number of water birds, as well as rare and endangered mammals such as otters and wild cats. Upper Danube is announced important Bird Area (IBA), plants (IPA) and the main area of butterflies. It is on the Ramsar Convention of 2007 and is part of a large cross-border reserve biosphere Danube-Drava-Mura. Reserve participates in the network DANUBEPARKS in monitoring the populations of white-tailed in restoration of habitat with the National Park Danube-Drava in Beda-Karapandža in conservation programs and the monitoring of other species. Reserve Upper Danube in order to improve the preservation of natural diversity at the local level, to increase knowledge on the management and restoration of habitats for the conservation of floodplains and the exchange of experience through international projects with other network partners Danubeparks.

Nature Park Danube-Drava (state border between Serbia and Hungary, P = 50,000h, founded in 1996) is the alluvial plain which divides dams for flood protection. Before the regulation of the flow, the river was making wide arcs that have gradually continued in a series of historical oxbow lakes and river meanders along the main channel. The areas between the lateral branches in main riverbed turned into large islands, some up to 15km long. A typical small channels formed naturally permeate and interconnect the river, backwaters and depression. The most important protected species of plants are: hawthorn, mustard, German tamarisk, fennel, deltoid anemone, Austrian chrysanthemum. Wildcat is a rare but typical visitor of the floodplain, but like the otter does not tolerate the presence of humans. Other mammals there are beaver and rare and endangered species of marsh Večernjak. On the whole territory of Hungary Little Tern nests only here. Black Stork, who's nesting sites and food associated with floodplains, here finds proper habitat in the forests in which are scattered water streams and lakes. In the park there are ideal conditions for white-tailed eagle, which nests in the forests of the floodplain and asking for food in open water areas. Among the rare species of fish that live here there is a small Vretenar, Zrakoperka and lamprey. Tularaši that are typical for the area around the Drava are endemic species fish and occur in the sandy shallows and pebbled shores. On river rocks can be found rounded snail and the Sava river snail. The plan is to protect and study the white-tailed eagle and the European beaver which is located in the park. If we talk about tourist offer it is important to notice that infrastructure is now developing for various activities such as cycling, and nautical tourism with simultaneous training of guides and rangers.

National Park Danube-Ipoly (Hungary, P = 60.314ha, founded in 1997) is located between the River Danube and a half, connects Piliško-Visegrad hill, mountain Berženj, the valley Ipolija and Danube Masar part of the Great Plain. The National Park includes several imposing hills, rocky foothills Piliško hill that stretches from Eztergoma to Budapest, and is composed of limestone and dolomite with numerous caves (334). Other areas are Piliško Biosphere Reserve, Ramsar site Ipolija valley, forest reserve Piliško hills, Preacher's Podium and Gentiles-Rozas. Flora National Park Danube-a half contains plants characteristic for mountains around the Danube and the mountains of northern Hungary. Red Kukurek, wild leeks and other similar species are found here, as well as alpine roses and red Helleborine. Since birds are the saker falcon, imperial eagle, short-toed eagle, sand martins and Sandpiper Plover. From mammals there are beaver and the European mink. Exploring the flora and fauna of the National Park Danube-Ipoly is available to tourists thanks to natural paths – natural path Strana and Ravnica Strana and hills Strázsa (Esztergom). Park was founded database for fish species, but also is a host for the monitoring program for the beavers, European mink, sand martins and Žalar blindworms.

Protected Landscape of the Danube wetlands (Slovak-Hungarian section of the Danube, P = 12.284ha, founded in 1998) consists of 5 parts. This unique area (located on the natural embankment of the Danube) is one of the largest inland river deltas in Europe. The characteristics of the Danube wetlands are a system of natural embankments, depression and accumulated a dense network of river influents. This area includes floodplain forests, wetlands, meadows and water areas (lakes, oxbows, ponds, streams). Floodplains are covered with willow, alder wood, oak, ash, elm, poplar, hornbeam and fiddle. From aquatic plants are present in protected species: white water lily, yellow water lily, rare aquatic mosses, water groundnut. Meadows are the habitat of orchids, orchids leathery, helmet orchids, orchids and rare small greenish double leaf. More than 100 species of mollusks were found in this area, including 22 endangered species and 1,800 species of beetle. Small mammals such as voles Pannonian wetland roam this region. Rare water birds such as white eagle, little egret, purple heron nest and rest in this region. On the Danube and its influents in Slovakia live rare and protected species of fish like wild carp, swordfish and gobies.

Protected Landscape Zahorje (Slovakia, P = 27.522ha, founded in 1988), the first protected area in Slovakia, is well preserved thanks to the fact that for 40 years it served as a boundary between Western Europe and the Eastern Bloc. The sandy hills, corrugated board by the wind and the dunes are basic forms of relief here. The western part consists of river terraces, wide river alluvium and alluvial floodplain meadows. Meadows are harmoniously positioned in the vicinity of wetlands and forests which are densely intersected by a network of old tributaries of river lakes and seasonal wetland habitats that are distributed in the river forest zone and on floodplains. The difference in temperature between the cold and warm holding depression dunes to the diversity of insects and plants, from alpine species to those typical for warm and dry habitats, such as antilion and Hoopoe. Herbs include large areas of blue pavetine. Aquatic habitats are dominated by crustaceans, molluscs, fish, amphibians and waterfowl. Ponds are full of insects, which enables food legnja, wild humping and bats. This area participate at the DANUBEPARKS network in the management and observation of white-tailed eagle, conservation of sturgeon, river restoration, ecotourism development and education of personnel employed in the protected area.

National Park Donau-Auen (Lower Austria, between Vienna and Bratislava, P = 9.300ha, founded in 1996) is largely made up of coastal forests and meadows, and ¼ of the park is under water. Wetlands and freshwater surface, along the Danube educate one of the biggest remaining flood area in Central Europe. Here is the Danube still free in a distance of 36 km, and natural and environment changes depending on the water level. In the park you can see two types of noise: frequent flooding of riverine forests of willow, poplar and alder and rarely flooded river solid wood of oak, maple, ash and linden. Meadows are numerous, some resemble steppe, where the sandy and pebbly shores can often be found. On the northern shore are growing rare species of plants, and to the southern shore there is a beech forest growing at an angle that is unique for the plains. There are more than 800 types of plants: Siberian Iris, black poplar, yellow water lily, native species of vines and various types of orchids, the Park is home to over 30 species of mammals, 100 species of birds nesting there, 8 species of reptiles, 13 species of amphibians and about 60 species of fish. Characteristic animal species are beaver, white-tailed eagle, Kingfisher, Sandpiper Plover, Crake, Turtle from the order Chelonia, umbra, carp, praying mantis and numerous species of dragonfly and beetle. Through the park pass ‘’long footpath 07’’ and Danube bike trail ‘’EuroVelo 6’’. Tourists should not stray from the aforementioned paths, hiking with a guide, canoeing and rubber boat, accompanied by park rangers provide tourists an unforgettable experience and enjoy the untouched nature.

The Danube river forests Neuburg Ingolstadt (Germany, P = 2.927ha, founded in 2005) is made up of Danube flood area with Gerolfinger Aičenvald' and specially protected areas 'Danube flooded area between the mouth of Leka and Ingolstadt'. The entire area has kept its special character dense riverine forests by protecting the former Duke of Bavaria as a place to hunt, where nature and history merge. The area is mostly forest and many of its parts are more or less hardwood and softwood coastal ecosystems. Old oxbow lakes are still visible and overgrown with reeds, and the dry pastures on the former gravel banks of habitats are endangered species such as orchids.

5. CONCLUSION

The Danube - a unique river in Europe, during its long water course and intact, sometimes even wild nature fascinates visitors. According to the significance and beauty not far behind many cultural and historical monuments, from the Palaeolithic period to modern times, who have followed one after the other from the source to the mouth of the Danube. Iron Gate and the Danube Delta fascinate tourists on a cruise, so this travel program is very interesting. Many cities such as Vienna, Bratislava, Budapest, Belgrade, see a chance for faster development of tourism in the Danube, but also small towns and fishing villages that now have become tourist places thanks to its originality and the fact that lies on the coast of the " Blue Danube '. Unfortunately, people distort the beauty of nature, destroy the habitat of flora and fauna, as well as traces of civilizations that has always existed in this region for the sake of the new roads, bridges or hydro powers. Fortunately, there are people who fight for the Danube, for its natural flow, flood areas, habitats of rare plants, animals, birds, insects. United in the DANUBEPARKS network they have power to protect the natural areas of the Danube and its ecosystem. The tourism industry quickly recognized the attractiveness of this area and offered a range of programs for traveling, cruising, fishing, bird watching that through the development of eco-tourism have a positive impact on the economic development of the native population. Represented forms of tourism in all protected areas of the Danube and its river bank areas are: rural, sightseeing, excursions, hunting, fishing, sports and recreation on the water, kayaking, sailing and nautical tourism and cruise tour that connects different areas on the Danube, to photo safari and bird watching. Numerous wistful, pedestrian and bicycle trails passes protected areas and national parks, and so allow visitors to learn about and to experience the beauty of unspoiled nature. That leads the Danube Delta Biosphere Reserve, Iron Gate, Upper Danube with Kopački rit and the Danube-Drava as a unique ecosystem between Serbian, Croatian and Hungarian.

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EFFECT OF ADVERTISEMENT ON THE PURCHASE OF CONSUMER GOODS USE OF BANKING SERVICES IN TOURIST DESTINATIONS

Invited paper

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Apatract: *Given that tourism demand driving factor of tourism that implies spending inevitably generated as a result of fundamental factors-free time and free resources, and that in addition to tourists as consumers in tourist destinations locals consumer, defined the starting hypothesis that advertising messages have leading influence on purchases of consumer goods in a specific destination.*
The aim of the authors of the paper is to examine the justification of defined research hypotheses, so that, according to the defined purpose of the research has dominated theoretical elaboration of the research results. During the research, processing and analysis of the results of the work we were used the following methods: Likert Scale, T-test, ANOVA, Pearson correlation coefficient, logistic regression and multiple regression.

Key words: *advertising, customers, consumption.*

1. INTRODUCTION

It is known that economic development promotes socio-economic and technical-technological changes, the development of living conditions and the development of society in general, leading to the emergence of free time and free funds necessary for consumption. Only when the individual has free time and free funds can think about travel and holiday and permanent residence (skiing, rafting, swimming, treatment in a spa, etc.). So, individuals are engaged in some kind of economy, whether they have their own business or work in another, but they must work to obtain the funds necessary to purchase various goods and services necessary for life (Vujovic, 2015).
On the other hand, all those who sell some products and services, those who buy, sell for some money. So, everyone is dealing with the economy and all the necessary banking services. Tourists in the area pay a service from the money previously earned somewhere.
Due to a variety of services and amenities: personal income earnings, depositing and keeping money, income earning opportunities by way of interest, taking loans, people use the services of banks or banking services.
When tourists and tourist travel in question, thanks to the electronic banking, in addition to all the above services by banks, have a special significance in terms of security of electronic transfer of money, payment of all services and shopping opportunities of consumer goods

in destinations paying electronic cards not bearing physical Money in your pocket. In short, the risk of theft or physical loss of money is equal to zero.

2. PATTERN

This study included 483 patients, of which 300 respondents were male and 183 were female.
The acquired level of qualification is divided into the following categories: medium-educated respondents (47.2%), college (10.6%), high school education (31.7%), master or doctorate (10.6%), where the sample was not respondents who are gained only primary education or have not acquired primary education completely.
By age respondents were divided into four categories: up to 29 years (26.1%), from 30 to 39 (19.9%), from 40 to 49 (31.7%) and over 50 (20.5%), while 9 patients (1.9%) did not provide information on the age.
Employment status by generating revenue shows that 75.4% of respondents realized, while 24.6% do not derive any income.

3.THE LEVEL OF TRUST IN THE MESSAGES AND GENERAL HABITS OF CUSTOMERS

One-way analysis of variance the influence of the frequency performance of large purchases of consumer goods on a monthly basis on the level of confidence in advertising messages among the respondents. A statistically significant difference was found between only between the two groups ($F (5, 390) = 8:33$, $p <0.01$). Subsequent comparisons show that the mean value of trust in advertising messages with subjects that large purchases are done only once a month or less frequently ($M = 25.79$, $SD = 5:34$) was statistically significantly different from respondents that large purchases are done twice a month ($M = 29$, $SD = 4.94$). The largest number of respondents by frequency of performing large purchases found precisely in these two categories ($N = 306$). Based on this we can conclude that more regular check and carry out large purchases significantly affect the level of trust in advertising messages, or subjects that large purchases are done twice a month showed a statistically significant higher level of confidence in advertising messages in relation to subjects that large purchases performed once a month or less frequently.
ANOVA also examined the influence of the frequency performance of large purchases of consumer goods on a monthly basis on the level of importance that respondents attach advertisements. A statistically significant difference was found between the three groups of subjects ($F (5, 387) = 9.195$, $p <0.01$). Subsequent comparisons show that the mean value of trust in advertising messages with subjects that large purchases are done only once a month or less frequently ($M = 16:16$, $SD = 3.74$) were statistically significantly different from respondents that large purchases are done twice a month ($M = 17.98$, $SD = 2.89$) and subjects that large purchases are done three times a month ($M = 19$, $SD = 3.41$). Based on this we can conclude that more regular check and carry out large purchases significantly affects the level of importance that respondents attach to advertising messages or subjects that large purchases

are done two or three times a month attach significantly greater importance advertisements compared to subjects who major shopping is done once a month or less frequently.

The relationship between confidence in advertising messages and the level of importance that they attach to the average amount of money that respondents spend more during each shopping expressed Pearson correlation coefficient (Vujic, 2014).

Measured statistically significant association between low levels of trust in the messages and the average amount of money spent to purchase more ($r = 0.18$, $p < 0.01$, $n = 360$) and a statistically significant moderate correlation between the level of importance that respondents attach advertisements and the average sum of money consumed to a greater purchase of ($r\ f = 0.24$, $p < 0.01$, $N = 360$). Based on these results to some extent it can be concluded that a higher level of trust in the messages and attaching greater importance advertisements monitors and higher average amount of money that is spent in a larger purchase.

Based on the responses to the question "In your estimate how much size of the store in which you are performing large purchases?" Respondents were divided into three categories. One-way analysis of variance, the influence choice of size retail facility to perform large purchases on the level of confidence in advertising messages among the respondents. There was a statistically significant difference between the three groups of subjects ($F(2, 393) = 6:51$, $p < 0.01$). Subsequent comparisons show that the mean value of trust in advertising messages in patients who carry a large purchase smaller, local store ($M = 31.8$, $SD = 6.66$) were statistically significantly different from patients who perform major purchases in the supermarket ($M = 26.69$, $SD = 5.88$) and those who carry out large purchases in hypermarkets or squares, malls ($M = 27.84$, $SD = 5.37$). Based on this we can conclude that respondents major purchases of consumer goods performed in smaller, local stores showed significantly higher levels of trust in the advertising messages of those large purchases are done in larger stores.

Pearson correlation coefficient was examined relations between the level of confidence in the advertising message in the patients with their assessment of the importance of certain elements in the selection and purchase of certain trademarks. Showed a statistically significant but relatively low connectivity. Confidence in the advertising message is statistically significantly negatively associated with the level of importance of the element "quality" in the selection and purchase of trademarks ($r = -0.24$, $p < 0.01$). Based on this it can be concluded that attributing greater importance when choosing quality products branded monitors significantly lower level of trust in advertising. Confidence in the advertising message is statistically significantly negatively associated with the level of importance of the element "brand image" in the selection and purchase of trademarks ($r = 0.19$, $p < 0.01$). Based on this it can be concluded that a higher level of confidence in advertising messages in subjects significantly to some extent monitor and greater importance placed on the element of "brand image" in the selection and purchase of the product trademark.

When examining the relationship of trust in the advertising message in the subjects and frequency of purchases in certain trade centers in our market is not statistically significant correlation except in the case of Mercator Serbia ($r = 0.14$, $p < 0.01$) and Metro Serbia ($r\ f = 0.21$, $p < 0.01$) .

By T-test for independent samples were compared with the results of the level of trust in the messages and the average time spent in a larger purchase. The subjects were divided

into two categories based on the question "How much time you spend in an average large purchase, counting from the moment you enter the building and to exit after paying at the cash register?" On those who spend up to 30 minutes and those who purchase spend more than 30 minutes. There was a statistically significant difference between the two groups (t (394) = -2.89, p <0.01). Respondents who, on average, to a large shopping spend less than 30 minutes have lower levels of trust in the advertising message (M = 25.61, SD = 6.01) compared to those who purchase spend more than 30 minutes (M = 28.18, SD = 5.42).
The application of Pearson's correlation coefficient revealed significant correlation level of confidence in advertising messages and certain factors which customers attach importance in choosing a retail facility. A statistically significant correlation (r = 0.23, p <0.01) was found between the level of trust in the messages and the image of the company as a socially responsible factors in relation to employees, the environment, consumer rights and the like. There was a statistically significant correlation (r = 0.23, p <0.01) between the level of trust in the messages and factors "contests and discounts for members / owners of their corporate cards", as well as a good range of well-known brands such. Bambi, Carnex, Jaffa, Rubin, Coca-Cola, Next and others. (R = 0.19, p <0.01).

4. GENERAL HABITS OF CUSTOMERS AND THE LEVEL OF UNDERSTANDING AND KNOWLEDGE OF BANKING SERVICES

One-way analysis of variance (Krstic and Soskic) the influence of the frequency performance of large purchases of consumer goods on a monthly basis at the level of understanding and knowledge of banking services among the respondents. There was a statistically significant difference (F (5, 381) = 5.01, p <0.01) between respondents who bulk-buying consumer goods performed three times per month compared to those who carry out such purchases once a month or less frequently. Subsequent comparisons show that the average level of knowledge and understanding of banking services for those subjects that large purchases are done three times a month (M = 16:17, SD = 2.4) were significantly higher compared to subjects who perform a large shopping once a month or less frequently (M = 11.88 , SD = 4.37). Based on this we can conclude that respondents show a higher level of understanding and knowledge of banking services significantly more times a month performing large purchases of consumer goods.
Testing connectivity level of knowledge and understanding of banking services among the respondents and financial extent which spend an average during a major purchase was carried out Pearson correlation coefficient. This technique showed no statistically significant correlation between these two variables.
By applying T test for independent samples was examined differences in the amount of the average amount that respondents spend the large purchase and their reliance on overdraft service. This technique is not a statistically significant difference between the two groups (those who often use permitted by minus those that the service is not used). Also, there was no statistically significant difference in the average amount of money spent in a large purchase between respondents who have used or are using the service credit and those who do not use this service.

The same technique was examined differences in the level of knowledge and understanding of banking services between two groups divided into categories in relation to time spent in a large purchase. There was no statistically significant difference in the level of knowledge and understanding of banking services among respondents who are shopping retain up to 30 minutes and those who remain longer than 30 minutes.
One-way analysis of variance, the influence choice of size and type of shop in which the respondents carry out large purchases on their level of understanding and knowledge of banking services. There was a statistically significant difference (F (2, 384) = 4.69, p <0.05) among respondents who perform for large purchases elect supermarket (M = 12, SD = 4.01) and those Koiji major shopping is done in smaller, local store (M = 14:33, SD = 4.23). Based on this we can conclude that respondents major shopping is done in smaller local stores generally show a higher level of knowledge and understanding of banking services.
The relationship between knowledge and understanding of banking services with an assessment of the importance of certain elements in the selection and purchase of certain brands tested by Pearson correlation coefficient. This technique showed statistically significant negative correlation with relatively weak element "price" (r = -0.16, p <0.01) and the element of "Bargain" (r = -0.22, p <0.01).
When examining the connection between the level of knowledge and understanding of banking services in the subjects and frequency of purchases in certain trade centers in our market showed some statistically significant correlation. There was a moderate positive statistically significant correlation between the level of knowledge and understanding of banking services with facilities Maxi Serbia (r: 0.24, p <0.01), Roda (r = 0.25, p <0.01) and Mercator Serbia (r = 0.2, p <0.01) and significant weak negative correlation with open shopping centers ("flea markets") (r = -0.16, p <0.01).
The correlation level of knowledge and understanding of banking services with elements which customers attach importance when choosing a retail store there were no statistically significant associations, as well as connections that are at acceptable levels (r> 0.1), which was statistically significant. Also, there were no statistically significant association level of knowledge and understanding of banking services nor with elements that customers consider for distracting and irritating in stores.
By applying T test for independent samples was investigated differences in the level of knowledge and understanding of banking services among groups of respondents were divided into categories in relation to it with anyone else perform the great shopping. The only statistically significant difference (t (385) = 2.58, p <0.01). was found in subjects who carry out the purchase of own (M = 11.14, SD = 3.24) compared to those in large shopping do not go alone (M = 12.8, SD = 4.01). Based on this we can conclude that respondents who perform a large shopping alone generally exhibit a lower level of knowledge and understanding of banking services in relation to those large purchases do not perform themselves.

5. CONCLUSION

The application of Pearson's correlation coefficient revealed significant correlation level of confidence in advertising messages and certain factors which customers attach importance in choosing a retail facility. A statistically significant correlation (r = 0.23, p <0.01) was found between the level of trust in the messages and the image of the company as a socially responsible factors in relation to employees, the environment, consumer rights and the like. There was a statistically significant correlation (r = 0.23, p <0.01) between the level of trust in the messages and factors "contests and discounts for members / owners of their corporate cards", as well as a good range of well-known brands such. Bambi, Carnex, Jaffa, Rubin, Coca-Cola, Next and others. (R = 0.19, p <0.01).

By T-test for independent samples were compared with the results of the level of trust in the messages and the average time spent in a larger purchase. The subjects were divided into two categories based on the question "How much time you spend in an average large purchase, counting from the moment you enter the building and to exit after paying at the cash register?" On those who spend up to 30 minutes and those who purchase spend more than 30 minutes. There was a statistically significant difference between the two groups (t (394) = -2.89, p <0.01). Respondents who, on average, to a large shopping spend less than 30 minutes have lower levels of trust in the advertising message (M = 25.61, SD = 6:01) compared to those who purchase spend more than 30 minutes (M = 28.18, SD = 5:42).

The correlation level of knowledge and understanding of banking services with elements which customers attach importance when choosing a retail store there were no statistically significant associations, as well as connections that are at acceptable levels (r> 0.1), which was statistically significant. Also, there were no statistically significant association level of knowledge and understanding of banking services nor with elements that customers consider for distracting and irritating in stores.

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PUBLIC RELATIONS AND ITS USES IN THE TOURISM INDUSTRY

Invited paper

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Abstract: *The objective of the paper is to briefly review the public relations (PR) in tourism and to point to its importance for tourism industry. Public relations play an essential role in the tourism and in process of attracting visitors and keeping them satisfied. Due to specific nature of this industry, the methods and techniques of public relations in tourism slightly differ from public relations in other industries. The role of public relations in tourism is linked to five areas: press relations, product publicity, corporate publicity, lobbying and counselling. Although the role of public relations in tourism today is very important and more influential than was in previous decades, there is still room for improvement. The purpose of the paper is, inter alia, to indicate the need for further research in the field of PR in tourism and for its further improvement.*

Keywords: *public relations, tourism, publicity, media, corporate social responsibility*

1. INTRODUCTION

Public relations (PR) are best defined as a set of communications techniques which are designed to create and maintain favourable relations between an organisation and its publics. The last word is deliberately used in the plural, since an organisation actually has to deal with several different publics, of which its consumers are only one. Companies will want to build good relations with their shareholders, with suppliers, distribution channels, and, where pertinent, with trade unions. External bodies such as trade and professional associations and local chambers of commerce are other organisations that a company might wish to influence, while opinion leaders such as travel writers, hotel and restaurant guide publishers, etc. are yet more groups with which the organisation must maintain good relations. Finally, companies will wish to be on good terms with their neighbours, and will want to be seen as part of the local community and to support local activities. The need for PR in tourism arose as a result of the growth in size of organisations. This resultant lessening of personal contact between a firm and its customers led to criticisms of impersonality, a belief that big corporations had become 'faceless' and 'uncaring'.
Travel and tourism is a service industry, consequently the reputation of a travel company's products s indivisible from that of its staff, based on the relations established between staff and customers. Even when a company is carrying in excess of a million passengers abroad each year, it must still make great efforts to present a friendly and personal image (Page,

S.J., 2000). PR plays a role in supporting and publicising that image, but its creation lies with those in the organisation with responsibilities for staff recruitment and training, and for maintenance of quality control. As with other communications techniques, PR plays a part in informing and reminding customers about the company and its products, and in generating an attitude favouring the purchase of its products. In its information-giving role, however, the task is to ensure that messages are both accurate and unbiased, while still reflecting the needs and interests of the company.

Given credibility, PR messages, with their perceived objectivity, are more convincing than advertising and in the long run are likely to have a greater impact on sales. Travel consumers are becoming ever more sophisticated, and hence immune to messages carried by advertising, so PR's role within marketing takes on added importance. Least readers feel that PR is the concern only of the largest companies, it should be emphasised that it has a part to play in any organisation, regardless of size. SMEs, too, need the goodwill of their local community and a sound reputation, which can be helped with the application of simple techniques. In addition to creating favourable publicity for the company, PR has an equally important role in diminishing the impact of unfavourable publicity. Five distinct activities are associated with the role of PR:

1. *Press relations*. This requires the company to maintain a close working relationship with press journalists and others associated with media, with the aim of generating favourable publicity at every available opportunity.
2. *Product publicity*. This involves the implementation of tactics designed to bring products to the attention of the public, whether through the use of the media, or in some other manner.
3. *Corporate publicity*. This concerns efforts to publicise the firm itself, either internally or externally, in order to create a favourable image.
4. *Lobbying*. This involves activities designed to promote a cause. While lobbying is commonly concerned with governmental or local authority issues, it can also be employed to influence trade regulation.
5. *Counselling*. The PRO (public relations officer) has the task of counselling management about public issues identifying developments internally and external to the firm which could influence a company's image. The PRO will then recommend a plan of action to counter any unfavourable developments. Thus the PR department has a monitoring and research function also (Holloway, C.J., 2004).

2. THE ORGANISATION OF PR

In large organisations some PR activities may be carried out within the marketing department, while others are conducted autonomously at a senior level. One air carrier, for instance, has employed a PRO as assistant to the managing director, with all corporate publicity conducted under the direct supervision of the managing director. In such a situation, the PRO becomes a highly influential figure within the organisation, while

technically still a member of 'staff' rather than 'line' management. A difficulty in large companies, where marketing and PR functions are separated, is that the priorities of the two become distinct, although both are concerned with external relations. In USA, PR staff tend to play a greater role in marketing decisions, in areas of product policy, pricing, packaging and promotions, as US corporations become more sensitive to their social responsibilities. PR is now more prominent in influencing British marketing, as companies seek to understand and respond to the changing attitudes and needs of the buying public.
In the very small tourism companies PR may be directly carried out by the managing director or principal. Medium-sized and larger companies are more likely to use the services of an external PR consultancy. The largest companies will appoint their own PRO, and may also employ one or more PR agencies with specialist talents. Where PR activities are intermittent and ad hoc, it will be much cheaper for a tourism company to employ a firm of PR consultants to handle campaigns. External PR companies provide an excellent service, having broad-ranging experience of many businesses and good contacts to exploit. Their sole weakness is separation from their client's day-to-day activities; they must rely on being well briefed by the client if they are to do an effective job (Ruddy, J., 2000).

3. MOUNTING A PR CAMPAIGN IN THE TOURISM INDUSTRY

Favourable publicity does not just happen; it has to be planned and programmed. Those responsible for PR must create news, as well as exploiting opportunities that arise to make news. A publicity campaign should form an integral part of any marketing plan for the year, as one element in the communications mix. As a starting-point for the campaign, PR staff must know the publics with whom they will be dealing, and present attitudes towards the organisation and its products, so that there is some understanding of what needs to be done. While market research should already have a picture of the firm's consumers or potential consumers, additional research will probably be needed to establish the attitudes of other publics, such as staff and shareholders. As with all plans, objectives should be stated in a form which is measurable. The next step is to determine the strategies and tactics which are best suited to achieve these aims, and to decide what budget will be required to undertake the campaign. Finally, the success or otherwise of the campaign must be monitored. In a campaign lasting several years, this monitoring should take place during the campaign as well as after it, to evaluate its growing effectiveness; some fine-tuning to the campaign, such as tactical adjustments, may be needed in the intervening period.

3.1. Gaining publicity

Let us assume that the objective is to generate publicity to develop a favourable attitude towards a local travel agency. How is this best achieved? The first task of an agent is to ensure that the local catchment area is aware of the agency's existence, and of the products it provides. PR can support the advertising and sales promotion activities of the company by, for example, publicising the opening of the offices. It will be the task of the PRO to make the event newsworthy, in order to attract visitors and gain media coverage. It must always be borne in mind that what is newsworthy for the company is not necessarily of interest to the press. The important thing about publicity is that it feeds on new ideas all the time, and the agent must continually be thinking up new gimmicks to gain attention. After opening, the agent must find ways of keeping the name in front of the public (Morgan, M., 2000). A firm can build on the particular strengths of its own staff to gain additional press coverage. However, television is still largely a medium for entertainment, and the role calls for a special kind of talent in presenting oneself effectively on camera.

3.2. Press relations

Developing and maintaining links with the press and other media is a critical task for the PRO, who will also need to be on first-name terms with prominent travel writers if representing a major principal. It is to the PRO as spokesperson for the organisation that the media will turn to get information about the company, and the PRO's skills must include the ability to be both tactful and frank when dealing with journalists and broadcasters. If a major organisation plans to announce some prominent event, such as a takeover, or the establishment of a new trading division, this may be sufficiently newsworthy to merit calling a press conference. The conference itself is usually preceded by a press release, or news release, which is the principal method of communicating to the media any information about the company thought newsworthy. The press release is an organisation's principal means of communication with the media, so it is important that it exemplifies the quality and efficiency of the organisation. The news release should be composed of no more than a brief summary of the news which the company wishes to publicise. Information must be accurate and newsworthy, not a company 'plug' which editors will immediately see for what it is and discard. Once a press release has been issued, the company must be geared up to respond very quickly and efficiently to any press enquiries. Journalists usually work to very short deadlines, and rapidly lose interest if they do not get instant answers. Journalists may also need to support their story with photographs of staff, etc. so it is a good idea to retain a small photographic library of high-quality prints for this purpose.
One other function falls within the domain of the PR department. This is the press facility visit. Its purpose is to invite the media representatives – travel writers, journalists or correspondents from television and radio – to visit a particular attraction or destination, or to use the services of a particular travel company, in the hope that the trip will receive a favourable commentary in the media. This can be a two-edged sword, since it invites opportunity for critical comment as well. An example of a press trip backfiring in spectacular fashion was the inaugural trip on the Eurostar train service through the Channel Tunnel. In the autumn of 1994 Eurostar invited a trainload of journalists to travel from London through to Paris on a special trip in advance of normal passenger services. The train broke down at Waterloo Station without travelling an inch and no back-up train was available. The group finally arrived in Paris too late for lunch. The resulting press

comment was extremely negative and damaging for a service that hoped to lure business travellers away from the airlines – a target market where punctuality is paramount.
The strategy is widely used, however, by national or regional tourist offices, air and sea carriers, and tour operators, since a favourable press will have a huge impact on bookings. Principals may also invite correspondents from TV travel programmes to film their product. If favourable, the resulting show can generate substantial business for the region or company concerned.

4. PRODUCT PLACEMENT, SPONSORSHIP, LOCAL GOODWILL AND LOBBYING

Product placement has become a well-established means of gaining publicity for branded products on films or television, and has to some extent usurped advertising spend in generating awareness (a move encouraged by the tendency of viewers to fast forward recorded ads on their TVs). There are some notorious examples of excessive use of this technique, notably Steven Spielberg's film Minority Report, which involved commercial expenditure on product placement of $25 million, fully one-quarter of the film's budget. In the case of travel and tourism, product placement is defined as encouraging plays or films to be made on location in areas or sites that will attract tourists. There are many examples of the link between popular films shot on location in exotic destinations and discrete support or sponsorship. Tunisia gained considerable tourism growth following its support for films shot in that country, which included Star Wars, Raiders of the Lost Ark and The English Patient. In the case of the latter film, the Tunisian Tourist Office spent £20 000 sponsoring the UK premiere, later helping to develop an 'English Patient route' through the locations appearing in the film. Popular books can also boost tourism, an outstanding example being Peter Mayle's extraordinarily successful A Year in Provence. There are, of course, dangers in such publicity, not least that of spoiling remote destinations by encouraging over-demand, and some tourism authorities have lived to regret their support for locations as film sites.
Sponsorship is a further means of achieving publicity for the name of a company. An organisation might sponsor the publication of a book or film about the history of the company or the industry, which could not be a commercial success without subsidy. Many long-established companies in the travel industry, such as shipping companies, have used this means of sponsorship. Other companies might choose to sponsor an academic text on travel and tourism. Alternatively, a documentary film might be produced on some subject concerning tourism. Within the local community, sponsorship is also sought for floral displays, and in some cities, for the landscaping of roundabouts or other key features. Other altruistic forms of sponsorship include financial support for the arts – theatre, fine art, concerts, festivals – and sporting events. The attraction of this form of publicity is that it generates goodwill, while costs can be set against taxes, and suitable activities for sponsorship can be found to fit any organisation's purse. Travel companies have sponsored educational study trips for young people, and in some cases have even sponsored staff for

full- and part-time educational courses, as a gesture to generate goodwill among employees.
Cultivating local goodwill is part and parcel of a firm's social responsibility. Apart from sponsoring events in the local community, there are many other ways in which a company can generate local goodwill. A retail agent in particular is highly dependent upon good relations with locals, since the catchment area exclusively provides the clients, so it is important to keep the name in front of the public. Events such as anniversaries of the company's founding can be used as a theme for generating news, organising contests and competitions, or mounting exhibitions (Glaesser, D., 2009).
Sometimes the 'public' to be influenced are the law-makers. If legislation is planned which is thought to be contrary to interests of the company, a campaign may be launched to persuade law-makers to abandon the plans for legislation, or to sway public opinion against it. Such a campaign could be mounted by an individual company, but it is more likely to be taken up by the trade body, or a group of bodies.

5. CORPORATE IDENTITY

The PR department should also take responsibility for the introduction or modification of the company's corporate livery. The development of a 'house style' is an important element in an organisation's communications strategy, designed to support a particular image of the organisation. The interrelationship between a product, its image and its brand is indivisible; but the creation of a logo, and the image which an organisation intends to project to its publics, should rest firmly with PR. The logotype or logo is a symbol, name or combination of these, forming a design which will instantly communicate the company and its image to the public. In the tourism industry, this 'instant communication' takes on added significance, since the logo will appear on vehicles such as coaches, aircraft, ships and trains, as well as on stationery and shop-fronts. It must therefore be instantly recognisable, and above all, once adopted, the logo should be standardised and appear identically on every form of communication used by the company. If the company wishes to project a modern, dynamic image, the design should be modern, too. Care must be taken, though, not to produce a design which will date quickly. Design fads, for all their contemporary appeal, soon date and will need frequent updating, an expensive undertaking and one where the benefits of a recognisable logo may be lost. A notable example of too frequent design change has been that of British Airways.
PR techniques are also used to help develop and maintain the organisation's reputation with suppliers, distributors and colleagues in the industry. Membership of both trade and professional bodies offers means by which individuals can exert influence through building up a circle of contacts. Travel companies are generally pleased to support staff who volunteer to serve on tourism institutions and may pay subscriptions for staff who qualify for membership in some of them. Some larger corporations go beyond this by agreeing to donate funds or other forms of direct support towards the maintenance of the organisations.

6. HANDLING UNFAVOURABLE PUBLICITY

Having earlier discussed ways in which favourable publicity can be generated, we must now turn our attention to dealing with the inevitable unfavourable publicity that will arise from time to time. Negative publicity can develop at both the macro and micro levels. At a macro level, the impact of strikes or 'go-slows' by air traffic controllers or customs officers can create enormous disruptions to travellers, which the media are not slow to exploit. As far as Britain is concerned, there has been almost constant bad news in the foreign press in relation to foot and mouth disease, mad cow disease, transport chaos and the state of the National Health Service, while even before the September 11th tragedy high prices for hotels and food, coupled with a strong pound, made the task of selling Britain difficult for the national tourist boards. At a micro level an individual company can be affected by such diverse problems as fires in hotels with locked emergency exits, dangerous hotel lifts, and faulty gas heaters causing asphyxiation in self-catering facilities – to say nothing of disasters such as food poisoning on board cruise ships or aircraft crashes. Quite apart from disasters of this magnitude, many minor problems arise with which PR must deal. Rumours of redundancy or takeovers can affect staff morale, resulting in the loss of key members of the company through resignation at a crucial time, which can undermine the company's reputation and lead to its collapse.

It may be thought that PROs have a thankless task in having to help 'pick up the pieces' after such events; but their close relationship with the media makes their role invaluable when crises such as these occur. In a situation where a major crisis has occurred, successful PR will depend upon three things:

1. The PRO must be well briefed and in full possession of the facts. A good working relationship with a frank and trusting management is essential if this is to be achieved.
2. PROs must in turn be as frank as is possible with the media. An obvious attempt to cover up will be sized upon by journalists, which will threaten the whole future relationship between the two parties.
3. PROs must act fast, taking the initiative in calling the press and other media to a press conference to announce details of the event, rather than waiting to respond to media pressure. Fast action helps to dispel rumours which may paint a worse picture of the crisis than reality (Holloway, C.J., 2004).

Larger companies need to be prepared in advance to handle disasters, by forming disaster committees – with staff who are reachable 24 hours a day, seven days a week – to include a PRO where these are employed. Decisions should be taken in advance as to who within the committee will draft press releases, and represent the company at press conferences. The individuals chosen must be senior enough to carry weight, and have suitable presentation and on-camera skills. Staff must also be briefed immediately where emergencies occur, and should not have to hear about disasters affecting their company by watching television news stories. All key staff need training in handling disasters and these need to be informed of what key individuals – legal, insurance, expert investigators – are to be contracted when emergencies occur.

7. EVALUATING CAMPAIGN RESULTS

Evaluating PR campaigns is often more difficult than evaluating the success of other forms of communication, since PR has long-term objectives and these are often qualitative in nature. However, many PR exercises are measurable, providing targets are established initially determining what the campaign is to achieve. One means of measuring PR success is through the measurement of media exposure. An analysis of press cuttings, for instance, will enable the company to measure the number of column inches of publicity received during the period of the PR campaign. Press clipping services are provided by PR agencies, if the company does not have the resources to undertake this itself. Depending upon the media carrying the coverage, an estimate can be made of the audience reached through these reports, and some comparison made of the comparative costs if this coverage had had to be purchased commercially for advertising. While such tools of measurement are helpful, they provide no measure of the impact of the exposure, or whether goodwill, or recall of the company, would have been more effectively achieved through paid advertisements. Nevertheless, publicity achieved through PR campaigns can often be gained at very small cost to the company, and offers a valuable contribution to the overall communications process. It will also be helpful to attempt some measure of the coverage achieved by the company's leading competitors, since this will give an indication of the relative success of the organisations' PR departments.

A more accurate means of measuring PR effectiveness, if more expensive, is through the implementation of a programme of research to check changes in awareness, understanding or attitude. This will require surveys to be carried out before, after and sometimes during campaigns, which can be conducted among a sample of national consumers, among members of the local community, or among the firm's distributors. Within the company, figures on staff turnover can offer pointers on levels of job satisfaction, but must be supported by staff interviews to ascertain reasons for departure.

Finally, the impact of any campaign can be measured in terms of increased sales and profits. It may be difficult to be certain that increases are the result of any PR activities, or what proportion of the increases can be ascribed to PR compared with other communications campaigns of the company. Allowances must be made for external influences on market growth, and increases must be compared with comparative figures achieved by the company's competitors. At best, measurement will be inaccurate, but it will give some indication of the effectiveness of the PR department's activities, and help to justify the budget allocated to this function.

8. CORPORATE SOCIAL RESPONSIBILITY

PR plays its role in helping an organisation to benefit and make its products more saleable by generating good relations between the organisation and its publics. However, it is increasingly recognised that simply making an organisation look good is insufficient; it must not only be *seen* to be good, but must *be* good, respected for itself and without any

hidden agenda. The concept of corporate social responsibility (CSR) makes clear that organisations by their existence take on responsibilities towards others in society, not merely to their shareholders and customers.
Closely allied to the concept of CSR in the travel and tourism industry is the issue of sustainability. As one senior executive in the industry claims, CSR can be defined as 'the part that social and environmental performances play in corporate well-being alongside financial performance'. Sustainable tourism cannot merely be seen as a PR exercise designed to win over the hearts and minds of the public, but should be a genuine attempt to improve and protect the planet for future generations. This view reflects a radical change in business attitudes which would have been unthinkable a decade ago. Indeed, recent research by Britain's Institute of Public Policy revealed that only 4 out of 10 businesses (of any description) discuss social or environmental issues at board level, either routinely or occasionally. Tourism businesses lag behind even this record, but they are working at developing CSR strategies and means of implementing them; and a number of organisations, both large and small, were making the first tentative efforts to incorporate CSR into their management strategies. The hotel industry in particular has introduced many innovations designed to encourage sustainability, including the International Hotel Environment Initiative (IHEI), in which over 8000 hotels worldwide participate.
As far as marketing is concerned, these issues go well beyond the question of PR. Tour operators and transport companies have marketing power to influence consumer decisions on where to go and when, what kind of holidays to buy, even how their customers should comport themselves when in a foreign country. Multinational operators can exercise great influence over the economic and social direction of destinations thousands of miles away from their head offices, whether by promoting a destination or withdrawing from it. They have a responsibility towards the local communities, as much as to their customers. Product design must take into account the sensitivity of the environment they are exploiting just as much as the interests of the companies themselves and their shareholders. Tourism organisations around the world are finally awakening to these needs (Seaton, A.V., 2007).

9. CONCLUSION

In recent decades, public relations did not play a major role in the communication mix. This is because PR results are much more difficult to measure against target expenditures, compared to all other marketing techniques. Further, it takes longer to achieve results and they are by definition dependent on the attitudes and actions of third parties that are out of direct control of the organisation. Also, public relations require levels of skills and business contacts which are not available to many small businesses. All this adds to the challenge of using PR in tourism organisations. Fortunately, the situation is changing. Nowadays, there are many entrepreneurs who recognize PR's importance and power to generate public awareness of the company and its products, and who use them very successfully. PR is becoming increasingly important in the tourism industry, making it possible for tourism companies to achieve their goals faster and better. The organisation of PR in a company depends on the size of the company and the way it is organised. In smaller companies PR function is performed by already existing departments. Larger companies have PR departments and experts in this field. They can also hire specialised PR agencies which perform services for the tourist company. Travel consumers are becoming ever more sophisticated, and hence immune to messages carried by advertising, so PR's role within marketing takes on added importance. The PR department should also take responsibility for the introduction or modification of the company's corporate image. PR techniques are also used to help develop and maintain the organisation's reputation with suppliers, distributors and colleagues in the industry. Evaluating PR results is often more difficult than evaluating the success of other forms of communication, since PR has long-term objectives and these are often qualitative in nature. PR plays its role in corporate social responsibility as well.

Regardless of the increasingly important role of PR in tourism today, there is still room for improvement. The purpose of this paper was to show the importance of PR in tourism, which is as great as in the other industries and to encourage further research in this field. The goal of future research should be finding new techniques, methods and processes in the PR in tourism, in order to meet needs of tourism products consumers, in a more complete way.

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PLACE OF TOURISM IN REGIONAL DEVELOPMENT OF THE MUNICIPALITY OF VALJEVO

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Abstract: *Valjevo is situated in the middle of West Serbia and is the center of the Kolubara district. Thanks, to the extremely attractive elements of tourism offer, in this area there are excellent conditions for developing various branches of tourism. The aim of this paper is to highlight the role and importance of tourism development in the economic, social, spatial and cultural level in the municipality of Valjevo, and the impact tourism the development of complementary activities in given areas. The method used in this paper are: analysis and synthesis and statistical method.*

Key words: *regional development, tourism, Valjevo, tourist values*

1. INTRODUCTION

Valjevo region occupies the central part of Western Serbia. A center of the Kolubara district which includes another five smaller municipalities (Mionica, Osečina, Ub, Lajkovac and Ljig). In the southwestern part of the Valjevo area located in the municipality of Valjevo gravitational center and the only city areas – Valjevo. The first written menition of Valjevo originating from 1393. and is found in a document preserved ine the Historic archives in Dubrovnik. Valjevo was then an important commercial center – the market in which people of Dubrovnik had their colony.
There are various legends about the name of Valjevo. In one, the city of Valjevo is named after a valid and fertle land. According to the second, as residents of the city are coming down from the surrounding chin in the valley and founded the city. The most famous is the one under which the city was named after mills that used for making cloth that once existed in large numbers along the Kolubara (Krivošejev V., 1997).
According to the 2011. census the municipality has about 96 000 inhabitants, and the city is populated of 60 000 inhabitants. Municipality of Valjevo makes 77 settlements and belongs to the group of economically non – developed municipalities.
There are excellent conditions for developing various branches of tourism. Valjevo region has numerous extremely attractive elements of tourism. This area has a large number of cultural sites, monasteries and churches which contribute to an excellent tourit offer.

Outside of the town there is a large number of grounds for walking and recreation, and the towns and villages around the municipalities have favorable conditions for development of rural and ethno tourism. Municipality of Valjevo grased the famous village Brankovina, mountain Divčibare, Petnica, authentic bazaar Tesnjar, Gradac river and its imressive canyon (Stojanović R., 2002).

2. TOURIST – GEOGRAPHIC POSITION

Municipality of Valjevo has a favorable geographical location. It stretches between 44º16’22” and 44º34’18” north latitude and between 19º27’43” and 20º27’28” east longitude. It covers an area of 905 km². It is located at an average altitude 185 m. The maximum altitude of the relief of the municipality is Small Povlen 1347 m, and the lowest land is located at the mouth of the river Loznicka in Kolubara above sea level.
Today’s municipality of Valjevo is bordered to the east territory of Mionica, from the south through the municipality of Kosjeric, southwestern municipalities of Bajina Bašta and Ljubovija, municipality Osečina the west, from the north the municipalities of Koceljeva and Ub and from the northeast municipality Lajkovac. Kolubara valley has always been a crossroads and a bridge connecting Panonia and central Serbia and the Morava with Bosnia, but the artery connecting and mingling of cultures and peoples of the wider area (Stojanović R., 2002).
The municipality has a favorable tourist location, because it is located near Podrinje – Valjevo mountains which represent a significant tourist potential of the area. Among these mountains stand out in particular Divčibare that are distant from Valjevo some 49 km. At any time of the year on this mountain stay is pleasant and memorable. Good asphalt road from Valjevo motorists coming on this place for less than an hour. The path leads through a very gentle landscapes, which represent a unique for visitors. The largest tourist importance is the proximity of Belgrade, Šabac, Loznica, Mionica, Osečina and Ljig.
Valjevo is far from Belgrade about 100 km and is located near one of the most important republic traffic arteries – Ibar highway. Passing through Valjevo Belgrade – Bar railway, which connects the capital with Montenegro and the Adriatic Sea. Significant and highways passing through the city and leading to the Adriatic Sea, Bosnia and Herzegovina, Mačva and further towards Vojvodina.
The nearest commercial airport is "Nikola Tesla" in Belgrade. Not far from Valjevo, in the village of Divci, there is a sport airport. Its main purpose is for the delivery of certain types of cargo.

2. NATURAL TOURIST VALUES

Relief – The municipality of Valjevo has a lowland and hilly – mountainous characteristics. The mountain region includes the northern part of Valjevo mountain massif (Maljen, Povlen, Jablanik, Medvednik and Suvobor) with karst forms of relief. The city nucleus is located in a valley through which flows the river Kolubara.

In the Valjevo mountains, especially at their northern and northeastern Podgora' s, extends Valjevo karst, which covers an area of 304 km². In morphological he belongs to the type of covered, green karst, therefore, at first glance, no different from other parts landscape. The relief of karst the domination role areas and river valleys (canyons and cliffs), and surface and underground karst landforms (Pjevač, N., 2002). Of the seven of surface that exist on Valjevo mountaions, the most important Divčibare. It is situated on the mountanion Maljen and is deemed to be named from the word "divci" which means wild nature (Stojanović, R., 2002). Surface karst forms in larger or smaller karst oarses are present on the centre territory of Valjevo karst. In the are rare karst bare land, except at a steep canyion sides and on several dominant sityies such as Bacevac up, top Povlen and westren sides Medvedinik. From underground karst forms for Valjevo tipical karst caves and grottoes. These are real caving facilities. In Valjevo karst found more than 200 caves, among which are the most visible Petnica, Plandište, Degurićka, Baćina and Jovanjska.
Air – Valjevo has a rich temperate – continental climate. It features a moderate – hot summers and moderately cold winters, with pronounced transitional seasons. The main annual air temperature is 11ºC. Mean monthly air temperatures are the lowest in january (-0,2ºC), and the highest in july and august (21,4ºC). The annual amplitude of air temperature is 21,6ºC, which together with aforementioned two extremes given the climate of the region moderate – continental characteristic (Đukanović, D., 2000).
Hydrography – Kolubara is the largest natural hydrographic objekt municipality of Valjevo. It occurs in the city of Obnica and Jablanica. It's a long 123 km and covers area of 3 681 km². It flows into the Sava east from Obrenovac. In Kolubara, on the territory of the city, the river flow Ljubostinja and Gradac. The river Gradac is the first major right tributary of the Kolubara river, which receives water from basins no karst Zabave and Bukovske river. It was officially named one of the cleanest rivers of southeastern Europe. River gorge Gradac carved in the karst region of Valjevo Podgora's and deeply intersects Valjevo limestone karst. The special value areas and makes hydrological phenomenon Gradac hot. In addition to this phenomenon of Valjevo are significant ant other sources: fountain Paklje, Ključka springs, Spa and Degurićka hot (Stojanović, R., 2002).

Picture 1. *River Gradac*

With the exception of Ljubostinje, which today is the channel with the waste water, all other Kolubara tributaries are to this day still unpolluted. Unfortunately, water Kolubara is quite polluted. He lives in the world it's all scarce and rarer. Immediately downstream from the city of its bed is used as a garbage dump all kinds of garbage.
Not far from Valjevo, in the village of Petnica, there are outdoor pools and sports grounds, as well as an artificial Počibrava which serves to assemble swimmers and fishermen.
Flora and fauna – Flora and fauna is diverse. Climate and soil conditions conducive to the development of all major agricultural crops: vegetables, fruit, corn, wheat, etc. Meadow and pasture areas is increasingly on them are grown fodder. The forests in the municipality belong Podrinje – Kolubara forest area. The total area of forests and forest plantations is 27 285 ha. Coniferous forests are of major importance. These are: white and black pine, fir, spruce, juniper and mountain pine. Deciduous trees are represented: beech and birch, white ash, oak and bitter oak.
Fauna is varied. Venison has the most pheasants, rabbits, deer and foxes. The town area is divided into two hunting areas Jelina Breza and Magles. They are intended for breeding, protection and use of noble large and small game. Since most domestic animals are bred pigs, poultry and cattle, and rarely horses and sheep. In recent years was also observed the presence of very rare species of mammals – otters, which is assumed to be extinct from this area. In the Kolubara river and its tributaries as a live catfish, carp, pike, bream, chub, perch and whitefish.

4. ANTHROPOGENIC TOURIST VALUES

Valjevo region offers complex tourist offer ranging from archaeological sites, monasteries, churches, monuments, festivals and events that are conducive to the development of several forms of tourism. The oldest building in Valjevo is Muselim's residence which was built 18th century. In the basement of this building 1804. they were detained Valjevo dukes Aleksa Nenadović and Ilija Birčanin. They are derived from there for execution, to get into their heads were publicly displayed on the roof of this building. The main historical significance of this dormitory is reflected in the fact that it is the only material evidence in Serbia directly linked to the cutting of the princes. This event was preceded by booting the First Serbian Uprising
In the center of the city in particular attracted a lot of attention two old trade – handicraft districts, Tesnjar and Knez Milos Street. Tesnjar the old bazaar which was formed during the time of the Ottoman period. Walking down the street one can still feel the effects of oriental markets and notice the old craft districts. In mid august is held here the famous event "Tesnjar evening". In recent years, thanks to the fact that more movies and series filmed in Tesnjar this old Valjevo bazaar becomes a kind of national film city.
In Valjevo there is a large number of interesting significant buildings. One of them is building the Valjevo old school, which today the National Museum. When it was built in 1870. this building was first planned designed facility in the town. The museum is a double

winner of plaques Mihailo Valtrović, by Museum Association of Serbia presented to the best museum. In conjures up a very original way the rich past of Valjevo, marked by great wars and insurrections, the famous military leaders, poets, painters and philosophers (Stojanović, R., 2002).

Valjevo is known as the city of monuments. In front of the old building of the gymnasium, which is now in the National museum, 1954. are set Aleksa Nenadović and Ilija Birčanin. On the right bank of the river Gradac, immediately after the bridge, there is a monument Milovan Glisić. It was built 1968. and is the work of sculptor Miodrag Zivković. On the hill stands a monument Vidrak Stevan Filipović, who is among largest sculptural representations of the human figure throughout the world. In the city center are to Dositej Obradović, Desanka Maksimović, Vuk Karadzić and Ljuba Nenadović.

Particular value of Valjevo have monasteries Lelić, Ćelije, Pustinja and Jovanja the significance of which deserve the status of an independet tourist potential. In the most picturesque part of the canyon of the river Gradac, near Valjevo, is the monastery Ćelije. It was built in the mid 16th century. Throughout the 18th century Ćelije were the main center of events Valjevo region, and repeatedly burned. In the courtyard of the monastery Ćelije is the tomb of Ilija Bircanin, that combined for prince Aleksa Nenadović executed in Valjevo in 1804.

At 3 km from the Ćelije in the village Lelić is the monastery complex, which occupies a dominant place of the church dedicated to St. Nicholas. The temple was built on the model of the monasteries on lake Ohrid in the Serbian – Byzantine style and basically has enrolled a cross. Construction of the temple was started in 1927. but after two years on the transformation has been avenged. It was built of river stone icicles that is extracted close to the bank of the river Gradac.

Monastery Pustinja is located in the canyon of the river Jablanica near the village Poćuta near Valjevo. He was built in the mid 16th century. This monastery is adorned famous known icon.

Jovanja monastery is located a few hundred meters from the main Valjevo – Bajina Bašta. Most likely built in the late 15th century. The church was then rebuilt brothers Jovan and Jefta Vitković, a prominent Serbian traders who are in the church and buried. In 1788. the monastery was burnt by the Turks, and the beginning of the 19th was detained "Crucifixion of Christ". Great value is the Holy Cross, was passed with the type of one of the parishioners in the Holy Land.

4.1. Festivals and events

All events are organized mostly during the summer months. Aimed at fostering folk creativity, preservation of indigenous environmental values and raising the level of the tourist culture of the population. On the territory of Valjevo organized various kinds of events primarily cultural, entertainment, sporting and economic character. The most important event in this area is "White Narcissus" which takes place in Divčibare. During

the three days of the organized numerous folklore and musical competitions and the final event is elected beauty "White Narcissus". Among the most important events include:
"Tesnjar evening" – the international cultural, tourist – economic manifestation in Valjevo held since 1987. It usually begins in mid august and lasts for about ten days. Contents of this event is reflected in the fact that comprises various theater productions, performances of cultural – artistic societies, classical, spiritual and folk music, literary evenings, fashion shows and debates. The main objective of this festival is to promote the city of Valjevo both nationally and globally (Bjelac, Ž., 2010).
"Desanka Maksimović the May talks" – of Valjevo is known for its famous poet expression of. After her death 1933. each May 16 will be held this event. It is reflected in the fact that the exercise of the competition in the field of recitation. The winner of the award.
"Mushroom days" – This event is held in late September in Divčibare. It brings together a large number of participants and visitors. It organizes exhibitions of freshly harvested, produced and processed mushrooms. During the event visitors have the opportunity to hear and very useful lectures on healing and adverse effects of these herbs.
"Raspberry Days in Brankovina" – this is a manifestation of economic character which began to be organized since 1962. Otherwise, Valjevo is known for its production of raspberries and outside our borders. It is held in late June and lasts three days. On the first day organize lectures on the production of raspberries and the second day is done the exhibition of the fruit. At the end of the event the best producers following awards.
"Mišić in Mionica days" – This event is an important cultural and tourist staple has been organized since 1999. In addition to meeting the people of this region at an event attended by both well – known public figures. All these events are organized best demonstrate how respect for the citizens to cultivate a prominent warlord.
"Mowing on Rajac" – Since 1973. began an organized competition in mowing grass that is held in mid-July. Those who cut the grass in national costume. At the end of mowing, most skilled, and usually the most likely, in costume, stature and proclaim songs for Kozbasu. On the next mowing it is he who leads the mower. The event is not only to compete but show tradition, starting with the gathering of a mower, trumpeter, toaster, water boy, going to mow lunch on the grass (Bjeljac, Ž., 2010).

Picture 2. *Mowing on Rajac*

One should not forget other important events such as: "Parliament on Ravna Gora", "Jazz Festival", "Flute Festival", "International Dog Show", "Golden peasant shoe", "Festival tobacco cracklings" and "Days of Bishop Nicholas".

5. ECONOMY – THE BASIS OF REGIONAL DEVELOPMENT

Municipality of Valjevo today belongs to a group are not economically developed municipalities. Valjevo economy characterized by agro – food complex, construction and printing industry. Once the city was an important industrial center in Serbia thanks to food combine "Srbijanka" and industrial company "Krusik". However, considering all the circumstances that have befallen our country, most industrial facilities no longer works. The wider community is almost nothing invested in the postwar period in this area is rich nature. In a word, the industry is still frail to become the driving force faster and more comprehensive economic – social development.
Especially developed private sector, which consists of small and medium enterprises and independent craft and trade shops. In the business sector in the town of Valjevo operates 1 039 enterprises, of which 7 large, 30 medium and 1 002 small. For business in this location for the past years to grow a lot of interest from foreign investors. Their production facilities built by the Austrian company "Austrterm" Italian "Golden Lady" and Slovenian "Gorenje" (www.valjevozavas.rs).
Of Agriculture – Municipality of Valjevo has a very favorable climate and soil conditions for the comprehensive development of agriculture. The bottom of the valley destined for farming. The soil is fertile and it grows well grains, vegetables and fodder. Wealth in the current and groundwater of the precondition for a far more intensive production that is now realized. As in the entire country and in this region the largest part of arable land is under cereals: wheat and corn. Valjevo region has been known since ancient times by the developed fruit growing, primarily plum, and more recently by raspberry. Of the total number or fruit trees in the plum accounts for 90%. Once a trade is dry plum, jam and brandy was one of the most important branches. Valjevo was the largest exporter of the products mentioned above. The population of the mountainous part of the municipality has predominantly involved in cattle (Pantić, M., 1976).
Industry – The oldest industrial building in the municipality of Valjevo brewery "Unity" which has established in 1860 (Pantić, M., 1976). It is known for producing quality beer. As a confirmation to the quality of Valjevo beer brewery has received a multitude of awards and gold medals over thirty countries across Europe.
The greatest importance is given to enterprises of metal industry: "Krusik", "Elind" and "Gradac". Industrial company "Krusik" once employed about 7 000 workers and accounted for about 60% of the industry leathers municipality. The main products are: military equipment and armaments, textile machinery, drainage and sanitary fittings, central heating, batteries, mining and railway lamps, lathers and hunting supplies. Enterprise "Elind" was constructed near the railway station and was once employed od 1 200 workers. The main production are thermo – accumulating stove. The famous factory screws

"Gradac" which once annually produce about 11 000 tons of various screw goods today is bankrupt and waiting for better days. In the vicinity of the factory is factory of leather and fur "Milan Kitanović".
Second place in the development occupies food industry. Agricultural – industrial combine "Srbijanka" is a complex agricultural organization. In its compozition are: refrigerator factory of soft and alcoholic drinks, poultry slaughterhouses, feed mills and mill, as well as many grocery items. "Jablanica" was the biggest construction company, not only in Valjevo, but throughout Podrinje – Kolubara district. Ne employed over 1 000 workers and carried out the work throughout the country.
Valjevo was among the first, after Kragujevac and Pozarevac got a printing press in 1884. The following year in Valjevo printing and first newspaper "Spokesman" (Pantić, M., 1977). Today's printing "Milan Rakić" represents a well-organized and printing company. It has a solid printing technique and highly professional staff.
Tourism and hospitality in this region have very good opportunities for development. It showed numerous studies Podrinje – Valjevo mountains, anthropogenic tourist values, archaeological sites, tourist events, the diversity of flora and fauna and rich hunting fund.
Certainly within these facilities has a significant role and advantageous geographical location and transport accessibility and the fact that the basic road network of the entire area as well developed and it allows relatively easy access to visitors. Regarding the accommodation and catering capacities Valjevo has a greater number of hotels and restaurants which are mainly privately owned.

6. THE NUMBER AND STRUCTURE OF EMPLOYEES IN CERTAIN SECTORS

Although the municipality Valjevo has significant natural and built resources, these resources in the past have not been adequately utilized due to unfavorable developments in the socio-economic sphere throughout the country. Number of employees in the municipality of Valjevo Republican Bureau of Statistics for the year 2013. was 30 995 persons, of the which the largest part of the population is employed in the companies, enterprises, institutions and organizations – 18 876 persons, and 12 119 inhabitants are employed in form entrepreneurs, people self-employed who work with them. From this it can be concluded that entrepreneurship and family business, despite the existence of significant resources and potentials are not recognized as a development opportunity of the municipality.
The largest number of employees in the manufacturing industry – around 25,8% of the total employed population, followed by trade, heath and social work and education. In the hotel and restaurant sector as essential for the development of tourism, employing 336 persons, or only 1,1% of the total number of employees.
Average wages in the municipality of Valjevo for 2009 are 34 017 dinars, while employed in hotels and restaurants month earn about 14 414 dinars. The unemployment rate is rather high. According to the Republic Bureau of Statistics for 20013, in the municipality of

Valjevo registered 7 766 residents who are not employed. Of which around 2 723 does not have any qualification.

7. ACCOMMODATION AND CATERING FACILITIES

Valjevo has more of its restaurants, and the next major and important roads in the rural areas there are smaller inns with a variety of services. In the municipality of three hotels:
Grand Hotel – located in city center, not far from museum. Opened in mid-2008 and is harmoniously equipped hotel. This board has 11 single, double and triple rooms fully equipped, with a total of 24 beds. The finished project has a restaurant with national cuisine, a spacious garden and a business lounge. Ha was won two awards "Touristic flower" (www.hotelgrand.rs).
Hotel White Narcissus – located in the city center, in the immediate vicinity of the promenade beside the river Kolubara and Cultural centre. The hotel was opened in 1965 and completely renovated 2009. It is categorized with three stars. It has 133 beds in 78 rooms and 4 luxury suites. Within the hotel there are parking, internet, and the preparation of the wellness center and swimming pool. In pleasant surroundings on the top floor of the hotel, guests are offered traditional cuisine with selected wines.
Hotel Jablanica – located near the Health center Valjevo. It is ideal for guests who want to stay in Valjevo at affordable prices. There are 51 rooms with 103 beds and one aprtment.
The hotel has a restaurant and parking (www.hoteljablanica.rs)
From bed and breakfasts and hostels are allocated "Radović Shelter" located in the cener of Valjevo, near the bus station. Provides quality opporunities for services inns, bed and breakfast or half board. Konak has 10 rooms for accommodation, restaurant and buffet, and provides opportunities for using the phone and the internet. In addition to this pension is substantial and "Shelter Rasević" which is form the city center, about 4 km. It has 10 furnished and functional units, and 4 apartments, 4 double and 2 single rooms. All rooms are air-conditioned and have their own bathroom that meets the highest standards. As part of this pension and restaurant.
The municipality has a number of restaurants, and the most famous are: "The Serbian crown", "Star" and "Ducat" located in the city center. From the cafe stands out "Three lime" which is located near the Tower Nenadović and "Coffee with Branka", which is away from the center, about 5 km. We should not forget the numerous pizzerias, pastry shops like "Gingerbread" and "My sweet", bars "Jet-set", "Pub", "Treasury" and others.

8. TRAFFIC TOURISTS

The obtain a more complete picture of tourist visits to the area of Valjevo municipality were analyzed official data collected Tourist organization Valjevo on tourist traffic at the municipial level.
During the analysis and discussion of the data and drwing conclusions with respect to tourist traffic, requires produnce since the individual statistical information collected from

restaurants and other establishments that provide accommodation services to guests, or to mediate in the provision of these services. These data do not include all the tourists, as well as overnight stays in private rooms, houses and aprtments "for failing to report yet."
In the following text presents the absolute number of arrivals and overnight stays of domestic and foreign tourists for 2009 and 2014.

Table 1. *Data on tourist turnover for the year 2009.*

Arrivals				Nights		
	Total	Home	Foreign	Nights	Home	Foreign
Municipality	49 243	47 226	2 017	292 687	282 306	10 381
City of Valjevo	7 971	7 147	824	22 910	21 005	1 905
Divčibare	40 682	39 493	1 253	266 708	258 232	8 476

From the above table it can be concluded that Divčibare represent a significant tourist destination in this region. Involved more than half of the total tourist traffic. On this mountain was developed and winter and summer tourism. Large turnout of tourists is mainly based in the winter.
On the whole territory of the municipality of Valjevo in tourist traffic largely dominated by domestic compared to foreign tourists. With regard to all the circumstances that have befallen our country and the economic condition of the area traffic of foreign tourists is quite unfavorable. The larger inflow of foreign population is only recorded in Divčibare.

Table 2. *Data on tourist turnover for the year 2014.*

Arrivals				Nights		
	Total	Home	Foreign	Nights	Home	Foreign
Municipality	36 506	33 367	3 139	155 569	149 282	6 214
City of Valjevo	5 378	3 881	1 497	15 458	13 039	2 419
Divčibare	30 804	29 162	1 642	139 165	135 370	3 795

Compared with data from the previous table, it can be noted that the tourist visits this place sharply. According to data on tourist traffic in 2014 compared to data from 2009 can be seen a drastic reduction in tourist traffic. Most likely, the decline in traffic due to the economic crisis, low purchasing power and standard of our population and very few tourists can afford that kind of satisfaction.

9. CONCLUSION

In the municipality of Valjevo there is a desire for the development of tourism, because tourism recognized as an important factor of magnification economic and cultural conditions of local communities. Valjevo region favors the development of different forms of tourism. As a key feature of the development of the town, next to the natural and anthropogenic tourist values, recognized outstanding tourist – geographical location. A particular problem represents a lack of accessbility and development of traffic, technical and tourist infrastrucure for the completion and activation of tourist centers and stationeries.

From natural tourist values for tourism development this place stand out Valjevo mountains, river Gradac and Petnica cave, and from anthropogenic values are important archaeological sites, monasteries, churches, monuments, festivals and events that complement the picture of Valjevo.

The main objective of the development of tourism in Valjevo in the future, would have to include the employment of trained personnel, to perfom the actual assessment and valuation of tourism resources, invest in the construction ande eqqipping of accommodation and catering facilities and must define perspective kinds of tourism **.**

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ECONOMIC IMPACTS OF TOURISM AND FLUCTUATING MARKET

Invited paper

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Abstract: *This paper is primarily focused on the analysis of what lies behind the success of the market. It indicates the price/earnings relationship, as well as what happens if there is an increase or decrease in interest rates. Based on the monitoring of markets and the margin ratio, we have the estimate that further directs the work of the company. Research by a "McKinsey" company was used. If we summarize what lies behind the last year's floating market, we can conclude that the major factors to maintain the ratio of prices and earnings are the size of the margin, i.e. the market forecasts. From the given examples, we can notice that in previous years, the high percentage of cash that US companies have retained had great impact on price/earnings ratio. The current state of the financial sector is worrying because companies do not invest enough, i.e. they are missing the opportunities with investments that create value of the company, and therefore also a negative impact on tourism development. In the case of economic crisis, people will first give up travel and in accordance with that should be acted upon.*

Keywords: *tourism, market, stock market, margin, finances*

1. INTRODUCTION

Analyzing the period of the last 50 years relating to the real economy, including the GDP growth (gross domestic product), profits, interest rates and inflation, it is possible to predict market developments in the future. The market will continue to grow.

In this paper, we analyze what lies behind the successful market and what are the economic effects of tourism. Also, we will monitor the price and earnings ratio and we'll see what happens if there is an increase or decrease in interest rates. We will determine whether there is observed significant increase or decrease in prices and profits from the 90's until today.

Let's deal with the study of the declined sectors that have remained unchanged and growing sectors. In addition, we'll learn how all these enumerated factors reflect on the world market.

Last year's growth in a fluctuating market which has been steady but uneven, forces us to pay attention to the price per share ratio. A large part of today's market value depends on margins in several high performance sectors.

Based on the research of the "McKinsey" company, we conclude that for the growth of prices and earnings it is essential to have the stable capital value.

In recent years, growth in profits in the financial sector, IT sector and the pharmaceutical industry has outperformed all others, and the growth of their margins increased the share of

profits. The growth of the margins depended on the fact that software companies with high margins today manages more than 70% of total profits.
Estimates (predictions) are very important elements for the market. Based on the monitoring of market and the margin relationships we can provide the evaluation of the further work of the company. During the nineties, companies have operated under certain margins that were considerably less than the current ones, by opening new top companies (Cisco, Google, Microsoft, Oracle, Qualcomm and others). The level of margin has increased significantly. Thanks to the estimate (prediction), it is possible to summarize the complete operation of companies that impact capital and margin growth of the company, as well as the financial and investment sectors which suggested that the current state of the financial sector is worrying.
In the paper, we will deal with the problems of the S&P 500 index, its growth, decline and the factors that influence its oscillations. We will mention the famous P/E ratio and its notable increase, and the impact that the equity has. Finally, we will assess of which depends the current market value and which is the fact that a significant number of managers believes in.
Over the years, an alternating growth and decline in the S&P 500 index and the P/A ratio was recorded, and it serves as an indicator of real chances to survive in the market for a long period of time.
In the world, the tourism industry with related industries worth about 7,000 billion dollars, and has employed 266 million people, which means that every 11th employee in the world had a job due to travel and tourism industry. The share of this sector in the world economy is 9.5%.
Serbia is a small part of this market and is situated on 102 positions in the world.

2. GENERAL GUIDELINES

The stock exchange is defined as an organized trading venue regulated by prescribed rules and as a place for combining customer orders and seller of securities (Jeremić, Z., 2010). The importance of stock exchanges stems from numerous factors, some of them is the fact that on the stock market comes to determining of the market conditions of supply and demand effects and thus generate all forms of market economy positivity, and besides that, the market price effects, i.e. the exchange rate represents supply and demand ratio, and in this sense represent a true representation of the real value of the stock exchange (Sejmenović, J., 2009).
In a series of daily presented information on the stock exchanges, particularly important is data on daily price changes of securities and the trade volume extent, which is primarily of interest to the shareholders. Summing these data it is possible to get the information about the broader economic developments, as well as information on the situation of the stock exchange (Pamukčić, M., 1997). By legal regulations governing the stock exchange and the rules of the stock exchange it is also possible to regulate the publication of information on the stock exchange operations.
One of the most popular stock markets in the world is S&P 500. The S&P 500 index was created in 1957, but the first S&P was created in 1923, including 90 companies. It is one of

the 7 main indicators of the stock exchange of securities in the United States. It unifies 500 commercially most valuable joint stock companies, whose shares are actively traded.
The S&P (Standard & Poor) 500 represents the ratio of total market value, which has 500 selected companies on the New York stock exchanges (NYSE and NASD), according to their market value in the base period.
New companies can enter the S&P index only when there is empty space. S&P 500 has its own procedures and rules that must be respected. As in every company or organization, there are certain rules that cannot be violated, and so in this one. With the help of S/P 500 index and the P/E ratio, the developments in the market for a longer period of time are followed.
The margin is the net profit of the trader. It is calculated as the ratio between net profit and sales revenue in the fiscal year.
Indices as indicators of the stock markets were created as a result of the efforts of investors to buy at cheap and sell at higher price. In order to predict price movements in the markets, the indices that have been formed faithfully maintain price changes in the market. The main characteristic of action index as an indicator of price movements is that they do not talk about how to move in the future, but shows how prices have moved in relation to the previous period. A company that has a higher share price is participating in the index with a higher weight. In addition, if the price of some stocks rises sharply, automatically receives a higher weight value.
Ratio numbers denote relations of economic sizes important for evaluating the financial condition, profitability and business management and operation of enterprises (Prokopović, B., 2007). They need to be treated for a common denominator in evaluating the development of the financial structure and results in the past and to compare them between companies, in order to find out what happened, and to successfully predict the future.
P/E ratio (price to earnings ratio) is an indicator calculated as the ratio of current market rate and annual earnings per share for the past business year. Usually it includes the period of 12 months. If the ratio P/E is high, a significantly increase in the future activities of the company and increase earnings per share is expected.
Based on the data presented here, real GDP in the United States in the last 50 years was increased by 2 to 3% and inflation was under control. Over the past century, the stock market accomplished income of 9 to 10% per annum. Including inflation, investors in the US had a profit of 6% per annum. This number is the result of economic strength and long-term planning by companies. Everything depends on the relationship of economic growth in the industry, corporate profits and return on capital.
The ideal inflation is around 2%. If it is high, companies are having difficult time to return to the capital. This leads to higher investment and lower cash. Inflation lowers P/E for the investment. When the inflation is under control, the P/E ratio is growing.
The paper provides a schematic, a comparative overview of the period from 1990 to 2013, with the increase of S/P index. From 1990 to 2013, there was an increase and accumulation of profits in some areas of the economy: the financial sector, the IT sector, the pharmaceutical industry and medical technologies.

3. ECONOMIC IMPACTS OF TOURISM ON THE ECONOMY

Consumption of tourists as well as tourist consumption in the places they visit is the basis of the understanding of the economic impact of tourism. Modern economic theory in the study of contribution of tourism to economic development always starts from tourist consumption, because as a result of the consumption generated some economic effects on the economy, as countries and territories from which tourists come and those countries and places that tourists visit. Although some economic effects are felt in the economy of the countries and territories from which tourists come, nevertheless in analyzing the economic impacts of tourism, first of all, to analyze the effects of tourist consumption on the economy of countries and areas that tourists visit (Unković, S., Zečević, B., 2006).

Every 11th person in the world working in the tourism and related industries, and almost every 10 dollars earned in these sectors. In 2013, the world's income from tourism, travel and related activities was about 7,000 billion dollars. With a total contribution to the economy of 2.5 billion dollars and 86,400 employees, Serbia makes a small part of this market and is situated on 102 positions in the world. The prospects for growth are good. Travel can be a real engine of economic growth but governments need to improve the conditions for investment in this area and loosen visa regimes.

According to estimates of the World Council of Travel and Tourism, the direct income from tourism in 2013 amounted to 71.9 billion dinars (800 million dollars), which is 1.9% of GDP and well below the world average of 2.9% of GDP. Per share of tourism in GDP in the Serbia is expected, far below countries of the region pointing towards tourism industry - Croatian 12.2% and Montenegro with 9.8%, but below the Bosnia and Herzegovina with a share of 3%.

Measured in absolute terms, with revenue of 800 million dollars Serbia is under Croatia with 6.1 billion dollars, but over Montenegro and Bosnia and Herzegovina with 500 million dollars and Macedonia with 100 million dollars.

When considering the overall contribution of tourism to GDP, which includes investment in travel and tourism such as the construction of hotels, as well as state investment in services, promotion and purchase of services for the tourism sector, such as fuel, cleaning the hotel, catering and IT services for tourism agents, revenue increases to 2.5 billion dollars. According to this Serbia is on the 102 position in the world of 184 countries. (EURACTIV.RS).

According to the report, in Serbia in the tourism industry employed 34,800 people in 2013, while if consider indirect contribution of tourism due to this branch of 86,400 people had jobs.

A significant factor in the growth was consumption of international tourists, which increased by 3.9% to 1.300 billion dollars, and in Southeast Asia for more than 10%.

Emerging markets continued good demand growth in tourism and travel, the reason is the development of a large middle class, particularly in Asia and Latin America, which wants to be more than ever to travel in their own country and abroad.

If you take the right steps, travel and tourism can be a real engine of development. At the state level, governments can do a lot by using more open visa regime, as well as that of extremely strict tax policies adopted by intelligent systems.

4. IN WHAT WAY "SOFT" ECONOMY AND GROWING INTEREST RATE SUPPORT STRONG STOCK MARKET

In 2014, S&P 500 index showed an uneven but steady growth, starting from over 1,800 in January to over 2,000 in September, when it reached a new record. It is the lack of connection between monotonous economic growth and rising interest rates, which confuses investors, forcing directors to keep an eye on the prices of their shares.
Various opinions are present, from the fact that the importance of the market is greatly overvalued, to the fact that the current high corporate profits are the result of fundamental changes in the performance of firms. At the end, everything depends on the expectations towards profitable growth, cost of capital, and the result of capital (Bing, C., 2013). In fact, most of the market value is now clearly linked with the fundamental sources of economic performance and, in particular, the high level of profit margins in several sectors of high performance.
At the highest level, the total market capitalization of companies according to the S&P 500 Index was 18.5 billion dollars. S&P 500 Index, as well as any element in the stock market, is often used as an economic indicator of how well the US economy is functioning. If investors are confident in the economy, they will buy shares. Their predicted earnings in 2014 from 1.1 to 1.2 billion dollars mean the P/E ratio (price/earnings) of 16 to 17 units, which is well above average. We also analyzed the factors and earnings in order to understand what supports their levels.
One explanation that we often hear for the current state of the market is that lower costs in the capital market do not change perspective. This development should cover up any speculation that investors are discount future cash flows at a lower price than capital as a result of low interest rates, but earlier McKinsey's researches rejected this possibility even when rates of government bonds decline following the financial crisis (Dobbs R., 2013). In addition, the cost of capital is very stable (in real terms) over the past 50 years. It can be concluded that in the past few years, the P/E ratio (price/earnings), was influenced by the high percentage of cash that US companies retain.
Therefore, what the increase in share price in relation to earnings brings? The P / E ratio (price/earnings) is normally supported by wage growth, expected returns on assets and the cost of capital. CAPE funs (cyclically flexible prices and earnings ratio) say it is a much better guide to the future performance, rather than the usual P/E ratio. While critics say it is difficult to make meaningful comparisons over time because the ten year periods can vary a lot from one another. However, in the past few years, the ratio of P/E ratio (price/earnings) is influenced by the high percentage of cash that US companies retain. In fact, the accumulation of cash and increase of the return on assets are jointly accountable to the increase of the P/E average value for the S&P 500 by 2 points, an average of 14 to 15 units from 1965 until 2012, excluding the period of high inflation during the 70’s of the last century.
One half of this increase is related to high returns. A return on capital affects the P/E ratio because it affects the cash flow of the company. High returns with a constant growth rate and cost of capital lead to higher relative P/E (price/earnings) because the company does not have to reinvest to continue its development (Dobbs R., 2014). Total return on equity

for the S&P 500 has increased from approximately 12 to approximately 17% during the previous two decades. This growth explains approximately one point of the observed growth in the P/E index.
The other half of the increase relates to the outstanding amount in cash, that today's companies based in the United States ”held” in the books (mainly in countries outside the USA, in order to avoid payment of taxes due to "repatriation" - a refund in your own country). Conservatively (cautiously), we estimate that non-financial US companies have at least 1.3 billion dollars of surplus cash, which mainly invests in short-term treasury bills, earning thus less than 1%, pre-tax. With such a low ratio denominator, the effective P/E ratio (price/earnings) for cash is very high. For example, if the cash earns 0.7% for the year after tax, its price will be about 140 times greater than the profit. Attack on all the cash is to increase the measured P/E ratio from some other point. In other words, if companies do not retain all the cash, their market value would be lower by about 1.3 billion, and their earnings would be about the same (Jain R., 2014).

5. WHAT ABOUT MARGINGS?

The key to understanding the current record high S & P 500 values are not P/E factors, but high levels of margins and it also requires some testing. The main changes in the conclusion of the S&P 500 index since the mid 90-ies of the last century have led to higher aggregate profit margin for this index. Total pre-tax profit was stable at around 10% of revenue from 1970 to 1995. But since then, the growth in profits in the financial sector, IT sector, pharmaceutical and medical device industry, has surpassed other sectors and their margins have risen significantly increasing their share of the total corporation profit (Example 1). As a result, total profit before tax rose to 14% in 2013 and expected growth was at 15% in 2014.
Only from the financial institutions profit has increased from 4% of the total index of profits in 1990 to 16% in 2013. This was mainly due to the so-called financial deepening, as the financial assets grew faster than GDP (gross domestic product) (McKinsey Global Institute, 2011). Banks' assets and tangible capital increased by 15% and 13% per annum, respectively, compared to the nominal GDP growth of 5% per annum.

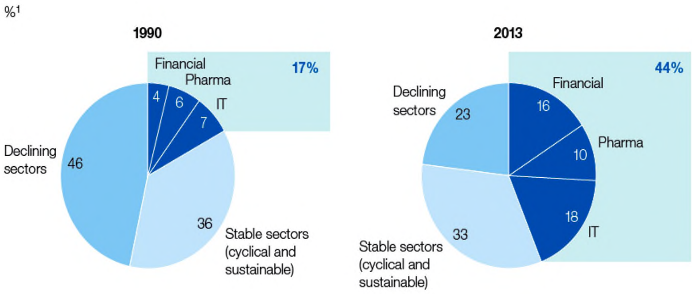

Figure 1. *The growth of three sectors up to dominance in the S&P 500 profits*
Note: The example is given according to members of the S&P 500 (numbers are in percentages - sum may not be exact due to rounding to whole numbers).

It is not surprising that profit in the IT industry grew steadily in relation to the rest of the economy during the same period, climbing from 7% to 18% of total profits. Simultaneously, gross profit margin sector also grew from 7 to 18% (Example 2). The increase in margin is mainly depended on the fact that software companies with high profit margins, is now being managed from approximately 70 to 80% of the total profit sector.

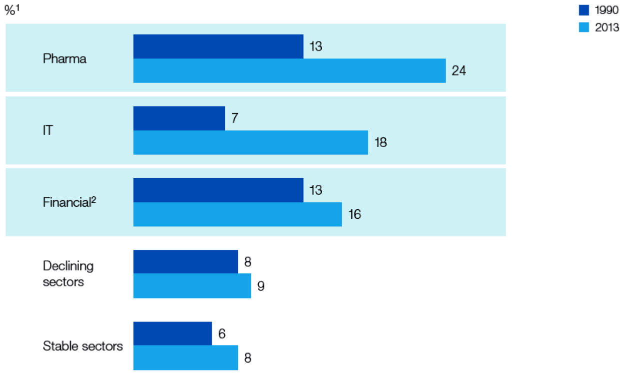

Figure 2. *The total growth of margins in all three sectors*

Note: 1 - Profit by net income is adjusted according to reputation, amortization and extraordinary items; 2 - For the financial sector - the three-year average since the beginning of 1990 is distorted due to uncharacteristically bad business from 1990 to 1992, and wiped out to a long-lasting industrial growth margins, so the financial sector since 1995 is presented in.

Industry of health care products has increased its share of the profits from 6 to 10%, between 1990 and 2013, due to faster growth and because of connectivity margins, which resulted in a growth of 13% to 24%. The growth of margins in the pharmacy industry is largely due to the development of new drugs with higher margins than in previous generations of drugs.

6. WHAT ARE ESTIMATES (PREDICTIONS)?

Nobody can accurately predict the cycles of earnings in industry and any forecast in the operation may be wrong (Koller, T., 2010). The companies that have insight into how the market and industry is going to develop, based on this insight went into the expansion of an existing business or developing a new one, can be a better company because they exercise their innovative ideas. The assessment of the current market value only depends on whether the margins are sustainable. We cannot predict the future, but we can show the basic values of the S&P 500 index on which different margin scenarios should be based on.

1. Assuming that the current margin level is sustainable, the basic value of the S&P 500 index would be in the range of 1,900 to 2,100.
2. Assuming that the margin is back to 1990 levels, the basic index value would be 1,400 to 1,600.
3. The combined margin would be approximately within from 2003 to 2005 and in the period before the Great Recession. The main value of the index would be around 1,600 to 1,800. It can be concluded that the combined margin will not return to 1990 levels.

Composition of large US companies has progressed from traditional producers and companies based on intellectual property with substantially higher margins and return on capital, such as software applications, pharmacology, and medical devices. In addition, companies based in the US are pulling out a significant amount of the profits from the United States of America, which allows them to keep their size in relation to the other S&P 500 companies.
It is less clear whether the current level of margins is sustainable. In the IT sector, for example, currently many top companies (including Cisco, Google, Microsoft, Oracle and Qualcomm) in 90s of the last century did not exist or were very small, taking into account their size and the size of today's dominant companies in the market of that time. Taking into account the dynamics of the sector, it is impossible to tell whether the next generation of market competitors will take part of the profits made by today's modern players.
Similarly, in the pharmaceutical and medical device industry, today's high margins are supported by highly sought drugs that have lost patent protection and opened the door to competition from generic drugs. R&D - Research & Development sector is reducing in the past 20 years and the next generation of drugs may have less income and margin per drug while targeting the market with a smaller number of patients. However, the US government taking steps to reduce the cost of medical care, which can affect margins in these industries.
The current state of the financial sector is worrying. Despite the increased regulation, the previous four quarters together made a profit which is the highest among the sectors so far, on an annual basis. In this era of ultra-low interest rates, US banks have record profits, if we look at the ratio of interest that provide loans and interest they have to pay out for deposits and debts. It is possible that the expansion will continue to fall to lower interest rates, if the interest rate is to be increased to historic levels. In addition, some sectors, such as transport and manufacturing, are in the roundabout, and are at the peak of their cycle.
The other, less tangible factor that extends across all sectors is that companies do not invest enough. For example, the results of our latest research has shown that a significant number of managers believe their companies are missing out on opportunities with investments that create value of the company, especially in the development of new products and new markets. If the trend continues, the current focus of many companies to reduce costs and short-term profits can easily affect the sustainability of the market evaluation.

7. CONCLUSION

The current state of the financial sector is one big puzzle. Despite an increase in regulation, in the past four quarters, there have been realized profits that are among the biggest ever one among the sectors, on an annual basis. In this era of extremely low interest rates, US banks are earning nearly record high volume of margin between the rate at which they borrow and the rate at which they pay the deposit and debt. It is possible that these volumes will fall to lower levels, if it comes to an increase in interest rates to historical sequence. In addition, some sectors, such as transport and manufacturing, are cyclically and at high points in their cycles.
If we summarize what lies behind last year's floating market, we can conclude that the major factors to maintain the ratio of prices and earnings are the size and margin, i.e. the

market predictions. From the given examples, we can notice that in previous years the P/E ratio was influenced by the high percentage of cash that the US companies retained.

Regarding margins, we have seen that new multi companies had influence in increasing, which is confirmed by the fact they now manage 70 - 80% of total profits.

When we talk about the estimate (prediction), it depends on whether the margins are sustainable. Looking through the estimates, we can conclude that the current state of the financial sector is worrying and that companies do not invest enough, i.e. they are missing the opportunities with investments that create value of the company.

A comparison of top US companies is interesting (regardless of their personal success), in present time, the US economy is stagnating, while on the other side of the world a noticeable success carried by the Chinese economy is obvious, which by some estimates is equal as the US economy. Therefore, we believe it would not be bad to learn some lessons from such a great success.

If we take into account the fact that 90% of the world's wealth holds 1% of the people, then the current capitalization becomes clear, the market conducting and tycoon business. The world economy is becoming weaker and interest rates increasing. The price of shares is dictated by a handful of powerful companies, while currencies fluctuate, leading to inflation. As the modern world has its contemporary needs, it is clear that the use of modern technologies leads to their mass production. Modern technology has become affordable to everyone, so its sales increased and companies engaged in its production have become world leaders. A large portion of the world market belongs to this newly developed branch, or IT, which previously did not exist. The question is how long this will continue for some time, because earlier market value, the price of the shares and profit margins, was not dictated by the IT because it does not existed. Bearing in mind the fact that United States has the largest number of large and leading companies, it is clear they have the highest revenue and earnings and thereby dictate the situation on the market. US companies and their banks earn record in recent years and thus further strengthened. It is the same with the pharmaceutical industry, as well as with all other industries whose strings are holding right now, while cheap labor outside the American borders works for them.

This trend brings failure for smaller, underdeveloped and developing countries. Serbia has not been immune to such fluctuations either. A weakened economy, the rise of interest rates, underdeveloped industry and a high unemployment rate, has led to the disappearance of the middle class in our country. People who stayed to live in Serbia are divided into two groups. The first group is the ones who are on the edge of poverty and existence, and the other group is made of tycoons who dictate the prices of basic food products, taxes and interest rates. In Serbia, the imports became the basis of the economy. Serbian industry doesn’t exist and thus there is no Serbian share of the world market.

All fluctuations have an impact on tourism. It is important that countries that have a potential for tourism development and want to use it for its rapid economic development having in mind the following:

The relationship of tourism and economic development characterized by a high degree of correlation and tourism because of its many positive effects on the overall economic activity can be used as a factor in rapid economic development. The impact of tourism on

economic development in particular is realized through the impact of tourist consumption and investments are used for tourism, on general economic activity and participation in the creation of the social product.
Investments in tourism are an important assumption for the use of the opportunities that it provides as an element of development policy. More efficient use of tourism potential can not be achieved by mere possession of natural and similar benefits for tourism rather than demands and certain investments in buildings, infrastructure, human resources etc. It is not desirable for any country to its economic development based only on tourism. General economic theory takes a negative view of the economic development that is based on only one activity.
Economic theory opposes the unilateral economic orientation even if it proves that only one basic resource on which to base development.

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ANALYSIS OF INTERNATIONAL TOURIST TRAFFIC AND THE IMPORTANCE OF SUSTAINABLE TOURISM DEVELOPMENT

Invited paper

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Abstract: *Tourism, because of it's importance, is considered the sector of the future in many countries. It is activity which has become a global phenomenon in a short period of time and the number of participants is one of the most massive phenomenon on the global scale. In this paper we analyzed the tourist overturn by regions of the world for a period from 1990 to 2013. Also will be prominent leading tourist destinations in the world according to the key tourism indicators - international tourist arrivals and income from international tourism. The aim is to emphasize the contribution of the tourism sector to the development of the world economy which is important, despite the great global economic crisis. In particular are prominent factors that can have an impact on the development of tourism and the importance of applying the concept of sustainable tourism development.*

Keywords: *tourist traffic, tourist destinations, sustainable tourism*

1. INTRODUCTION

In late 20th and early 21st century there were changes in all spheres of life that had a significant impact on the tourism business. These changes were caused by the demographic, political, social, cultural, economic, technological and environmental factors. All of these factors can have a positive or negative impact on tourism, that can accelerate or hinder the development of tourism. In conditions of growing competition for subjects of the tourism industry, it is very important to maintain and improve their competitive position in the international market. To achieve this, they need to constantly monitor the changes that are taking place in modern conditions on the side of tourism supply and demand. In fact, the key to successful operations of the tourism industry is in the ability to insight the changes that are acting in all segments.
After the Second World War, international tourism recorded a very dynamic development and continuous annual growth. This trend continued at the beginning of 21st century. Great world economic crisis at the beginning of the 21st century has had a limited impact on tourism demand and supply. This dynamic development of tourism activity has resulted in many positive and negative effects on the environment

In the second half of the 21st century in many countries was present a concept of tourism development that emphasized only economic goals of tourism development. Today, in addition to achieving the economic goals, many countries increasingly take into account the protection of the environment. Adverse ecological, social and cultural implications are result of the expansive and uncontrolled development of tourism in the previous period. This resulted in the adoption of the concept of sustainable tourism development.

2. ANALYSIS OF INTERNATIONAL TOURIST TRAFFIC

Tourism, because of it’s importance, is considered the sector of the future in many countries. It is activity which has become a global phenomenon in a short period of time and the number of participants is one of the most massive phenomenon on the global scale. Numerous positive development trends classify tourist activity in the most dynamic and most propulsive economic activities with multiple and multiplicative effects. Thanks to that, tourism is increasingly involved in the priorities of economic development of many countries that possess the resources for the development of this activity. Tourism is one of the fastest growing sectors of the economy, as in the European Union and in the world. After years of crisis, the world economy shows continued recovery. In the REFERENCES, we can encounter different opinions and forecasts on key factors of tourism development in the future.

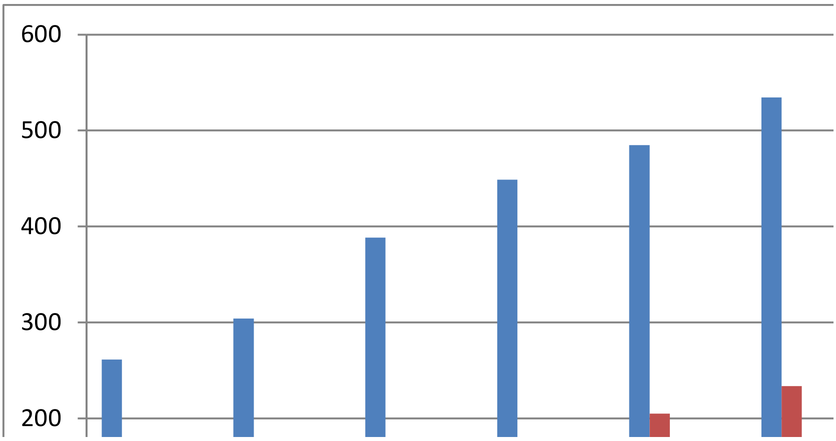
Table 1. *International tourist arrivals (million) in the period from 1990 to 2013*

Region according UNWTO	International tourist arrivals (million)							Market share (%)	Average annual growth (%)
	1990	1995	2000	2005	2010	2012	2013	2013	'05'-'13'
Europe	261.1	304.0	388.2	448.9	484.8	534.4	563.4	51.8	2.9
Asia and the Pacific	55.8	82.0	110.1	153.5	204.9	233.5	248.1	22.8	6.2
America	92.8	109.1	128.2	133.3	150.6	162.7	167.9	15.5	2.9
Africa	14.7	18.7	26.2	34.8	49.9	52.9	55.8	5.1	6.1
Middle East	9.6	13.7	24.1	36.3	58.2	51.7	51.6	4.7	4.5
World	434	528	677	807	948	1,035	1,087	100	3.8

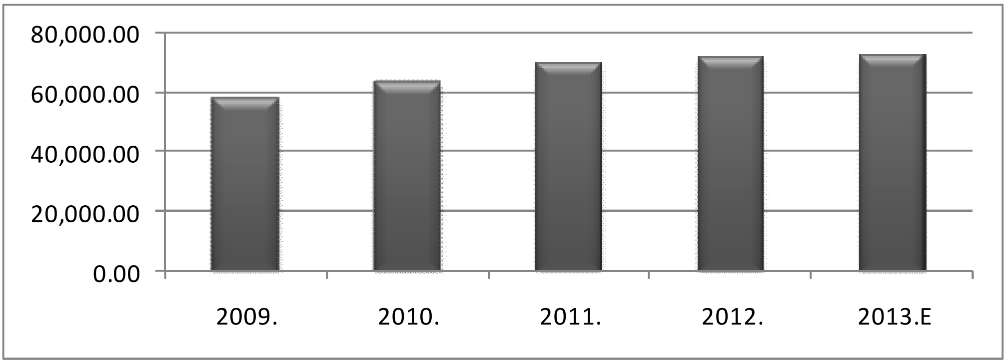
Source: Authors based on data (WTO, 2014)

The direct contibution of tourism to GDP of the world economy shows constant growth in the period of 2009-2013. In the following years this trend is expected to be continued. If we observe the period of 2009-2013, the total contribution of tourism to GDP of the world was the lowest in 2009. After this year, there is positive trend in the rest of the observed period. Total contribution of tourism to GDP is expected to grow in the next period.
After 2012, when of the world traveled billion tourists, international tourism grew by 5% in 2013, when recorded a record 1.087 million arrivals. Results in the field of international

tourism were above expectations and long-term forecasts, despite the global economic challenges and changes.



Graph 1. *International tourist arrivals by regions in the period from 1990 to 2013 (million)*
Source: Authors



Graph 2. *World, GDP, 2009-2013, in billions USD*
Source: Authors

Table 2. *Direct and Total tourism contribution in GDP, 2009-2013, in billions USD*

World (USDbn, real 2012 prices)	2009	2010	2011	2012	2013
Direct contribution of tourism to GDP	1.868	1.928	1.992	2.057	2.120
Total contribution of tourism to GDP	6.083	6.244	6.437	6.630	6.842

Source: Authors based on data (WTTC, 2013)

Table 3. *Tourist arrivals by region in 2013 and growth in comparison with 2012*

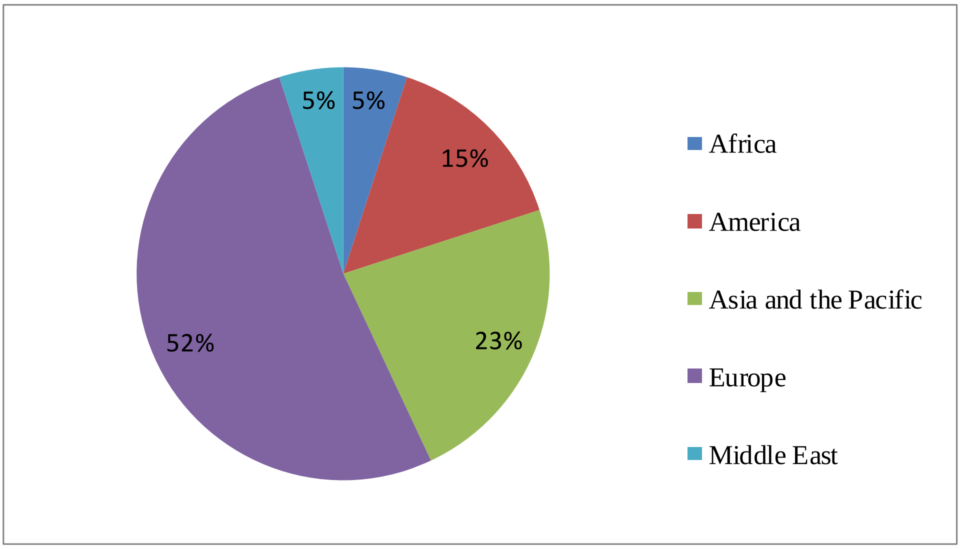
Region	Tourist arrivals in 2013 (million)	Growth in comparison with 2012
Africa	56	6%
America	169	5%
Asia and the Pacific	248	6%
Europe	563	5%

Source: Authors based on data (WTO, 2013)

Regions that showed the strongest demand for international tourism in 2013 were Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%), while the leading sub-regions were Southeast Asia (+10%), Central and Eastern Europe (+7%), South and Mediterranean Europe (+6%) and North Africa (+6%). Europe in 2013 represented the most visited region in the world (in absolute terms), with 563 million tourists, what is 29 million tourists more than last year. In Europe, growth of 5% was exceeded forecasts for 2013, double relative to the regional average for the 2005-2012 period. The best results were recorded in Central and Eastern Europe (+ 7%), as well as in South and Mediterranean Europe (+ 6%). In relative terms, growth was strongest in Asia and the Pacific (+6%), where the number of international tourists grew by 14 million to reach 248 million. Spearheading this growth was South-East Asia (+10%), while more moderate results were seen in South Asia (+5%), Oceania and North-East Asia (+4% each). In 2013 in America has recorded 169 million tourists, what is for six million more than in the previous year (up 4%). For this growth are deserving destinations in North and Central America, while South America and the Caribbean showed slower growth compared with 2012. Destinations in Africa were attracted in 2013 three million tourists more than the previous year, what is a new record of 56 million visitors (+ 6%). In 2013, slightly more than half of all tourists arrived to destinations by plane (53% of passengers), 40% of tourists traveled by road, 2% by train and 5% by ship. During this year, 52% of tourists traveled because rest, recreation and other forms of entertainment, about 14% of tourists traveled for business reasons, and 27% of tourists from other reasons (visiting friends, relatives, religious, health reasons, etc.). (WTO, 2013)

3. THE LEADING TOURIST DESTINATIONS IN THE WORLD

In many destinations worldwide tourism is a key driver of socio-economic development, because it allows increase revenue, create new jobs and enterprises, infrastructure development, etc. Ranking the world's leading tourist destinations is done according to two key indicators - the number of international tourists and revenue from international tourism. It is interesting that is eight of the top ten destinations in the world on the list of leading destinations according to both criteria. We can say that in 2013, revenue growth was almost equal to the growth in international tourist arrivals. This shows that there is a strong correlation between these two key indicators of international tourism. During this year, revenue from international tourism in destinations around the world recorded a growth of 5% and reaches 1.159 billion US $ or 873 billion €.



Graph 3. *International tourist arrivals by region in 2013 (%)*
Source: Authors

Table 4. *World's top tourist destination according to the number of arrivals of foreign tourists in 2012 and 2013*

Rank	Destination	International tourist arrivals (million)	
		2012.	2013.
1.	France	83.0	-
2.	United States	66.7	69.8
3.	Spain	57.5	60.7
4.	China	57.7	55.7
5.	Italy	46.4	47.7
6.	Turkey	35.7	37.8
7.	Germany	30.4	31.5
8.	United Kingdom	29.3	31.2
9.	Russian Federation	25.7	28.4
10.	Thailand	22.4	26.5

Source: Authors based on data (WTO, 2014)

On the list of the world's leading destination according to the number of arrivals of foreign tourists and income from international tourism there are the following destinations (WTO, 2014):

- France continues to top the ranking of international tourist arrivals with 83 million visitors in 2012 and is 3rd in international tourism receipts (US$ 56 billion in 2013).

- The United States ranks 1st in receipts with US$ 140 billion and 2nd in arrivals with 70 million.
- Spain is still the second largest earner worldwide and the first in Europe (US$ 60 billion), and recovered its 3rd place in arrivals with 61 million visitors.
- China moved to 4th in arrivals (56 million) and remains 4th in receipts (US$ 52 billion).
- Italy has consolidated its 5th place in arrivals (48 million) and 6th in receipts (US$ 44 billion).
- Turkey remains 6th in arrivals and 12th in receipts.
- Germany and the United Kingdom remain respectively 7th and 8th in arrivals, but moved down one place each in terms of earnings to 8th and 9th places respectively.
- The Russian Federation completes the top ten ranking by arrivals in 9th place.
- Thailand moved up two positions in the ranking by international receipts to 7th, while it entered the top 10 by arrivals in 10th position.
- Two Chinese Special Administrative Regions Macao and Hong Kong rank respectively 5th and 10th in receipts.

Table 5: *World's top tourist destination according income from international tourism in 2012 and 2013*

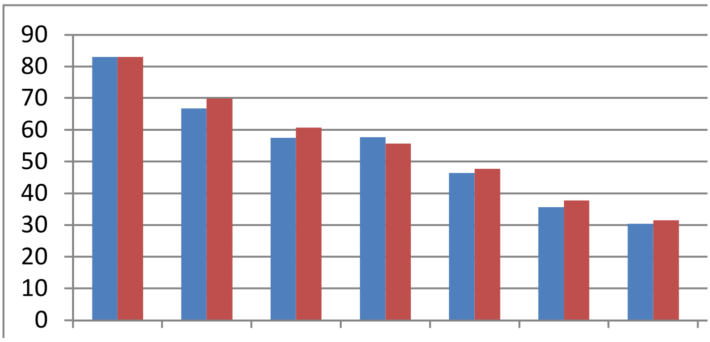
Rank	Destination	US$			
		Billion		Change (%)	
		2012.	2013.	2012.	2013.
1.	United States	126.2	139.6	9.2	10.6
2.	Spain	56.3	60.4	-6.3	7.4
3.	France	53.6	56.1	-2.2	4.8
4.	China	50.0	51.7	3.2	3.3
5.	Macao (China)	43.7	51.6	13.7	18.1
6.	Italy	41.2	43.9	-4.2	6.6
7.	Thailand	33.8	42.1	24.4	24.4
8.	Germany	38.1	41.2	-1.9	8.1
9.	United Kingdom	36.2	40.6	3.3	12.1
10.	Hong Kong (China)	33.1	38.9	16.2	17.7

Source: Authors based on data (WTO, 2014)

The recent crisis didn’t change the visitors’ preferences and behavior. The impact of the crisis on the tourist offer and tourist demand was limited. After the crisis, subjects of the tourism industry have begun again to invest (the airlines in their fleets, hotel chains in hotel complexes and resorts). In developed countries continued to be made 57% of international tourist arrivals. (TDatC, 2010)

There is no doubt that tourism within the global economic processes becomes de facto "world business" which in 2000 included around 673 million tourists. It is anticipated that

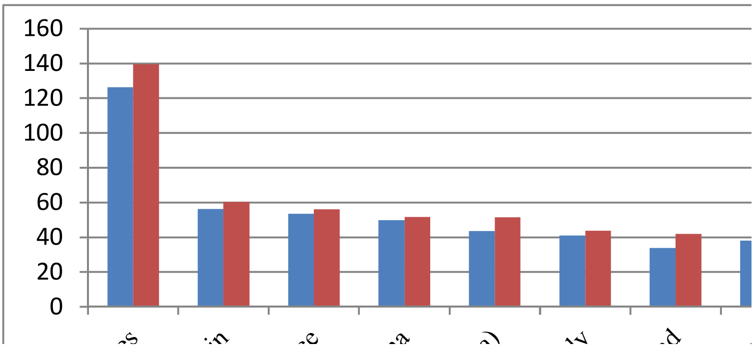
2020 will be around 1,6 billion, and by 2050 about 2 billion tourists. Thereby, India, China, Indochina and Brazil will certainly be the biggest tourist destinations. (Alibašić, H., 2006)



Graph 4. *The most visited destinations of the world in 2012 and 2013 (arrivals in millions)* *(Source: Authors)*

4. THE CHANGES, THE FACTORS WHICH LEAD TO THE CHANGES IN TOURISM DEVELOPMENT AND THE CONCEPT OF SUSTAINABLE TOURISM DEVELOPMENT

In the conditions of increasing competition for operators of the tourism industry it is very important to maintain and improve their competitive position on the international market. To achieve this, they need to constantly monitor the changes which are occurring in modern conditions on the side of tourism supply and tourism demand. There is a need to take appropriate measures and activities aimed at improving the structure and quality of service on the side of tourist offer. Standing demographic, political, technical and technological changes affect the design of tourist demand, offer tourist destinations, marketing and distribution of tourism products, turning them on this way in a very dynamic process. All this affects on creating the sophisticated, demanding and formed tourists. In late 20th and early 21st century there were a numerous of changes in all spheres of life which have had a significant impact on the tourism industry. These changes were caused by the demographic, political, social and cultural, economic, technological and environmental factors. All of these factors can have a positive or negative impact on tourism, respectively they can accelerate or hinder the development of tourism. In modern conditions the tourism and globalization are in an interdependent relationship. For the globalization of tourism the most significant are multinational tourism companies, among which stand out the tour operators, hotel chains, fast food chains, airline companies. The development of tourism leads to significant, above all, economic benefits. It’s expansion, however, has a negative impacts on the environment. Thereby, it is important to note that tourist expansion leads to environmental degradation, but also to degraded environment can pose obstacle to the development of tourism.



Graph 5. *World's top tourist destination according income from international tourism in 2012 and 2013 (billion US$) (Source: Authors)*

The market of mass tourism remains the basis for the growth and development of many destination. But a new challenge for decision makers in the tourism industry is a choice between supporting activities related to traditional concept of mass tourism and creating conditions for the development of the "new" tourism. (http://www.slideshare.net/zaki888/50341146-globalswotanalysis)

The task of tourism development in modern conditions is transition to the concept of sustainable tourism development. For that it is necessary, especially in the tourism industry of receptive countries to undertake incentive economic, environmental, spatial planning and development measures and activities. In addition to these measures also apply to other measures which are affecting the contemporary development of tourism as one of the most promising activities in the 21st century. Adverse ecological, social and cultural consequences that have occurred as a result of expansive and uncontrolled development of tourism in the past, have indicated the need to the tourist industry observe through the concept of sustainable development. In the sustainable development of tourism there is a significant role of the environment, or it's ability to provide long term and stable development basis. Significant is, in addition, the role of all stakeholders and holders of the tourist industry that needs to adapt to the new concept of tourism development. The development of tourism activities in tourist areas can have a positive or negative impact on the environment. Positive impacts are reflected in job creation, maintaining the well-being of the population, social progress, the preservation of natural and cultural values. Negative impacts are reflected in the nature of pollution, consumption of natural resources, loss of biodiversity and the like. Adequate solutions in terms of sustainable development should be in balance and the integral treatment of the needs of tourists and the local population, maximize the benefits for both and minimize the negative effects of development on the local environment. In the projects sustainability of tourist sites should bear in mind the specificity of these places, considering that in them combines several different functions. Sustainable tourism does not mean the realization of fast and short, mainly economic goals, than includes other effects which are with an economic, social and environmental point of view of satisfying in longer period. (Jovičić, D., 2000) The basic principle of sustainable tourism development is that the present generation respect the right of future generations to, in the same or a greater extent, satisfy own travel needs and develop tourism, and at the same time insure own existence. Only if we develop awareness of the need for personal control and change behavior suppliers, intermediaries and users of tourist services, it is possible to provide continuous satisfaction of the basic needs of tourists and locals in tourist areas.

5. CONCLUSION

In a large number of destinations worldwide, tourism is a key mover of socio-economic development as it allows an increase in revenues, new jobs and enterprises, infrastructure development, etc. The main objective in designing the development of tourism activities in the 21st century is a shift from mass development to the concept of sustainable tourism development. It requires considerable effort entities of the tourism industry in the emissive and the receptive countries. The basic principle of sustainable tourism development is that the present generation should respect the right of future generations to the same or greater extent satisfy their tourist needs and develop tourism. Adequate solutions in terms of sustainable development should be to balance and integral treatment of the needs of tourists and the local population, maximize the benefits for both and minimize the negative effects of development on the environment. During the construction and operation of tourism infrastructure in tourist areas must be respected ecological criteria. This will minimize the negative impacts of tourism development on the environment.

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VIRTUAL BUSINESS SYSTEMS - GREAT OPPORTUNITY FOR EMPLOYMENT GRADUATES STUDENTS OF TOURISM

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Abstract: *Knowledge for employment is often controversial. The curricula are insufficiently current and provide outdated knowledge. Innovations in teaching is the chance to remove all these defects. Today, in a world increasingly forming virtual operating systems that make it possible to simulate the flow of business in real business system with varying degrees of difficulty and, so become, transparent process learning. Therefore, case studies of tourism will be show the possibilities and advantages of virtual operating system in teaching process.*

Key words: *virtual economic system, modern teaching, teaching quality*

1. INTRODUCTION

The outcomes of the study are the basis for acquiring the necessary knowledge and skills with which graduates start in their working life. Therefore, innovation curricula must set the priority of each higher education institution. This implies a strict adherence to all international and national quality standards relating to higher education.
Students, as a focus of higher education, must be motivated appropriately to fully prepare or train for future real business process. This implies that in addition to gaining practical knowledge and develop independence, self-criticism, self-confidence, initiative, creativity, ability and communication skills, and a sense of teamwork and business. Through the phase of studying each individual needs become aware of their strengths and weaknesses, or motives, values, knowledge and skills more easily and successfully applied during their employment.
In addition to all forms of education for students of tourism in Serbia, significant method of training and acquisition of knowledge and skills can serve special laboratories - virtual operating systems (hereinafter: VPS), as a scientifically based methodology designed to encourage entrepreneurial behavior and competence in a variety of business situations.

2. NEW APPROACH TO CONTEMPORARY TEACHING

Modern market economy requires linking the different areas in solving certain problems. Therefore, the education must follow contemporary trends whether it is a new technology, whether it is on the implementation of new teaching methods. The main objective is to develop in students a few types of competences: professional, social, labor and methodological. Results international testing over the past few years suggest that the knowledge that students acquire in Serbia in high schools and universities, are generally not sufficiently modern and applicable. The knowledge that students acquire during their schooling are different (Table 1).

Table 1. *Types of knowledge*

TYPES OF KNOWLEDGE		
Incomplete knowledge	Inert knowledge	Ritual knowledge
- deficiency in relation to the knowledge that is expected of a student within a given educational profile and stature. - "that" s the only thing he knows is that he knows nothing" – Sokrat.	- knowledge that a student can express while responsible for the assessment, but not that it upot so needed in situations requiring its rights application (say a good knowledge of the grammar of a foreign language, but poor use in a situation of real conversation, or when the "learned" scientific terms not connected or applied to the world around them).	- knowledge in which the biggest problem is the lack of sense. The acquired knowledge student applied, in appropriate circumstances, but nevertheless it lacks "depth" understanding. - rituality student's knowledge is best shown in situations where a common approach is not sufficient or in situations when there is a problem or an unexpected request and when the "complete solutions" can not be applied.

In order to solve these problems in the field of education is widely applied simulation model as a model of active teaching. The adoption and connect knowledge from different fields for their practical application is used to model the virtual business system (VPS) as one of the most advanced method applied under different names in educational institutions across Europe (Austria and Germany - training company (TF), Montenegro - business system for the exercise (PV), Slovenia - virtual enterprise (VP) Croatia - company to exercise (VT) ...).

It has been proven that the brain remembers 15% of what we read, 25% of what we hear, 30-40% of what we see and even 80-90% of what we do. Practical application of acquired knowledge and learning from the mistakes of the best form of knowledge acquisition. On this and this concept is based instruction in VPS.

3. WHAT IS VIRTUAL BUSINESS SYSTEMS

Virtelni business system (VPS) is a model of the business system (PS) which makes it possible to simulate the flow of business in real - PS in with varying degrees of difficulty and so become transparent for the learning process. Practical application of theoretical knowledge is the core of this training and is done through simulation of business processes in the VPS. VPS is dedicated to acquiring, testing of deepening a school of professional and personal skills. Application possibilities of this kind of training is very large and cover all levels of education because they can adjust the level of acquired knowledge and the desired learning outcomes.
The aim of the process of learning is interdisciplinary, students focused on the simulation of economic processes and flows, decision-making within the business system as a business system. Students in the virtual business system may, for example, the realism of trade with the implementation of all applicable legal regulations and the rules of trade. Simulated payment transactions in the country, and international payment transactions, business correspondence, oral business communication, accounting ... The teaching that takes place in the VPS is very dynamic and requires full engagement of both students and teachers.

3.1. The role of teachers in a virtual business system

Teachers that govern how the VPS has changed role (Table 2). The teacher is the organizer, namely the moderator of activities.
• The teacher has the role of supervisor, owner- trustee, manager-director,
• Assigns business student group,
• It demanded by modern knowledge in other subjects,
• Know and follow the current legislation,
• Simulates the environment, business partners (customers, suppliers, banks ...), state institutions (tax administration, agency business registers, the commercial court ....) and
• Coordinates the work of the group.

Table 2. *Types of knowledge*

FUNCTION TRANSFER OF KNOWLEDGE	FUNCTION OF MANAGEMENT	FUNCTION OF ORGANIZER
•Communicating • Interpretation •Transformation of knowledge	• Conduct • Counselling • Motivating • Giving opinion • Moderated discussion • Stimulating interaction	•Focusing problems •The choice of organizational forms, methods and means • Planning time

3.2. The role of students in the virtual business system

The VP students are workers, who with the manager of the business system, trying that the company operates and achieves the expected results. They are brought into such a situation in which they have to recognize the problems, to think of strategies to address them, to collect and select information yourself to come to a conclusion. This type of work positively affects the motivation of students and encourage their entrepreneurial spirit. In this way, expand the knowledge and develops logical thinking, reasoning and encourages independent decision-making and teamwork. During the work in the VP student performs a number of activities. Some of them are:

• Establishment of the business system
• Planning and scheduling of work
• Preparation of business meetings
• Promotion and product presentation of the business system
• Organization of business trips
• Oral and written communication with business partners and employees
• Marketing activities
• Business correspondence
• Accounting and treasury operations
• Completion of accounting documents
• Coordination of business activities and
• Decision-making.

3.3. Ways to organize and conduct classes

Classes are organized in the office of learning which is specially equipped for this purpose, so it has all the equipment necessary for teaching (computer, printer, scanner, copier, video-beam and projection screen, telephone connection, office supplies and stationery material). The cabinet office is, therefore, not a classroom to simulate business processes, so that, students are trained in the course of their training to perform the tasks with which they will encounter in enterprises.
Students in the VP work in different departments of the business system (personnel, purchase and sales financial - accounting) and each of them must be acquainted with the work of the service and documentation within the framework of the service used. Students in this way in addition to methodological competencies work in various workplaces acquire social (team work) and personal competence (onlycompetences).
Evaluation of knowledge is done through work samples. The basic meaning of work samples is practical work in simulated situations in the workplace. This mean that the student must independently to perform a specific, related to the job characteristic, complex task. It also aims to develop critical thinking. Critical thinking can and should be used in

all possible situations that involve information processing, problem solving, decision making, learning. It enables us to distance ourselves from our own beliefs and prejudices and come to a well-designed and logical conclusions based on rational arguments. Another important feature of critical thinking is that it is based on an evaluation, the evaluation for logical and contextual criteria. Critical thinking is based on:

- Recognizing and understanding relations (essentially-irrelevant, general-in particular, cause-and-effect, the goal-agent, part-whole ...)
- Making judgments (on inductive, deductive and analogical reasoning)
- Proving and disproving (recognition and of producing arguments and counter-arguments, evaluate the relevance and power of different types of arguments)
- And differentiation of cognitive categories (such as distinguishing fact from interpretation, the thesis of the arguments, the thesis of artwork and explanations, assumptions of evidence).

4. VIRTUAL BUSINESS SYSTEMS IN ENTREPRENEURIAL EDUCATION

Entrepreneurship is a key driver of innovation, competitiveness and growth. Entrepreneurial teaching give people the opportunity to develop and apply their creativity in a variety of economic and social contexts.

A small number of individuals are born entrepreneurs, their personal characteristics allow enterprising action. A large number of people, however, does not possess the characteristics of entrepreneurs. Research suggests that education and training can significantly contribute to the building of entrepreneurial attitudes, knowledge and skills. Entrepreneurial learning has a narrower and broader context. In a narrow sense, entrepreneurial learning refers to the acquisition of knowledge about running your own business enterprise and economic literacy; in a broader sense, is focused on the development of personality traits and skills that are considered to be a prerequisite for the successful operation of the individual as an entrepreneur.

Building entrepreneurial competence takes into account both definitions of entrepreneurial learning, however, the focus of learning is different depending on the level and type of education. The table below provides the definition of entrepreneurial competencies, namely , specific attitudes, knowledge and skills that an individual should possess.

Entrepreneurial learning in education requires the development of a set of personal qualities and attitudes that will support entrepreneurial approach to work and community activities. It also, requires the development of a set of skills and knowledge that allows one who learns to create ideas and turns them into activity.

Table 3: [10] *Entrepreneurial competence*

Definition	Entrepreneurial competence is the ability to turn ideas into concrete actions. It includes creativity, innovation and initiative, taking responsibility for your own actions, a willingness to take risks, setting goals, planning skills and management activities directed towards a specific goal, motivation for success, proactively responding to the opportunities presented to him.
Knowledge	Knowledge of available opportunities in order to identify those that are appropriate for personal, professional and /or business activities of certain persons.
Skills	• The ability for cooperative and flexible working as part of a team; • Ability to identify personal strengths and weaknesses; • Ability to act proactively and respond positively to changes; • Ability to assess and take risks, when and where it is justified.
Attitudes	The ability for cooperative and flexible working as part of a team; • Ability to identify personal strengths and weaknesses; • Ability to act proactively and respond positively to changes; • Ability to assess and take risks, when and where it is justified.

Educational institutions need to equip students with knowledge necessary for substantiated future career choice. This knowledge should include information how small and large business systems work and how to establish a new business systems. They should encourage learners to look for the reasons that explain why some business systems fail and some not fail. This should include practical activity which will enable students to develop their own ideas and turn them into activity in an environment that provides them the opportunity to reflect on their actions and learn from them. All this is possible if the teaching methods to the demands are placed through the simulation of business processes in VP enable students to independently create and monitor the work of the companies.
This process usually begins with the creation of ideas and then make decisions about which ideas will be realized and how an effective way to manage resources that are available. Some project requires dealing with significant challenges, it is necessary driving energy and determination to achieve success. Also, it is significant that affects others, key individuals and groups to gain their support. Finally, it should monitor the progress of the project during its lifetime and eventually consider their own contribution.
Skills and attitudes that are necessary for conducting a successful entrepreneurial project in a school or university environment are the same as those that are essential to run a successful entrepreneurial project in a small or large business system.

[10] Key competences for lifelong learning, the European Training Foundation (ETF), Torino 2006

Classes in VP contributes to the development entrepreneurial spirit. Personal qualities, attitudes and skills of the individual which are listed can develop in any part of the educational program. Entrepreneurial projects give students the opportunity to practice all these skills within the thoughtful practical activities within the VP which operates in the market virtual accomplishing business contacts with simulated business partners.

5. ENTREPRENEURIAL LEARNING IN EUROPE

It can be said that entrepreneurial learning in the context of its broader definition and competency building (strengthening preparedness activity, dynamic reality, seeking and accepting better to changes etc.), new in education systems in most European countries. In contrast, the so-called business education is widely represented for many years. In recent years, pays particular attention to developing models for the inclusion of entrepreneurial learning (in the broad context) as horizontal element at all levels of education. In this sense, has emerged a large number of studies, analyzes and recommendations on possible ways to adapt the education system to the needs of building entrepreneurial skills. The European Union, through various forms of assistance and support, strongly encouraging activities in this direction. There was a strong link between achieving the goals of the Lisbon agenda, on the one hand, and entrepreneurial learning on the other. Entrepreneurial learning can contribute to faster and more efficient achievement of goals, primarily in the areas of employment and social involment. All European countries conducted intensive activities in promoting entrepreneurial learning.
Norway is not an EU member yet, but in the process of strategic planning and implementation of policies, working intensively with the countries of the European Union. Their representatives were involved and provide a strong contribution to the development of policies and recommendations for improving this form of learning. In October 2006, the Government of Norway in cooperation with the European Commission organized a conference on "Entrepreneurship Education in Europe: Fostering entrepreneurial mindsets through education and learning". The conference was attended by representatives of all countries of the European Union. As a result of this conference was created "Oslo Agenda", a package of proposals for the development of entrepreneurial learning, from which stakeholders can choose action at the appropriate level and adapt them to the local situation. The Norwegian government is a good example of continuous adjustment of state policy to modern trends in entrepreneurial learning in Europe - current strategy for entrepreneurship education in 2004-2008. During 2007, revised in accordance with the needs of the development of entrepreneurial competence at all levels of education.
Britain is a country with a highly developed system of entrepreneurial learning. Implementation methods in teaching are very close to the concept of inclusion of entrepreneurship as a horizontal element in all subjects. Government allocates significant resources to support educational institutions and institutions - schools receive funds for compensation of material costs to implement the teaching of entrepreneurial activity is conducted permanent training and teacher training and development of teaching materials.

Universities are directly involved and provide support to educational institutions through the development of a manual for teachers, publications and textbooks for students (University of Darhamu, University of Strathclyde in Scotland). The UK has a long tradition in the implementation of entrepreneurial learning. In this sense, it is not realistic to expect that other countries can overnight to reach the same level, but can be an example to strive for the medium and long term.
Ireland can serve as an example of a country that is well used the professional, technical and material assistance and support from the European Union in the implementation of activities on the improvement of entrepreneurial learning. This applies not only to the field of entrepreneurship learning but also in other areas.
The new EU member states (Hungary, Slovenia, Poland and others) and the acceding countries have access to different forms of assistance - implementation of projects in the field of entrepreneurship learning through the exchange of best practices, training and training of teachers, linking educational institutions, development of teaching materials, etc.
The current reform of higher education, primarily aims to increase the efficiency of the studies and harmonize the system with the European tendencies in higher education. As shortage adequate practical training is evident in all spheres of education higher education introduction VP in regular training students in many ways to contribute to these targets are achieved.

6.VIRTUEL OPERATING SYSTEMS AND HIGHER EDUCATION

Students, majority, of faculty at universities do not have sufficient opportunities to learn more about the functioning of the business system relevant to their field of study. It should explore opportunities for self-employment, as well as details related to the establishment of small business systems. Students should be able to learn how to make a business plan and to explore the basic principles of marketing, finance, business systems, ethics, business systems and customer relationships. Higher education institutions (HEIs) should maintain a close relationship with the local PS and employers' associations. It should provide students with contacts managers PS and with successful boastful in all fields, but also with start-ups in order to exchange experiences, analysis of the obtained information the students have gained a true picture of the most important aspects of a successful PS.
Higher education should play a significant role in the field of research and development. It should be approached in a systematic and planned manner and students should be encouraged to recognize in the field of their possible future occupation, either in the country or abroad. To students connect their theoretical knowledge to practice and understand the ways of functioning of the real market must receive adequate training that allows them to. Otherwise it will be burdened with a bunch of unnecessary knowledge that they can not use.
Training students in VPS as a method of teaching you to familiarize students with: 1. the process of establishing the IA and 2. The development of the business system.
The training focused on developing the skills and attitudes that are necessary to start a business to be successful, as well as, information on legal, financial and marketing issues

that need to know. It is not just a short course in business planning, but learning about all the problems in the early stages of development of the business system. All the elements of a program for establishing the business system needs to be committed to inclusion of everything that makes the business successful and what makes the business fails.

7. ROLE OF VPS IN LIFELONG LEARNING

According to the International Labour Organisation average person older than 35 participating in adult education programs in EU countries amounted to seven percent, whereas in the Republic of Serbia is far less. Entrepreneurial learning in non-formal education is not sufficiently developed in and limited mainly to the persons registered with the National Employment Service. In addition to the National Service, which in terms of volume of funds intended for these purposes, far ahead, contributing to the development of entrepreneurial learning in informal education and provide: Chamber of Commerce, the Directorate for Development of Small and Medium Enterprises, Development Fund, nongovernmental organizations, international donors and employers.

Their involvement in this area is significant and thereby allocate large financial resources that are normally not cost-effective, because most small firm may close after the first year of operation. Higher education institutions have the necessary potential to be involved in this area of education and thus provide additional sources of funds to finance their work. They have the necessary personnel, are technically equipped enough, so they could make a significant contribution in this area. On thus reduce the structural mismatch between supply and demand on the labor market. Trainings are performed by programs based on standards professions, which would provide high quality and trained staff. In order to promote continuing education and training for adults possible to organize a series of seminars and workshops in the areas of finance, management, marketing, business communication, sales, project management, human resource management and others. All with the aim of increasing productivity, depreciation increases, the adaptability of people to change and achieve the involvement of a larger number of people in economic and social life.

7.CONCLUSION

Virtual operating systems, the modern way of learning, represent a relatively new and very effective method of learning. They are based on a scientific methodology that has the task to encourage an entrepreneurial way of thinking. Competencies in this way they acquire adequate education study program. Virtual business systems strongly encourage interactive learning and the acquisition of practical skills needed for doing business in the real market conditions. The ultimate goal of this method is that the student is motivated and appropriately totally professional and psychological preparation for the real business

processes. In this way, in academics develops a set of personal qualities and attitudes that will turn them into successful entrepreneurs.
The introduction of this type of training, both at high school and university students, as well as, lifelong learning program greatly contributed to the modernization of teaching and bring it closer to European standards. It will also study tourism in Serbia to provide a new higher quality.
Educational institutions should create an environment that encourages students to ask questions and searching for new approaches. They should be encouraged to creativity, self-awareness and wit. These are qualities and attitudes that will serve them well in the future world of work and allow them to themselves begin own business.

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TOURISM ADVERTISING

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Abstract: *The objective of the paper is to enable understanding of the importance of advertising in tourism. The core of advertising is creating effective advertisements and advertising campaigns. There are many factors that influence the success of the tourism advertising. The decision to conduct an advertising campaign necessitates a number of secondary decisions. Essentially, the aims of the advertising will follow the AIDA principle (attention, interest, desire and action). The purpose of the paper is to indicate the need for further research in the field of tourism advertising and for its further improvement.*

Keywords: *tourism advertising, promotion, AIDA principle, advertising campaign, advertisement*

1. INTRODUCTION

Advertising is one of the more controversial subjects within the marketing curriculum, attracting a good deal of criticism on ethical grounds. Claims are made that advertising is loaded with hyperbole, that it often distorts the truth and persuades consumers to buy things they do not need, that it is wasteful of resources, that it leads to the creation of a materialistic society, and that it generates false aspirations, by encouraging people to believe that the purchase of certain goods and services will raise their standing in society. While some of these criticisms are no doubt well founded, and the travel industry is certainly not guilt-free in helping to create illusions about its products (witness the frequent hyperbolic 'selling of dreams', in television and other media advertising exotic destinations), we must not lose sight of the underlying aim of advertising. It exists to make consumers aware of products, to inform them about the products and to demonstrate how these products can satisfy their need and wants.

The decision to conduct an advertising campaign, whether this involves no more than a single insert in a local newspaper or an extended series of national television advertisements, necessitates a number of secondary decisions. A company must first establish what are to be the objectives of the campaign, followed by how much it will cost, and what strategy is to be employed to achieve the objectives. This is also usually accompanied by an evaluation of the campaign to determine whether the objectives have been reached.

In the paper, we will be considering the three main uses of advertising, namely advertising by the principal addressed to the consumer, advertising by intermediaries addressed to the consumer, and advertising by the principal directed at intermediaries in the chain of distribution. In addition to the introduction, conclusion and list of literature consulted, the paper consists of four parts considering advertising objectives, advertising strategy, advertising agencies and finally, evaluating the impact of advertising (Holloway, C.J., 2004).

2. ADVERTISING OBJECTIVES

The first decision involves something of a chicken and egg situation. Does one decide what is to be achieved and then how much to spend to achieve this, or is the promotions budget the first constraint, with objectives based on what is realistically achievable within the confines of a given budget? Marketing theorists would argue that the objectives come first, since the revenue achieved by the advertising campaign should produce profits that will enable any overspend or 'borrowing outside the promotions budget' to be redeemed in full. Realistically, however, most firms will have to work within the confines of an agreed promotions budget determined at an earlier date, and advertising will have to fight for a share of the budget with other elements of the promotions mix, whose objectives may be focused elsewhere.
It must first be determined who is to be the 'target market for the advertisements' – the trade or the consumer? If the consumer, which potential customers are to be attracted? How is the product to be positioned in order to attract them? Is the intention merely to disseminate information about the company and its products, or to produce a sale?
Should consumers to be the target, the advertiser must still determine whom it is intended to reach. The purchase of a product such as travel may be the outcome of decisions taken by a number of different individuals (employer, travel managers, family, etc.). All of these influencers have to be targeted by the advertiser if the product is to be successfully sold. The tactical aims in advertising tourism products will be no different from those of any other product, in line with the objectives of informing, persuading and reminding. Essentially, the aims will follow the AIDA principle of:

- attracting *Attention*
- creating *Interest*
- fostering *Desire*
- inspiring *Action*

Advertising can, and often does, follow this pattern step by step in the different stages of the campaign, although campaigns will require a compression of the time frame so that information and action are closely embodied within the same communication (Trout, J., 1972). The launch of a new product is often marked by frequently bizarre, attention-getting advertisements which may have little overtly to do with the product itself. Having titillated the public and made them *aware* of the product through such advertisements, the next series of ads will be directed to gaining their *interest*, perhaps with an invitation to receive a package of information specially designed to convert curiosity into readiness to consider a purchase. *Desire* can then be fostered using a combination of other communications tools. *Action* may be promoted by a call centre following up on the enquiry, and suggesting how easy the purchase could be.
Tourism principals' approaches can vary markedly in their advertising aims. Well-established destinations, transport companies and tour operators will often focus on brand awareness and the qualities with which the band is associated. Other will use the less expensive

medium of press advertising to achieve all four of the AIDA aims, with the action element translated into sending for a brochure. Tactical advertisements will push late availability, often coupled with special price offers which, whether placed by operator or travel agent, will make a strong case to book holiday then and there. Telephone hotlines, Internet websites, credit card facilities and 7-day 24-our service are major features of such advertisements.
Inevitably cost will be a major consideration in drawing up plans for an advertising campaign. National advertising is expensive, and will be affordable only by the largest companies if a television campaign is envisaged. Margins are tight in all sectors of the travel industry, never more so than since the September 11th 2001 debacle and the long period of economic recession which followed. Yet the paradox is that without increasing spend on promotion, recovery is even more difficult to achieve.
Advertising spend is notably lower in the tourism industry. This low spend has been a subject of frequent criticism, and advertising budgets tend to be limited to competitive advertising rather than generic advertising; very little is spent in encouraging people to travel per se, as opposed to travelling to a particular destination in a particular airline and with a particular company. In a post-crisis world market, arguably much more needs to be done to sell the idea of international travel, and to encourage people to fly again, when travellers appear to have lost their nerves. In an industry where price-cutting has become the dominant theme for all selling, and where competition for popular holidays is already so intense, it makes sense to invest in advertising as one means of adding value to the product.

3. STRATEGY IN ADVERTISING

Once a decision has been taken on the budget to be established, the next step in drawing up the advertising campaign is to determine the component elements of the campaign – the message, the medium or media which will carry it (press, radio or television?), each specific form of medium (i.e. if press, local newspaper, national newspaper, magazine?) and such detail as the frequency of the advertisements and their timing.

3.1. Devising the message

Designing an effective message is a crucial stage of advertising planning, and in an expensive campaign is a function best left to a creative team of advertising professionals. The *creative concept* describes the topic of the message and the format, or style, in which it will be conveyed. Messages can be conveyed in text or graphic form, according to the medium used, but the aim of any message is that it should be simultaneously meaningful, believable and distinctive.
The message's meaning will be dependent upon the company's objectives, so it is important that what the consumer learns and understands from the advertisement is consistent with the company's communication aims. These aims can be based on rational or emotional messages, frequently supported by repetition and reminders through the use of slogans. The *I love NY* slogan adopted by New York (with the replacement of the *Love* by a graphic heart) has become a classic example of an effective campaign, imparting a

simple message in a short, catchy phrase that is instantly recognised, easily remembered and subsequently often copied by competitive destinations – the sincerest form of flattery.
The effectiveness of any advertisement will also be enhanced if the message is believable. Believability can be achieved in a number of different ways. Endorsement of a product by a star of the popular music, or sports world, or the cinema and television screens, boosts believability and sales. The likeability of the star is a further factor enhancing credibility.
Distinctiveness is no less important. Examine any of the countless pages of advertisements for destinations in the travel pages of the national press, and few stand out from the crowd. One series of press advertisements that has proved effective in recent years is that run by the Spanish tourism authorities, simply for their being refreshingly different. While some critics complained that they were hard to understand, this reinforced the impression that they were being read and remembered (Ruddy, J., 2008).
Due to the sheer weight of television advertising, it has become increasingly difficult to hold the viewers' attention, and with such short allocations of time – typically between 7 and 30 seconds – humour is often used to enhance the likeability factor. The competitive nature of the travel business makes it essential that any advertising campaign is closely tied to the strategic objectives of the business, and these ideas should be inherent within the messages transmitted.

3.2. Media planning

Traditional channels for communicating messages include the press (newspapers, magazines, journals), radio, television, cinema, outdoor and direct mail. Promotional literature including the all-important travel brochures and guides can also be defined as a form of advertising. The newest techniques, so-called e-advertising, are linked to the growth of ICT, especially the use of websites. To all these must be added the countless forms of imaginative advertising open to use by the travel industry, including advertisements carried on the exteriors of public service vehicles like buses and taxis, interiors of underground trains and train stations, directories, litter bins, bus stops, parking tickets and tickets to visitor attractions, travel agencies windows, etc. In short, the range of media vehicles to carry the travel message is almost unlimited, and larger campaigns are best left in the hands of a professional media planner.
The decision on which particular medium to use for a campaign will be based on a number of criteria, of which financial constraint is only one. Other considerations will include:

- Who is the target market?
- How broadly based is the market?
- How important is colour, sound or movement in getting the message across?
- How quickly must the ad appear?

Assessment of the form of medium to use will also take into account the reach of the medium, the frequency with which the medium can be used to repeat messages, and the impact of each form. Reach refers to the proportion of people targeted who will have access to the advertisement and are likely to see or hear it at least once, while frequency is an indicator of how many times on average each person in the target market will see the ad.

3.3. Publications, TV and radio

The generic title of 'publication' covers a vast range of different printed material, and the selection of the best vehicles within this category in which to advertise is one requiring substantial research – again, a decision wisely left to the media planner, where an advertising agent is employed. The choice will include daily and weekly newspapers (broadsheet or tabloid). There are also local papers and free newspapers with a local circulation, all of which will be useful vehicles for the local travel agent, or airlines operating out of a regional airport. Newspapers offer great flexibility coupled with low overall cost, but advertising quality is inferior to many other vehicles and the 'shelf-life' of a newspaper advertisement is short. Quality newspapers are associated in readers' minds with prestige and believability, and this carries over into the advertising, enhancing the value of upmarket products. Magazines offer colour as well as a higher quality of reproduction, and due to the huge range of different magazines appealing to every variety of reader, markets can be accurately targeted. Journals also carry advertising, and some lend themselves to this form of communication (Pearce, P., 2005).
Because television reaches such a wide national market and appeals to all the senses – sight, sound, motion and colour – it is considered the medium with the highest impact. Because of the large numbers of viewers watching any programme, the cost per exposure is small, but this disguises the fact that the absolute cost is high, and television commercials are also expensive to make. Because programmes are less selective in their audiences, it is harder to target specific types of audience. Also TV ads are easily missed or ignored, with audiences simply 'turning off' when they appear, and with the growth of video recording, commercial breaks can be skimmed through – even jumped through employing modern technology.
By contrast, commercial radio in many countries offers more local coverage, and requires much less investment in production costs. Imagination is the key to its effectiveness, as listeners are not limited to what they see on a screen. It is a particularly effective medium for tactical messages, as production is rapid. Whereas television is generally limited to large businesses, radio can be used even by small independent travel agencies or visitor attractions (Middleton, V.T.C, 2009).

3.4. Outdoor advertising and e-advertising

Outdoor advertising embraces the use of a variety of unusual techniques which include advertisements appearing on the side of parking meters, litter bins or bus shelters – but, of course, most commonly it takes the shape of poster and hoarding advertisements. Some of these vehicles are ideally suited to travel advertising. One example of appropriate advertising is to be found within Eurotunnel's between England and France. For some half an hour, drivers trapped in the shuttle carriages travelling through the tunnel have little else to focus on, and welcome the destination ads which appear on the sides of the vehicle, illustrating what can be seen within a short drive of either the English or French coasts. Posters advertisements are flexible and can be mounted at relatively little cost. They benefit from high repeat exposure as many travellers pass the same sites every day en route

between work and home. On the other hand, audiences cannot be selected, and there are limitations to the creativity of a poster ad. Posters need to be replaced frequently. Perhaps the most popular employment of posters in the travel field is in travel agency windows, designed to promote immediate action for late availability holidays (Lennon, J., 2001).
To all these familiar forms of advertising must now be added the growing number of e-advertising channels, notably the Internet search engines and websites which permit the insertion of banner ads to catch the attention of consumers logging on to sites, and pop-up pages which appear as searches are carried out. The cost-effectiveness of these new techniques is still being gauged, as some take time to download, and consumers can become impatient and irritated by any increases in spam that occur with the growth of websites. On the Internet, banner ads are increasingly giving way to advertising techniques that are designed to move consumers on to the next stage in the buying process, and competitions are frequently tied into this form of promotion to offer rewards. The market for e-advertising is still quite small, and skewed in favour of certain segments of the population, although the Internet does deliver selectivity at low cost. The impact, however, is thought to be quite low, and as the audience controls the presentation, wastage is likely to be high. However, the real promise with this form of advertising is in the scope it offers for growth and for interactive marketing.
With an unlimited budget, any company might be happy to advertise throughout the year. Inevitably, this will be impractical for all but the largest companies, and judgement has to be exercised about the timing of major campaigns. As with any product, advertisements must be timed to ensure they run in advance of the travel arrangements, but not in advance of their bookability.

4. ADVERTISING AGENCIES

Just as the public are encouraged to use the services of a travel agent and are frequently charged nothing extra for their services, advertisers have the option of using an advertising agent to create, design, prepare and place their campaigns. There are many benefits of so doing, not least the fact that the advertising agency will offer professional expertise and access to statistical information from market research that is not readily or economically available to the advertising company. When choosing an agency it is important to have a clear view of the nature of the service that will be required. The strengths and resources of a prospective agency can vary tremendously in the skills and experience of their personnel, and hence in the service that they can offer. Advertising agent will become the principal in the transaction and be expected to pay the media owner even if the eventual client defaults or becomes unable to pay. Agencies are paid on the basis of a mixture of fee and commission. The principle applies just as much to small as to large advertisers.
The worst possible foundation for a client-agency relationship is the client’s belief that since the agency is being paid for through media commission, the client has no financial responsibility and is entitled to free and virtually unlimited services. In reality, truly productive business relationships are complex two-way processes. Agencies need the income provided by any particular client’s work, and this makes it difficult for them to dictate the course of the relationship alone. Who can blame an agency for not proffering unpalatable advice to a

difficult client who does not want to hear it? And yet it is the client who loses out ultimately, and who has everything to gain from the most effective relationship possible. It is important for clients to establish at the outset exactly what they seek from the use of an agency. The motivation will normally be one of the following, or some combination of them:

- The agency has the resources available to produce the promotional campaign and the client does not have such resources in-house.
- The agency has special skills that the client does not possess, e.g. creative and design talents.
- The agency has specialist knowledge and experience, e.g. media knowledge, an understanding of international advertising, or business and marketing expertise drawn from within the client's own market sector.
- The agency has, by definition, a more objective view than the client, who is too close to the product. In addition, the agency has a breadth of vision drawn from working with different clients across many different industries.

Once a relationship is entered into, the onus is on both parties to create the correct environment for effective working. There are several vital ingredients: mutual and honest information exchange, clear lines of communication, mutual respect, specific and reasonable objectives need to be assigned to every promotion, the service required determines the choice of agency, budget and timescales available and basis of the agency remuneration.

5. EVALUATING THE IMPACT OF ADVERTISING

No business would advertise if it was believed that sales could be achieved without this added expense. However, there is sufficient evidence to demonstrate that there is a relationship between promotional spend and sales, although the exact correlation is often difficult to establish, given the sheer number of factors accounting for variations in sales. This is not to say that the effects of advertising should not be measured, and there are many simple tools at the disposal of advertisers and their agents to ensure that the most appropriate media and vehicles have been selected, that their cost is justified and their value measurable (Goodson, L., 2010).

Monitoring advertising entails checking the effectiveness of advertisements both before and after the campaign. Remembering our AIDA model, we will understand that at any point in time the consumers making up our target markets will be at different stages in the model. Once the campaign has been devised, pre-testing can be undertaken. This could involve copy testing – designing an advertisement which is then tested on a group of typical holiday purchasers to see whether they recall the advertisement and its contents, how much they have understood of the message it conveyed, and whether their attitude to the product advertised had changed as a result of seeing the advertisement. Monitoring an advertisement is also possible, by mounting different campaigns in different regions of the country. In this way, the effectiveness of each can be judged, and one region may be treated as a control group and omitted from the campaign, to see how awareness (or sales) varies in that region compared to others where the campaign is running.

In practice, measuring the effects of advertisements, in terms of awareness of expressed preference for the product, is easier than determining how sales are affected by advertisements. Every day the public is exposed to many hundreds of advertisements, and advertisers face a major challenge in overcoming forgetfulness. Impact of a good ad is important, but so is constant repetition and a lot of advertising is simply aimed at reminding the consumer of the company's existence. Regular tests of the public's recognition of advertisements and products will monitor general awareness and attitudes towards a company and its products. Post-testing is as important as pre-testing. The advertiser will want to judge whether the spend on the campaign has been justified, and the usual tests of recall, awareness, attitudes and intention to buy will be made, as well as actual sales achieved during the campaign, to measure value for money.

6. CONCLUSION

Tourism advertising is just one element in tourism promotional mix, but an extremely important one in getting a message across to the consumer. It exists to make consumer aware of products, to inform them about the products and to demonstrate how these products can satisfy their needs and wants. Thereafter it provides a periodic reminder of this relationship between product and need. The commercial world would find it difficult to communicate these aims without the aid of advertising, and some would argue that the world would indeed be a duller place without the colour and imagination which advertisements impart in our daily lives. Where more extreme distortions of the truth are concerned, there are legal and quasi-legal constraints in force to inhibit inappropriate promotion.
Objectives in advertising tourism products will be no different from those of any other product. These are informing, persuading and reminding. Designing an effective message is a crucial stage of advertising planning, and in an expensive campaign is a function best left to a creative team of advertising professionals. There are many vehicles of carrying out the advertising campaign. Upon completion of the campaign, it is very important to evaluate its results and to observe its good and bad sides. This is necessary in order to improve future campaigns, and achieve ultimate aim of meeting tourism customers' needs.

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TOURIST POTENTIAL AND SECURITY LANDSCAPE OF ZVORNIK-BIJELJINA REGION AS A TOURIST DESTINATION

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Abstract: *In modern terms, tourism do not represent only highly designed industry primarily driven by requirements of tourism demand, but also very „sensitive” economic activity, which is exposed to numerous hazards and risks. Tourist infrastructure is particularly „vulnerable” on various external shocks, disasters and other crisis events that carry a safety sign or signature. It follows that the safety of tourist destination, tourists and their property is one of the five key factors that preferably influence on the choice of places of tourist stay.*
From the perspective of the current proliferation of different local, regional and national strategic approaches to the development of tourism, particularly its special shapes, the paper researches and analytically elaborates on the tourism potential of Zvornik-Bijeljina region, with a focus on the key tourist attractions or fascinations in the territory of the region.
Within the consideration of extremely jagged and wealthy resource- attractive foundation of the receptive region, which has not yet been fully valorised, the special attention is paid to the phenomenon of security since the consequences of the war are still present in this area. Considering that security remains the biggest challenge in the area of BiH, the paper attempts to elaborate this phenomenon through the prism of contemporary security threats and risks, which are reflected on tourism trends and opportunities for development of the tourism sector in the area of the region.

Keywords: *Tourism, Tourist destination, Infrastructure, Vulnerability, Security threats and Risks.*

1. INTRODUCTION

When selecting the location and content of tourist stay, with the largest numbers of tourists in the focus of interest, as a rule, are specific tourism regions, urban or rural centers, i.e. tourist destinations. Therefore, the core product in tourism is destination experience which by a combination of natural values and cultural heritage should attract more tourists with its recognisability and attractiveness. Destination is, in fact, a frame of reference in which tourist product is created, shaped and promoted, but as well the area which can be effectively managed from the aspect of tourism managemant. In accordance with this starting point tourist destination is increasingly accepted in practice as a basic institutional framework in designing concept of successful tourism development.

This study was primarily motivated by the knowledge that there is no unique database of available natural resources and cultural heritage at the regional level and that there is no systematic approach to the study of regional tourist offer, and finally, due to the fact that existing statistical data in the publications of entity level or competent municipal authorities and departments are incomplete, inaccurate and outdated and as such they cannot serve as a starting framework for tourism management at the regional level as a tourist destination.

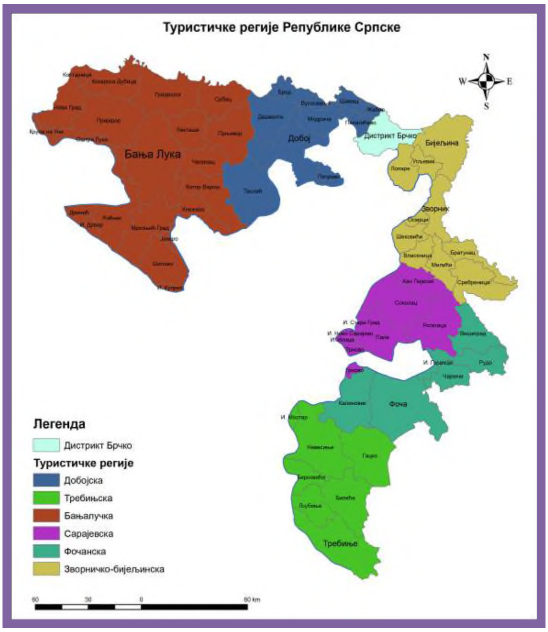
A more complete insight, or a systemic approach to finding the answer to the question which threats and to what extent and intensity and with what effects and consequences threaten the tourism sector in the area of Zvornik and Bijeljina region, i.e. what the vulnerability, exposure and resilience of tourism infrastructure is to individual hazards, threats and risks, implies the need to adopt special security strategy of tourism, following the example of other countries. Among other things, this involves drafting and adoption of a specific risk assessment of the tourism industry from all current and potential threats and risks, which would give, by well-developed methodology and recipes, initial indicators, directions and orientations for the far more serious and broader access to and involvement of all relevant parties in both public and private sector and tourism organizations in profiling strategic and development directions that must consider all aspects and dimensions of security.

2. TOURIST REGIONALISATION OF AREA OF THE REPUBLIC OF SRPSKA

Numerous examples of developed tourist countries, primarily their practical experience and system solutions have shown that in institutional terms the organization of tourism at the regional level gives far better results and have greater economic effects and impact on other industries. Today it is one of the most dominant models of tourism organization. Taking into account current trends in the field of tourism on one hand, and having in mind the realistic possibilities of the tourism industry on the other hand, the Tourism Strategy of the Republic of Srpska (hereinafter: RS) defines, for the first time, six tourist regions: Banja Luka, Doboj, Zvornik and Bijeljina, Sarajevo, Foča and Trebinje, modeled on the developed tourist countries in the region.

Aggravating circumstance of dividing area into tourist regions represents the territory of RS due to atypical physical and geographic characteristics, arc-shaped, disproportionately long and irregular borders and complex geomorphologic formations deployed on a relatively small area. Tourist regions were selected on the functional principle and have specific characteristics in terms of cultural and historical values and level of development. Apart from that one of the guiding principle and criteria that was used for the dividing of regions is the perception of tourists who experience the region as a homogenous whole in the terms of its uniqueness, particularly its visual and physiognomic characteristics.

In determining the tourist regions the schedule of the main traffic corridors, the so-called tourist entrance gate has been taken into account, so that every region has one or two entrences from Serbia or Croatian or the Federation.



Picture 1. *Tourist regions RS*

Picture 2. *Municipalities of Zvornik and Bijeljina region*

In this way we can differentiate the importance of tourist regions compared to the four levels of tourism demand-to the local, regional, national and international. The just outlined approach has been applied to extract and delimitation of tourist zones and areas, that is primary tourist destinations, both in the old and in the new Spatial Plan of RS.

3. NATURAL RESOURSES OF ZVORNIK AND BIJELJINA REGION

The natural resources as a whole and primarily the specific characteristics of space and environment that positively affect tourism include the following: relief, climate, hydrographic objects, biogeographic resources and landscapes. The level of attractiveness of the overall tourist offer and destinations depends on the number of attractions and the level of attractiveness of the area.

3.1. Geomorphological features of relief

Among the natural resources in the area of this region geomorphological resources that have accentuated the tourist value are especially prominent. Primarily in this category there are all those natural objects, phenomena and processes created by the work of internal and external forces of nature.

These resources have one or more tourist attractions and are conditional on certain types of tourism. Relief is the main characteristic of the natural environment and its existence acts directly and indirectly on the climate, water and wildlife [Ćirković, 2003]. From numerous geomorphological tourist resources that characterize this region, the following particulary stand out: mountains, gorges, canyons, caves and surface indentations.
Some surface forms are particularly interesting, as the remains of the former underground facility (outgrows). In geomorphological terms the relief of Zvornik and Bijeljina region is very diverse and is represented by numerous surface and underground forms.
The external force have influenced on the present configuration of the terrain throughout the historical and geological development, forming the relief in which geological structure rocks from different periods are represented: ultra basic rocks, diabase-hornstone formations, cretaceous plastics and neogene sediments [Srkalović, 2010].
Landforms with its height and configuration, slope exposure, and under the influence of various characteristics of the base constitute a natural basis of the observed area with diverse and dispersed wealth of geomorphological forms, which may be of importance for the formation of the tourist offer. In the hypsometric terms four characteristic levels can be distinguished:

- The plain covers the territory of Semberija, from the area of Bijeljina to Ugljevik and a part of the lower Drina valley, from Bijeljina to Zvornik (altitude of 100-200 m)
- Low hills terrain (altitude of 200-500 m, the area of municipalities Lopare, Ugljevik, Osmaci and Zvornik)
- High hills terrain (altitude of 500-1,000 m consisting of the area, Milić, Vlasenica, Bratunac and Srebrenica)
- Mountain landscape (over 1,000 m, the area of Šekovici and the mountains Javor – 1,470 m, Sušice 1,514 m Udrič, Ludmer, etc.).

On the mountain side of the region, north of the river Spreča there are two types of relief: a fluvial and a karst type, which is particularly characteristical of Majevica Mountain. In the morphological and structural- tectonic sense this type of relief is a horst between Sprečko fields and Posavina in the north side . The most frequent surface forms of relief are cracks, sinkholes, bays, valleys and river gorges. In the plains, that are lowland part of the region, fluvial landforms created by the work of river flows are dominant.
Geological characteristics of the area include a number of tourist attractions related to geological structure and vision of the region, especially its mountainous part. This include relief , especially in the canyon of the Drina river, valleys of Sapna and Drinjača rivers and single geological structures such as caves, pits, karst valleys, rocks beside the river beds, waterfalls, lookouts, river deposits, mines, etc.

3.2. Climate

The area of Zvornik and Bijeljina region with its closer environment is located in the zone of moderate continental or central European climate, making the transition between the steppe-continental climate of the Pannonian plain and the climate of mountainous area.

This climate area is limited to the north by the Sava river, to the east by the Drina river, to the west and the south by high mountains such as Devetak, Romanija, Bjelašnica, etc.
In terms of climate, the observed area is extremely interesting field because it represents a transition area where Mediterranean and continental influences collide and interwine, thus, here more climate types can be found on a relatively small area, among which there are numerous and pronounced contrasts.
The Pannonian climate prevails in the lowland part without expressing extreme phenomena, with an average annual temperature of 11.3 °C , with very hot summers and mild winters. With increasing altitude, in the southwest and south of the region, the climate goes into pre-mountainous type of climate, which includes areas of 350-750 masl, where the average annual temperature is slightly lower, and summers are moderately warm and winters are cold with snow cover, which lasts two to four months on average.
On the higher areas mountain climate is dominated by. This type of climate that includes mountain ranges and terrain whose height exceeds 1,000 m, is characterized by cool summers and cold, long winters with abundant snowfall. The temperature inversions that appear on narrow sites disrupt the normal distribution of vegetation.
The existence of abundant snow layer that due to the harsh climate stays on the shady slopes of mountain ranges Javor, Sušice, Majevica and Birač, for more than four months, represents a great natural potential for the development of winter sports and winter tourism, and health and Spa tourism.
The average amount of rainfall is 850 mm/m for the lowlands, to 1,000-1,250 for the mountainous region. The schedule of hydrometric elements of the air in the course of the year is quite favorable for vegetative growth of plants, both in spring and in autumn.

3.3. Hydrographic characteristics

Hydrographic tourist attractions of the area under consideration are presented with numerous waterways: rivers, streams, springs, then artificial lakes and thermo-mineral springs. These hydrographic resources, as well as their characteristics are among the complementary tourist values and provide basic physiognomy of the landscape of the region. Streams have the dominant role in the hydrographic terms in the exploration area. The whole area of the region is practically networked by numerous rivers and streams that generally all but a few flow into the Drina. The main hydrographic structure of this area is the Drina River and its numerous left tributaries.
The entire area of the northwest region, Vlasenica, Milići, Šekovici is rich with waters that appear in the form of springs and streams and grow in shorter river flows, with the direction of providing to the east and belong to the Drina basin. From major tributary of particular importance for tourism development are the following streams: the Drinjača, the Tišća, the Studeni Jadar, the Zeleni Jadar, the Rajička and the Cerska river, which are the backbone of the hydrographic network of this part of the region, rich in attractive waterfalls, smaller waterfalls and abysses. Also, springs the Jezero, the Taban-Han, the Dragaševac and the Grabovica are suitable waters for sport fishing, and also are significant

as natural hatchery of brown trout. Hydrographic network in the municipalities of Zvornik and Osmaci has also developed, since this area is rich in resources of numerous springs, big and small watercourses. In addition to the watercourses, this area is hydrographically rich in groundwaters. The greatest accumulations of ground waters are located in the alluvial deposits in the valley of Posavina, Semberija and the Drina. Within the sandy-gravel sediments that lay between rivers the Sava and the Drina at the depth of several tens of meters water issueds are packed with impressive exploitation possibilities.

3.4. Biogeographical resourses

According to ecological-vegetation regionalization of forests in Bosnia and Herzegovina (1983.) the area of Zvornik-Bijeljina region belongs to Peripannonian field that is north Bosnian area, where one part belongs to Romanija area. The vegetation zones (belts) are easily recognizable due to the pronounced height differences. When it comes to the forest cover area of the region can be divided into three sub-regions: lowland, hilly mountainous and mountainous.
Lowland part, that is vegetation of Semberija, make meadows, fields, pastures and forests that occupy 13 % of the area. On the lower parts of Semberija, sheltered from cold winds, mainly grow forests typical of the coastal zone such as willow, poplar, alder, and in far smaller scale oak, ash and acacia.
Highland-hilly vegetation zone is covered with forests of beech, maple, hornbean, Turkey oak, with particulary low and medium vegetation. Within this zone, the area under forest vegetation is increasing along with the increase in the altitude. Finally, the zone above 1,000 m is covered with dense forests, mostly conifers, fir, pine, spruce, juniper, and of deciduous trees there are mostly beech.
Two micro-locations (Tisovljak near Milići and Srebrenica), are the habitat of Serbian spruce, which represents exclusivity since it is a protected plant species.
The area of the region is a natural habitat for numerous and varied animal species, some of which are very rare: chamois, hawk, buzzard, eagle owl and huchen. The diversity of landscapes and biodiversity provides favorable conditions for the survival and development of almost all species of birds, large and small wildlife.
One of the primary determinants of fauna that live on this area is a high percentage of endemic-rare species, among which the most important are otter and grouse, as protected species.
The mountain watercourses are the habitats of brown trout, grayling, then crayfish, aquatic insects, and diatoms, water mosses as indicators of clean and unpolluted water. The wealth of wildlife in the area of the region offers great opportunities for development of hunting and fishing tourism. The greatest value and special place among them occupies huchen. It is an endemic species that inhabits all major water streams in the upper reaches of the Drina river sub-basin.

4. ANTHROPROGENIC RESOURS

A number of authors classify anthropogenic tourist resources in different ways, depending on whether it is intended for the needs of marketing and planning, or for the applied methodological approaches and the initial criteria. There is no classification that is universally accepted, but they are usually grouped into two formal categories , each of which has a certain number of groups and smaller or larger number of sub-groups [Krivošejev, 2014].
Some authors, rather than anthropogenic resources, use the term cultural property, depending on the physical, artistic, cultural and historical characteristics, as well as the possibilities of tourist valorization, and divide them into several groups [Tourism Marketing Strategy of Vojvodina, 2009]: 1) archaeological sites, 2) works with monumental and artistic characteristics, 3) spatial-cultural and historical entities, 4) sights or memorials, 5) folk heritage and areas of traditional folk architecture, realization of material and spiritual folk creation, 6) manifestation values, and 7) cultural institutions.
On the territory of BiH/RS the most commonly used terms are cultural assets and cultural and historical heritage, which includes: immovable heritage (historic buildings and monuments, religious sites, archaeological sites, sights, memorials, etc.) and movable heritage (works of art, museum, archive and gallery materials and old and rare books) [Lugonja, 2014]. In the assessment of tourism potential in the region Birač, in anthropogenic values V. Obradović includes: archaeological sites, museums and monuments tombstones and bogomils, the monasteries, medieval cities and forts, ethnographic values and environmental values and tourist events [Obradović, 2014].
Ethnographic tourism values are basically complementary, both with other anthropogenic resourses, as well as numerous natural tourist resources. They contribute to the enrichment of the tourist stay and to achieving greater economic and non-economic effects of tourism. The ethnographic heritage of the region, among other things, includes buildings and areas of traditional architecture, which include stone houses, chalets, pit and various auxiliary facilities such as the barn, distillery, lodge, shack, mills, etc.
Many rural units of the middle course of the Drina River in Bratunac and Srebrenica have been recognized by the profession as an extremely valuable cultural heritage which is a museum of folk architecture in the open air.
In comparison with other anthropogenic resources, artistic tourism resources, as pointed out, the most complex and most diverse in content. This group of resources includes: cultural and historical heritage, contemporary art, music, theatre, architectural and applied arts, as well as works of garden architecture and individual building achievement, especially bridges, constructures, etc. Cultural and historical heritage includes: archaeological sites and collections, medieval towns and fortresses, churches and places of worship, objects of folk architecture, monuments of recent history, and others.
This cultural heritage is a testimony to the existence of people and civilizations of that time. Semberija and Birac area, especially in the lower and middle reaches of the river Drina, has numerous archaeological sites whose remains reaching into the distant past,

even before the new era, through the Greek, Roman until the early Christian period. Archaeological excavations and collections show the period from the Paleolithic to the early Middle Ages. They mostly represent the parts of former settlements with discovered and fully or partly excavated, preserved and decorated remains immovable objects, as well as movable objects from early historic period [Bjeljac, 2006].

In the context of tourist attraction, archaeological excavations at the site of Skelani, Srebrenica and Šekovići particularly stand out. One of the most important sites from the Early Bronze Age (between 1500-800. BC) is a prehistoric settlement Gradina in Savići village near Šeković then a finding along the Drina river „Radaljska Ada", ruins on the road from Zvornik to Bijeljina (Trnovica, Pađine and Roćevići) [A group of authors, *Drina*, 2005].

A significant part of the cultural and historical heritage is located in the hilly and mountainous part of Zvornik and Bijeljina region, in the form of numerous and well preserved traces of medieval monasteries, towns and funerary monuments (necropolis and tombstones) from that period. From that heritage necropolis and stelae were mostly preserved. Based on summery data by municipalities in this region, the number of tombstones is 4,876, which of the overall list for BiH makes 8%. %. Of the total number of stones, more than 4,500 are sarcophags, coffins, pillars and stele, which are due to their characteristics most attractive for tourists [Obradović, 2013]. The exact number has not been determined, although the Institute for Protection of Cultural, Historical and Natural Heritage of RS has tried for years to complete the list of cultural heritage of this area, which is in this terms the richest area, not only in RS but within Bosnia and Herzegovina.

In the area of this region there are a large number of religious buildings of almost all historical styles. Since in the area of this region two religions meet: Islamic and Christian (Catholic and Orthodox), the whole area has numerous sacred, i.e. religious sites. On the territory of Zvornik and Bijeljina region there is a significant number of well-preserved religious buildings (monasteries, temples, churches, etc.), which are by artistic, cultural and historical significance very interesting and attractive facilities in terms of tourism. The number of these facilities varies from one to the other municipalities, with the largest concentration in the area of Zvornik and Bijeljina, while their number in the mountainous part is far smaller. Among the religious buildings surviving from earlier periods, which have a strong tourism value the most famous are: monasteries Lovnica, Papraća, Sase, Tavna, St. Archangel Gabriel and temples of St. John the Baptist, St. the Holy Father Nicholas, St. Holy Apostles Peter and Paul and others.

Religious buildings in Semberija, regardless of which denomination they belong to, are very attractive to tourists because besides hiding interesting stories and legends, mostly represent small architectural vignettes, and for their construction the most attractive destinations were chosen.

The area of the region has numerous ambience units formed by combining of natural and anthropogenic resources into a single mosaic. Municipality centers and other larger settlements have spatial entities that stand out by ambient specificities. These are parts of the old towns and old mountain villages with preserved rural architecture, buildings in centers in urban areas, which are recognizable by the architectural style of certain historical periods. The old city bazaar in the center of Vlasenica, despite the damage suffered in the period 1992-1995. has kept its original appearance that has a reminiscent of the Ottoman period of time. In Zvornik small parts of the bazaar of the city are preserved, with narrow streets and preserved cobblestone.

Villages, as ambience units, especially in the highland areas are in most cases preserved. The largest concentration of preserved villages and architectural heritage has been preserved in the municipality of Šekovići and the area of Osat, along the Drina River in the municipality of Srebrenica.

Large tourist complex ethno village „Stanisic", near Bijeljina (on the way to Pavlović's bridge) at its core presents a greater number of original buildings from the first decades of the twentieth century that belong to the traditional architecture of hilly-mountainous villages around Sarajevo, Vareš and Kakanj .

5. KEY ATTRACTIONS OF THE REGION

Numerous attractions that can generate significant tourist demand are dispersed throughout the region. Tourist region offers a wild and refreshing nature in a typical rural setting and a wide range of entertainment and recreational activities in the untouched nature through visiting cultural and historical heritage to exclusive offer in an ethno village. These attractions are highlighted by their beauty, uniqueness, environmental preservation, and above all by the landscape that attracts many tourists. At this time, numerous activities are started by tourism organizations and local communities to bring natural attractions as close and at the same time to prepare themselves for the arrival of tourists. Among them the following stand out:

National Park „Drina" and Biosphere reserve „Drina" - belongs to the Dinaric mountain system and includes a mosaic of different ecosystems such as forests, lakes and other wildlife. National Park „Drina" is spread in the southeastern part of the municipality of Srebrenica and covers an area of 626 km^2, and the natural biosphere reserve has an area of 1,148 km^2. The area of the national park includes a variety of biodiversities on its territory, specific geological and geomorphological forms, the richness of the hydrological facilities which together form an oasis of special types of terrestrial and aquatic fauna and provide the possibility of staying in and enjoying the wild nature.

The entire area covering the National Park represents refugion - shelter of endemorelic species. Some species of plants and animals survived and retained only in narrow areas of numerous canyons, valleys and gorges and make relics, living fossils and endemic species, which gives this space, biodiversity value because of the variety and diversity of flora and fauna.

Biosphere Reserve „Drina" has three interdependent functions: preservation function (in the form of contributions to the preservation of ecosystems, environment, species and genetic variations), and development function (to foster economic development, which is socio - culturally and ecologically sustainable), and the logistic function (to support research, monitoring, education and information exchange related to local, national and global issues of conservation and development). As a rule, biosphere reserves are divided into 3 zones known as the core zone, the protective-buffer zone and transition area. The National Park area offers great opportunities for the development of special interest tourism especially in the field of hunting and fishing tourism.

Ski center “Igrišta” Vlasenica - is located on Javor Mountain, near Vlasenica, next to the highway Belgrade-Sarajevo. It was built for the Olympic Games in Sarajevo in 1984 as an additional winter resort. It has 6 km of ski trails and „Javorova meadow”, the location which is adapted for beginners with 2 ski lifts.

Lovnica Monastery - is located 2 km from Šeković at the spring of the river Lovnica. The first written records of the monastery dating back to the second half of the 16th century. Monastery Lovnica due to preserved frescoes and iconostasis is one of the most important cultural facilities of that time. The church is built of broken stones and portals from a more quality carved stones.

Tavna Monastery - was built during the reign of Nemanjić in the period from 1282-1316 year. It is situated on the gentle rolling hills of the Majevica Mountain on the road Bijeljina -Zvornik. Within the monastery there are facilities to accommodate guests (clergy or tourists) with all additional facilities. During believers or tourists stay, excursions and sightseeing of surrounding of landscape scenery are organized, especially the waterfalls Skakavac and Novak's cave. These extremely attractive monasteries are under the ownership and management of the Orthodox Church, thus their level of tourist valorization depends precisely on the decision of church authorities to intensify the monasteries openings for tourism and appropriate tourist activities.

Municipium Malvesiatium Museum - is located in the area of Skelani near Srebrenica and originated from the ancient period. The architectural remains of the Roman city Municipium Malvesiatium with well- preserved floor mosaics and the remains of the imperial halls and 80 Roman monuments were discovered. In Skelani a complex of archaeological museum with one of the largest preserved mosaic surface, the remains of Roman buildings, frescoes and epigraphic monuments of the Roman city is reorganized currently. During 2008. at the archeological site a Roman mosaic of the administration building of the first century and the early Christian basilica from the 4th century was discovered, measuring approximately 40 m^2, which is one of the largest preserved mosaic surface in this region of Bosnia and Herzegovina and the Balkans.

Ethno Village „Stanišići” - represents a unique success of folk architecture, authentic mountain village built in Semberija plain, with two units. One of them shows secular life and was built of wood: chalets with furniture and paved stone paths, with two lakes in the center. The other is spiritual character: the medieval stone architecture, a collection of replicas of historical and religious significance, transferred from mountains in central Bosnia to flat Semberija. In addition, as a part of the ethno village there are many other old buildings in the form of water mills, blacksmith shops, stone wells, barns and authentic wooden houses and the like. All the houses are made of wood, authentic in time from which they originate, and the interior is adapted to modern needs of the guests. In one of the houses loc the gift shop that offers products of traditional crafts and handicrafts is located.

Ethno complex „Stanišići" is the site of unique ambiance, content and offerings, and for a short time has become a tourist attraction of north - eastern Bosnia and tourist attraction that is visited by over 800,000 visitors from the wider environment in order to relax for a little while from the daily traffic jams and hectic lifestyle, and to enjoy the picturesque and preserved, renewable benefits of mountain villages, antiques and authentic past [Development strategy for Bijeljina 2014-2023, 2013) .

Guber Spa is located near Srebrenica at an altitude of 560 m. The path leading to the resort which owns a spa as well goes through natural environment covered with dense coniferous and deciduous forests, which gives the whole area a special ambient value.

Every tourist destination is really a frame of reference in which tourism product is created, shaped, and promoted and the area that can be effectively managed from the aspect of tourism management. In accordance with this starting point increasingly in practice tourist destination is accepted as a basic institutional framework in designing the concept of successful tourism development. On the characteristics of tourist attractiveness, or more precisely by their scale and quality depends both the intensity and the main development trends in the area. In a dynamic context, the tourism product is a complex experience which, among other things, made from numerous tangible and intangible elements and contents. The material or tangible elements include: accommodation facilities, traffic (transportation), catering, trade, etc., And the intangible elements are hardly measurable and predictable like ambience or landscape in the area, views, kindness, a sense of beauty and comfort, and more. In order for such a product to receive market or commercial value and simultaneously be appealing to all more and more fastidious and demanding tourists, it is necessary to fulfill several key preconditions for development of tourism at the destination level:

- The existence of rich and diverse natural resources and cultural sights,
- Favorable tourist position that includes transport accessibility and connections,
- The existence of an adequate tourist infrastructure for accommodation, meals, etc.
- Successful operation of tourist offices and
- The existence of tourism organizations at the local level.

6. SECURITY AS A BASIC REQUIREMENT FOR TOURISM DEVELOPMENT

A number of experts from different fields think that modern tourism has great chances to become the largest export industry. Revenues generated by the tourism sector in the developed countries of the region, make BiH and the other developing countries, seek the possibility of increasing of the net foreign exchange income and employment of the population in this service activity.

One of the primary preconditions for tourism development is the safety of tourist destinations and the protection of tourism infrastructure High quality road network, supporting infrastructure, traffic and tourist signalization, adopted legislation in the field of safety in catering facilities, control and security system of tourist facilities, as well as the presence of other means and measures of protection from fire, explosions and other natural disasters and accidents, are one of the

leading relevant elements observed by both transit passengers and tourists staying in the destination area. Thus, the security can provide any tourist destination significant comparative advantage in relation to others, as in the existing competitive, market competition is very important for the survival or the success of every tourist destination.
Numerous authors, both here and abroad, point out that security is one of the five most important criteria by which tourists now choose their final destination and even transit cities located on the tourist routes. The security becomes more common reason for tourists for choosing a particular destination along with attractiveness, pricing, communication links and the quality of services. It is therefore understandable why all previously established or newly created tourist destinations, imperatively endeavor to secure the image of a safe tourist destination, because it is one of the trademarks that, with developed marketing mix, guarantee success.
From the aspect of tourist demand, that is, when it comes to the demands, needs and preferences of tourists, the situation is very clear: the tourism product and services must not pose a threat to life, health and other vital interests and the integrity of the customer. Standards regarding safety of destination, personal and property safety of tourists, food safety and road safety must be met and be common to all types of buildings located to provide service for accommodation, food, fun and entertainment of tourists.

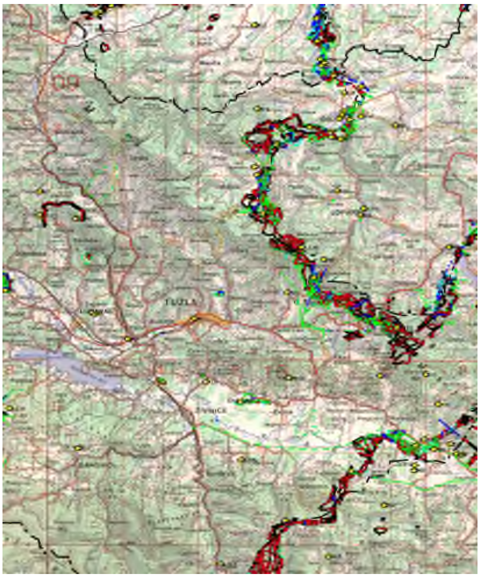
6.1. Potential hazards and risks in the tourism sector in the area of receptive regions

The theme of compromising the tourist industry at the regional level, particularly hazard-risk assessment and risk analysis, including the assessment of exposure, vulnerability and resilience of tourism infrastructure on the action and effects of natural and technical disasters and other violent acts (terrorism, crime and the like) has not been so far adequately treated by researching and even has been less analytically elaborated in our scientific and professional production. The local experts compensate this lack with foreign experiences and solutions, so in the list of reference literature during the processing of this topic more foreign than domestic sources are listed.
The tourism sector is exposed to numerous risks and uncertainties, as well as specific threats that directly or indirectly affect the way, direction and dimensions of tourism trends, as well as the state of the resistance and protection of tourism infrastructure. In the established publications, both domestic and foreign, various typologies, classifications and categories threats, risks and consequences that they leave in terms of stability in the development of the tourism industry are mentioned. The most common division of all threats divides and classifies them into five categories [Keković, 2009]:

1. Criminal and terrorist threats (stealing company goods and information, sabotage, extortion, kidnapping, theft of property of tourists, terrorism, etc.)
2. Economic threats (strikes, work stoppages, demonstrations)
3. Natural disasters,
4. Technical-technological and environmental threats and
5. Human errors and hazards.

Regardless of the scope and intensity they occur, the mentioned threats and risks cause direct losses and costs as well as indirect effects, both on the tourism sector and the tourists themselves, and in the broader sense influence on the wider community, for the loss of reputation and image. However, for a broader and deeper understanding of a state of vulnerability or security of the tourism sector in the area of Zvornik-Bijeljina region, a great and practical significance and contribution have existing Vulnerability assessments, which are made within the Plan for protection and rescue, from the local to the state level. A careful analysis of those strategic and operational documents, as well as the development of individual representative and threatening scenarios unequivocally indicates that the area of this region, and that means the tourism sector with its infrastructure is currently the most endangered of the following natural disasters and hazards, which include: earthquakes, landslides, rock falls, soil subsidence, snow and high snowdrifts, floods, droughts, hail precipitation, storm winds, epidemics, etc. From technical and technological accidents a major threat represents: fires and explosions, mining accidents, demolition or overflow of dams reservoirs, radiological and chemical accidents, major traffic accidents in road or rail transport, etc.

Map 1. *Mine suspected area in BiH*



Map 2. *Mine suspected area in Zvornik and Bjeljina region*

Almost all vulnerability assessments as a strategic document of the state to the local level, in addition to the previously mentioned threats and dangers emphasize that this area of northeast BiH, specifically Zvornik and Bijeljina region, or more precisely its rural part which was a line of demarcation with the Federation of BiH, is the most threatened by residual mines and radioactive contamination as a result of the use of depleted uranium ammunition (especially in the area of Solace-Majolica). According to the Excerpt from the

vulnerability assessment of natural disasters and other disasters [Republic Administration of Civil Protection, 2013], as well as Excerpts from the risk assessment of Tuzla Canton [Cantonal Administration of Civil protection, 2013), the most vulnerable areas of unexploded ordnance are the demarcation lines during the Civil War 1991-1995 (RS Army and the Army of Bosnia and Herzegovina) and belong to the following local communities: Ugljevik (the northeast border with the municipality Teočak), Zvornik (the border with the municipality of Sana and Kalesija) and Lopare municipality (the border with the municipality of Srebrenik, Gračanica, Tuzla and Živinice).
According to the Mine Action Centre in Bosnia and Herzegovina, the current size of mine suspected area is 1,253 km^2, of which 295 km^2 in RS. The total number of suspected micro-locations is 9,713, of which 3,549 refers to locations in RS, while it is estimated that the total number of remaining mines around 120,000 pieces. In the database of that Centre 19,000 minefield records are registreted. It is estimated that this is only about 50-60 % as compared to their real number. They identified 1,417 vulnerable communities affected by mines/UXO. It is estimated that locations contaminated with mines/UXO directly impact the safety of 540,000 people, of whom 152,000 people in communities with high impact, 180,000 people in communities with medium impact and 208,000 people in low impact communities.
According to the same source database (MAC) a total number of mine victims, the victims of cluster munitions and UXO victims in Bosnia and Herzegovina since the beginning of the war until the end of 2013. is 8,305 people. In the period from 1992. until the end of 1996, there were 6,326 of victims, while in the post-war period from 1996. to today 1,710 people suffered, of which 597 persons were killed.

7. CONCLUSION

If the destination is identified in empirical economics, and if it recognizes its catalog of unique attributes characteristical only for that area, it is possible to create a competitive tourism products that will be in accordance with the demanded consumers' benefits. Building a system of tourism experiences in one destination, in addition to an attribute values, is necessarily associated with the matrix of the key attractions of the area that have occurred naturally or artificially. The principles of rational economic experience management necessitate differentiation of experience, i.e. Benefits causing visitors to choose a destination. For these reasons, any tourist destination or a region, regardless of size, must have a clearly established connection between experiential set of experience (benefits for which tourists come) with the base attractions structure of the area on the one hand, and the content and services that facilitate higher or lower quality experience, on the other hand. In this way the destination build a sense of themselves in the market and therefore distribute and promote their products more easier.
After determining the resource and attraction basis, every tourist area can be closer structured on the basis of predominantly expressed experiential character. Only in such a manner, and later established character provides the foundation of shaping differentiated value chain of that destination or a wider area. A significant segment of the structuring

must be the security aspect that must be incorporated not only in the tourism offer through specific tourist products and services , but also through the very image of the tourist destination which tourists perceive as attractive, desirable and safe.

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CREATION OF DESTINATION MARKET RESEARCH SYSTEM FOR THE NEEDS OF ECO-TOURISM DEVELOPMENT

Invited paper

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Abstract: *Informational support to decision process becomes a critical factor of success, because there is no possibility for expeditious and appropriate adaptation to ever-changing tourism market without it. This is the reason why market information must be included in market potential of the destination and adequately managed. These information can be a reliable basis for the timely defining of the response to the opportunities provided by the market. Information on the market and the broader environment changes, enabling early detection of new trends in consumer needs, market segments, activities of the competition and a variety of risks in macro-environment, have become a significant source of the destination's competitive advantage. System orientation in marketing management of the destination led to a cognition about the need to observe the traditional tourism market research as a part of a wider system – marketing information system. When development of new products of the destination – such as eco-tourism - is in question, it is necessary to provide information related to this specific market segment through application of system approach in managing the information flows from tourism market. Tourism forecasters are predicting further growth of the eco-tourism in forthcoming years, instigated by increased concern of tourists for environmental protection and climate changes. Through the development of continuous market research system which will identify the potentials of ecotourism and other attractive tourism products, the destination is directed toward harmonious and sustainable development.*

Keywords: *market research, destination, ecotourism*

1. INTRODUCTION

In the last three decades, from a relatively obscure market niche, ecotourism occupied a prominent position in the tourism sector. As a qualitatively highest form within the sustainable tourism concept, it is one of the fastes growing segments of the tourism industry. Chances provided by contemporary tourism flows in this domain are not adequatly exploited in the tourism industry of the Republic of Serbia. Tourism forecasters are predicting further growth of the eco-tourism in forthcoming years, instigated by increased concern of tourists for environmental protection and climate changes. While ecotourism is rapidly growing, many participants in the tourism market still does not fully understand the concept. An adequate ecotourism management requires also a clear

definition of the term itself. A rise in the popularity of ecotourism has coincided with voluminous definitional discourse. Amongst stakeholders, confusion has resulted from the disparate nature of these definitions (Donohoe, H., Needham, R., 2006).
While ecotourism has been defined by many authors and organizations, most definitions commonly include the notion that ecotourism should be minimally disruptive to the natural and cultural setting in which it occurs (Weaver, 2008). Fennel (2001) suggests that ecotourism is: “A sustainable, non-invasive form of nature based tourism that focuses primarily on learning about nature first-hand, and which is ethically managed to be low impact, non-consumptive, and locally oriented (control, benefits and scale). It typically occurs in natural areas, and should contribute to the conservation of such areas.” The UNWTO (2001) defines ecotourism as: Nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas. Containing educational and interpretation features. Generally, but not exclusively, organized for small groups by specialized and small locally-owned businesses. Foreign operators of varying sizes also organize, operate and/or market ecotourism tours, generally for small groups. Minimizing negative impacts on the natural and socio-cultural environment. Supporting the protection of natural areas by:

- Generating economic benefits for host communities, organizations and authorities that are responsible for conserving natural areas;
- Creating jobs and income opportunities for local communities; and
- Increasing awareness both among locals and tourists of the need to conserve natural and cultural assets (WTO, 2012).

The International Ecotourism Society (TIES) je revidiralo definiciju ekoturizma. Ekoturizam je *"responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education"* with the specification that education is to staff and guests. Ecotourism is about uniting conservation, communities, and sustainable travel. To znači da oni koji realizuju i učestvuju na tržištu ekoturističkih aktivnosti treba da usvoje ekoturističke principe prezentirane u Tabeli 1 (TIES, 2015).

Table 1. *Ecotourism principles*

1.	Minimize physical, social, behavioral, and psychological impacts
2.	Build environmental and cultural awareness, and respect
3.	Provide positive experiences for both visitors and hosts
4.	Produce direct financial benefits for conservation
5.	Generate financial benefits for both local people and private industry
6.	Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates
7.	Design, construct and operate low-impact facilities
8.	Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment

Useful starting point to introduce the characteristics of ecotourism market is the results of the World Tourism Organization research, conducted during 2002, which was declared as the year of ecotourism. The objective of the first research was to determin the level of the increasement of knowledge about ecotourism development and tourism capacities used for this purposes, in seven countries: Germany, USA, UK, Canada, Spain, France and Italy. These are the countries that recorded the highest number of international arrivals, so the environment is suffering the greatest negative impacts. The survey was conducted in order to sum up the main characteristics of the tourism market, particularly ecotourism market within it,, ie. its size, characteristics, major trends and development opportunities, as well as the role of different marketing approaches in the promotion of ecotourism. Different methods were used during the research – the results of available research studies with emphasis on this particular tourism market are gathered; the ecotourism participants were surveyed, as well as the touroperators dealing with the organization of ecotourism; catalogues and brochures that touroperators use in promotion of this form of tourism have been studied; gathering of touroperators in working groups was organized and the temathic discussions on development of this tourism market segment were conducted. On the basis of collected data, the WTO came to few main conclusions (according to: Marušić, M., Prebežac, D., 2004):

- Use of the term „ecotourism“ in promotion of tourism by tour operators is still on a very limited basis, while that term has not yet been integrated into the marketing strategies of tourism in those countries;
- The tourism sector supports the concept of ecotourism at the market in a very small extent, while ecotourism is an exclusive motive to a very small number of tourists;
- Tour operators do believe that there is significant possibility of market development toward ecotourism and increasement of its share in the tourism as a whole;
- Research showed that ecotourism is closely linked with the desire of tourists to simultaneously have contact with the local people and learn about their lifestyle, diet, etc.;
- The most frequent consumers of ecotourism are people of high purchasing power, with relatively high level of education and mostly older than 35 years.

Second research was encouraged by UN's Economy and Social Affairs Board initiative. This Board suggested that voluntary initiatives and organizations should be used in development of the sustainable tourism idea. On the basis of gained results, the main conslusions were formed:

- Political sector, managers, state offices and consumers of tourism services need a clear and reliable information about products and services in the tourism industry;
- Influence of voluntary initiatives on the tourism sector is very small, but there is a great potential to move tourism industry towards sustainability, but not without careful development and support of major investors;
- Tourism industry reacted to the adoption of the document entitled Agenda 21 as to setting limits in development of tourism products in a time of modern global economy, through limitation of possibilities of using natural resources, space, destinations, polution, eg. briefly - limitation of mass tourism development;

- Tourism industry get engaged in the middle of the discussion about sustainable development in order to demonstrate that it has no negative impact on the environment, but its influence in this direction is yet modest;
- It turned out that voluntary initiative has an influence on increasing of general standard in the tourism sector, and that the influence and development of the sustainable tourism program is increasing, but mass tourism is still its greates part;
- Voluntary initiative for sustainable tourism is an excellent basis for development of the certificates system framework in tourism sector, while development of such systems is a major recommendation arising from this report.

2. THE NECESSITY OF SYSTEM APPROACH OF THE DESTINATION TO THE TOURISM MARKET INFORMATION MANAGEMENT

It is necessary for destinations to understand and timely react to a set of influencing factors from the current macro environment in order to transform the changes on the tourism market into a source of prosperity. New tourist destinations are competing with the established ones, and therefore their development must be professionally managed. The dynamism of the contemporary tourism market and continuous need for introduction of new products brings the destinations management into situation of insufficient conversance of the operating markets. The need for continuous provision of market information for various levels of decision-making within the destination is more and more intensive. Previous marketing experience and knowledge are significant presumptions for rational business orientation and selection of the proper paths of business expansion. Management must be based on acquaintance of the market in order to create a sustainable competitive advantage. More complete linking of the tourist destination with the operating market and wider environment is provided through information created within the market research system. An information provided in this way are very often the irreplaceable backing for decision-making at different hierarchical levels of management. Independently collected data are provided through the market research activities, using the methods independent from internal routine contacts with the market. By an objective diagnosis of current market state these research creates conditions for anticipation of relevant changes, quick and effective reaction and successful resolving of business problems. Market research provides the destinations with an ability to interpret both expressed and unexpressed tourists' needs and competition's actions by acquiring and assessing the market information in systematic and anticipative way. Beside combining the empirical knowledge with the maximum theory consumption, this kind of approach to market information management dictates both creativity and pragmatism.
System orientation in marketing management of the destination lead to a cognition about the need to observe the traditional tourism market research as a part of marketing information system (MIS). MIS cannot be observed as an isolated system, but as a part of united information system of destination and a subsystem of destination’s marketing

system. Establishment of functional MIS is complex and staged process and requires adequate human resources, means and time. Experience showed that the investments in information are highly profitable. To organize the area of information is to set an organizational foundations of destination marketing. Components of contemporary MIS are: system of internal reporting, marketing informing, marketing (market) research and information analysis (Kotler, P., Keller, K., 2006). Through analysis of internal reports that exist or are created within the destination itself, the information on marketing productivity or efficiency as the ratio of sales or profits and marketing investments in a particular area of business are obtained. Through marketing informing, the scanning, i.e. constant monitoring, tracking or recording of the surroundings, is performed. Marketing (market) research links the destination with its environment by dint of information used for decision making in marketing. Effective functioning of MIS dictates the information analysis as well, i.e. development of tools (statistical and IT) to support managers in decision making process. It is important to understand that there is no harmonized destination development without well-developed and organized support information system in form of development of these four systems (Bakić, O., 2007).

MIS starts and ends with destination marketing managers. First, MIS is in interaction with managers in order to assess their information needs. Then, it extracts the necessary information from destination's internal reports, marketing informing activities and marketing research process. Information analysis process the information in order to make them as useful as possible. Finally, MIS distributes the information to the managers in proper form, at right time, in order to help them in marketing planning, implementation and control.

Another aspect of the system approach to the market information in tourism that should be emphasized is related to the actual content of that information. In the current business conditions at the tourism market, marketing is, dominantly, the strategic concept. MIS is a necessary backing in all key areas of formulating the destination's marketing strategy (customized according to: Marušić, M., Prebežac, D., 2004):

1. Detecting of market opportunities and anticipating of sales potential.

The questions that market research can answer in this area are:

- What are the development tendencies in domestic and international tourism? How will these trends affect the destination's tourism market?
- What kind of changes can be expected in toursit's behaviour? Will these changes be based on purchasing power change, improved education, change in preferences or other influences?
- What are the chances for opening of new markets? What kind of products (accomodation, equipment...) and services (food, fun) will be required to satisfy these markets? Do the markets we now operate in promise a good perspectives?

2. Detecting the market segments and selection of target segments.

The questions that market research can answer:

- What are the potential segments for our service?

- What segments have satisfying criteria for development and transformation into the target segment?
- What are the needs and expectations of target segments (because of defining the marketing which will be different for each one of them)?

3. Planning and implementation of marketing mix which will satisfy the consumers' needs and desires.

Typical questions to be answered:

- Product and services

- What is the quality of our service in comparison to services of other market participants?
- Which one of potential new services will probably be the most succesful?
- What specificities the service should have?
- Is the service itself the reason of poor sales results? Who is involved in providing the service? What changes are needed?

- Promotion

- What specific parts of tourism service and benefits that consumer gets should be emphasized in propaganda and sales performance?
- How it can be transformed into efficient appeals, contents, forms?
- What are the promotion costs and how these costs will be distributed, considering the type of service or particular promotion forms (propaganda, personal selling, publicity, etc.)?
- What available media or combination of medias (television, Internet, radio, newspapers, brochures, leaflets, etc.) is the most appropriate for our service?
- How effective our current advertising programs will be in attracting the attention of potential consumers, stimulating the sale and creating the explicit image of a destination?

- Sale and distribution channels (Place)

- Will the intermediaries be included and of what kind?
- What kind of sale conditions will be determined for intermediaries (agencies, touroperators, etc.)?
- Do we need an additional incentives for intermediaries?
- Are there any more effective intermediaries for our services? Is there any chance that some new forms might be developed (Internet, television programs, etc.)?
- What our needs for own sales personnel, representatives, etc., will be like in forthcoming years?
- What is the sales forecast for the next period?

- Price

- What will be the price of tourism service? Lower price in order to penetrate the market or a higher one?
- What price variations within one type of service are predicted?
- What is the shape of the demand curve for our products? What is the elasticity of demand for different prices?

4. Analysis and assessment of achieved results.
Typical questions that should be answered:

- What are the sale trends and what is the share of each our service in the total market?
- How succesful is the sale in each geographic area?
- What are the sale data by individual important consumer segments?
- Do we cover individual markets or geographic regions as good as we should?
- What kind of impression about us do our current customers, potential customers and intermediaries have?
- How well our service is accepted? Is the plan for launching the new service at the market implemented consistently?
- Are there any more effective intermediaries for the services we offer?
- What are the terms and the possibilities of placing our services in different countries? Are our current efforts at the international market sufficient?

In addition, the activities within the tourist destination MIS should also be provided with information in the following fields:

1. Deciding on brands – building up the value of a tourist destination as a brand and creating the awareness of the brand among customers of target segments. Marketing information collecting helps in understanding of both popular images about brand and changes of trends, preferences and life style. What name, symbol, logo and slogan should be related to the destination? What position should the brand take against the competition? In what way the brand loyalty can be improved?

2. Satisfaction of stakeholders. In order to satisfy the stakeholders, it is necessary to recognize and adequatly meet their needs.

3. Satisfaction of consumers. How the custormers' satisfaction should be measured? How often should it be measured? How should we treat reclamations and complaints?

4. Employees qualification and motivation research. Employees have a decisive role when it comes to service quality, both at the destination level, but also at the level of economic entities within it. Due to the intangibility of service, its quality assessment is performed through the assessment of contact personnel qualifications. One of the main reasons for lack of services' quality is poor selection of associates responsible for direct contact with customer. The instruments of internal marketing – marketing oriented to employees – aim to encourage employees to attain the customers oriented attitude and to behave appropriately.

5. General environment – physical and demographic; technology development; economic trends; social trends; political and legal framework.

Objectives of the research transform listed questions into action and destine the direction and scope of the research in terms of research subject, territorial area and timing of research. When formulating the goals, it is important to properly assess what information can be the most useful to decision-makers and focus to provide them. This approach to market information orientates the tourist destinations toward market success and increases the awareness about environment and target markets. It is an irreplaceable base of business operations management in the destination.

3. DESIGN OF WESTERN SERBIA REGION'S MARKET RESEARCH SYSTEM FOR THE ECOTOURISM DEVELOPMENT NEEDS

The analysis of strategic documents, which are the basis for development of tourism at Republic of Serbia and Tourism region of Western Serbia's level, imposes the conclusion that the potentials for ecotourism development are not recognized. However, although insufficiently recognized, the potentials are significant and, when the Region is in question, they have been presented in series of implemented researches. There are 43 protected natural areas (6.4% of the territory is under special regimes of protection) and 121 protected cultural and historical property in the Tourism Region of Western Serbia (Horwath and Horwath Consulting, 2012). Favorable geographical position, variety of natural characteristics, rich fund of cultural and historical monuments and traditional hospitality contributes to the development of tourism and ecotourism. The extent of protected natural resources in the area of Western Serbia is significantly higher than the average of the Republic, which additionally goes in favor to attractiveness of this area for ecotourism development.
Leading tourist destinations at the target area are mountains Zlatibor (Tornik, 1.496 masl), Tara (1.544 masl) and Zlatar (1.625 masl), together with area of Tara National Park. Zlatibor and Zlatar, as a unique tourist destination, are listed as mountain winter and summer resort within the Western Serbia cluster, thanks to its natural resources: mountain slopes suitable for ski resorts construction, hydrographic network of area - rivers and lakes, panoramic roads on basins watersheds, large pasture areas, large forest areas, wellheads and springs, canyons and gorges, speleological objects (there are 142 explored speleological objects in the region of Zlatibor - 98 caves and 44 pits), protected natural resources in the municipality of Čajetina, air resort Zlatibor and Zlatar and Special nature Reserve "Uvac "which has the largest colony of griffon vultures in the Balkans. Great natural potential are the rivers (Drina, Lim, Uvac and Rzav) and numerous lakes (Perućac, Zlatar lake, Radojinsko lake, Vrutci, Zaovine lake, Ribnica lake and many others). Tara Mountain hides an astonishing canyon at the Drina river (Dabić, R. et al., 2010), beside its peaks, karst caves, canyons and overfalls. When it comes to environment protection and sustainable development, it is evident that awareness of the lokal population is not at the satisfactory level. Although representatives of public and private sector initiate various kinds of activities aimed at environment protection and purification of tourist-attractive areas, it can be stated that the general condition is still extremely bad. State authorities should as much as possible affect the modification of people's behavior through legal regulations and penal policy, since various kinds of education and actions have not provided satisfactory results so far (Rađen, M., 2009).

Results of the research on tourists' attitudes in Zlatibor County (Ipsos Strategic Marketing, 2010) show that the greatest number of tourists (70.1%) listed the natural resources (nature, clean air, climate) as a main reason for selection of vacation spot. When selecting the three most satisfying elements of offer in Zlatibor County, the tourists most frequently opt for the utilization of natural resources (46.2%). As an explanation, tourists say that they love walking/hiking, good climate/clean air, enjoying the nature/natural beauties, lot of footpaths and that it is good for health. Generally speaking, when it comes to the most satisfying aspects of offer in Zlatibor County, almost three quarters of tourists list the utilization of natural resources (73.1%). When we talk about one-day trips to other locations within Zlatibor County, more than a half of tourists (55%) expressed an interest in it. In addition, a significant level of loyalty to this destination has been noticed. Large number of tourists sojourned five or more times in Zlatibor (38.3%). A slightly smaller percentage (35.3%) of tourists sojourned in Zlatibor from 2 to 4 times.

Even a cursory examination of the presented information shows that there is a significant unexploited potential but also the need for the development of ecotourism in the Tourist Region of Western Serbia. The important limitation in the realization of these efforts is related to the "evident lack of strategic and targeted marketing" (Dabic, R. et al., 2010). Tourism organizations capacities for collecting, processing and distribution of information significant for tourism economy are extremely low.

Research on tourists' attitudes should be performed continuously in order to identify the "challenges" in tourism offer and, consequently, in the improvement and innovation field. This would provide the basis for creation of offer that correlates with the demand, on the one hand, and form the basis of a strategic marketing plan, on the other hand.

In this regard, it has been suggested that tourism management in Western Serbia's tourism area in next 10 years should be implemented through establishment of Destination management organization (DMO) (Horwath and Horwath Consulting, 2012). The conceptual model of DMO has three levers of destination management:

1. Planning of destination development;
2. Destination management;
3. Destination marketing.

So, DMO assumes the responsibilities related to planning of destination development, destination management and its marketing. In the final phase – the phase of establishing the optimal model of Western Serbia destination management – it has been envisaged that the Destination marketing Department performs activities presented in the Table 2.

Table 2. *Activities of Destination marketing Department*

1.	Continuous market research.
2.	Identification and targeting of correct and proper market.
3.	Raising awareness and explaining the benefits at target markets and market segments.
4.	Establishing cooperation and harmonization of development and marketing activities with key stakeholders in Serbian tourism.

5.	Internal marketing.
6.	Activities related to communication / promotion / advertising: Marketing strategy design; Destination brand/identity design and management; Corporate design and identity; The image of campaign; Product campaigns; Theme management – product Clubs, marketing cooperation, etc.; Design of the annual plan of appearances at tourism fairs and operational coordination of activities related to the organization of appearance; Conducting public relations activities according to the manager's directions and preparation of a press release; Design of promotion program; Design of media plan; Conducting general and television advertising from the procurement process, through contracting, to implementation; Cooperation with tour-operators, tourist agencies and persons responsible for design of program for Western Serbia; Organizing study trips for journalists and agents, and determining the annual quota for agents and journalists per individual foreign markets; Communication and arranging of cooperation with new business partners; Organization of the monthly newsletter and the general press map design; Printed materials; Bank of photographs; Bank of videos; Products for sale (merchandising).
7.	Activities related to Internet: E-marketing; Development of thematic channels for key products; Cooperation of private and public sector in marketing; Arranging, structuring, shaping and design of the content of the Western Serbia destination central portal and its continuous development; Destination's central portal update; Unobstructed access to the Internet through continuous access and web hosting services through the implementation of competition, optimization of central portal of the destination of Western Serbia; Use of new technologies and education of other employees (systems for multimedia content exchange, social networks, virtual worlds, the open encyclopedia, etc.); Advertising on the Internet and monitoring the effectiveness of such advertising; Monitoring the trends in e-marketing; Monitoring the central portal traffic.

Full use of the potential for creation of new tourism products and defining of appropriate marketing strategies is possible, therefore, on the basis of adequate information created in the MIS of a destination. As concerning the ecotourism, it is necessary to provide information related to this specific market segment through application of presented system approach to managing the information from tourism market. In this context, Figure 1 shows a conceptual framework that can serve as a useful starting point - the area of ecotourism, through five key and interrelated categories: supply, demand, institutions, impacts and external environment.

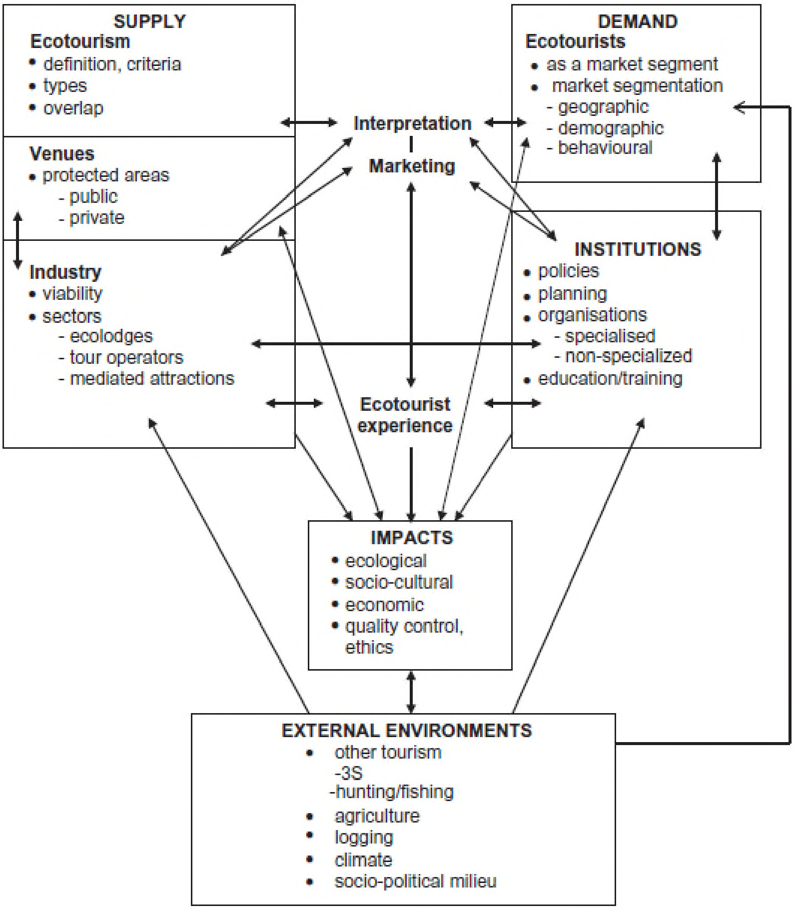

Figure 1. *Ecotourism sector schemata (Weaver, D., Lawton, L., 2007)*

3. CONCLUSION

Due to the increasing importance of environmental protection in the modern tourist flows, and thus the ecotourism, it is necessary to provide this market segment with adequate status in domestic tourism as well. If the ecotourism management in destination is on a sound basis, it will be a strong development incentive. In addition to creating direct and indirect economic effects on the local community, eco-tourism can encourage the protection of natural, archaeological, historical and traditional value of a destination. Also, environmentally sustainable behavior in the mass tourism should be encouraged. In this way, raising the level of preservation of the environment can be the consequence of the tourism development as well as support to its further development, because tourists prefer attractive, clean and ecological destinations.

Irreplaceable basis of the ability of gaining sustainable competitive advantage of the destination and increasing consumers' satisfaction is related to design of appropriate market information system. Full use of the potential of attractive, new tourist products and defining of appropriate marketing strategy is possible on the basis of adequate information analyzed within the destination's marketing information system. Market research must be professionally managed, but it also must encompass adequate contents. When the ecotourism development is in question, it is necessary to provide relevant information related to this specific market segment through application of presented system approach to managing the information from tourism market. In this way, destination management can be effectively adapted to the situation and trends in the tourist market and create conditions for the effective exploitation of the potentials offered by current movements toward the sustainable tourism and ecotourism development.

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IMPLEMENTATION OF THE ENTREPRENEURSHIP CONCEPT – STRATEGIC OBJECTIVE IN THE PROCESS OF AGRIBUSINESS DEVELOPMENT IN SERBIA

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Abstract: *Achieving a national balance primarily presupposes the existence of a balance between urban and rural. In this context, affirmation of areas whose reflections can influence the leveling of not only economic, but social, cultural and demographic value criteria, is of a great importance. Agribusiness, i.e. small and medium enterprises within the sector, is one of the key segments whose role is to initiate the restructuring of the rural part of the Serbia and to reduce its inferiority, while introduction of the entrepreneurship concept is the primary prerequisite for the development of small and medium enterprises. The aim of this paper is to point out the effects of entrepreneurship on to economic and sectoral development, with special emphasis on agribusiness and the methods and factors that make this area measurable and accessible for research and analysis.*

Keywords: *entrepreneurship, agribusiness, strategy, economic development*

1. INTRODUCTION

During the second half of the last century, the entrepreneurship begun to be treated as a preeminent economic resource. According to Schumpeter (J. Schumpeter, 1934), entrepreneurship and entrepreneur are positioned at the epicenter of industrial and economic development. Schumpeter introduced the term „creative destruction“ to the economic theory, as a possitive devastating force with wich the enterpreneurial innovations leads to obsolescence of existing and creation of new production methods, new products or fundamental improvement of existing ones, new management or organizational methods, new resource potentials. This „destruction“ implicates the modifications in economy participants structure itself, and have a general progress as a direct consequence. Drucker (Drucker, P., 1985) believes that "entrepreneurship is primarily a way of behavior and practical action". The entrepreneur observes a change positively and percieves it as a sphere of new possibilities and chances. He treats innovation as a specific instrument in the process of achieving the entrepreneurial objectives and economic growth. Theoretical oneness that entrepreneurship as a concept has significant importance in the process of economic development, and especially in development of small and medium enterprises, has been achieved.
Implementation of entrepreneurship as a business philosophy is becoming a completely logical and natural process today. It is important to insist on implementation of the entrepreneurship in all the sectors, especially in ones whose significance surpasses the

economic sphere itself, influencing all the parameters of importance for improvement of total quality of life in underdeveloped rural areas, as it is the case with the agribusiness.
Entrepreneurship as an economic resource in the context of economic growth and development, and then the enterpreneurial competencies in function of development of agribusiness with special emphasis on the role of entrepreneurship in redesign of rural economy will be considered through this paper.

2. ENTREPRENEURSHIP AS AN ECONOMIC RESOURCE IN THE CONTEXT OF ECONOMIC GROWTH

Economic development is a complex term that, beside the increase of the production at the level of the national economy, involves the system and the structure changes (institutional, technical, technological and other). It is under direct and indirect impact of a great number of various factors, both economic and non-economic, and the entrepreneurship is perceived among them as an inevitable constitutional part. Composition of these factors, as well as their impact intensity, are not constant – they are changing, depending on the time interval they are observed in or development level of a country. There is a significant number of different approaches, as well as of corresponding categorizations. According to one of them, the key factors of economic development are:
- basic or primary factors (population and its structure, fixed assets installed and their technological level, availability of natural resources, size of the country, development level);
- economic and system factors (dominant form of ownership, system and mechanism of decision-making, coordination and control mechanism, motivational mechanism);
- the effect of economic and development policy; (Stojanovic, R., 1987, pp. 120-121)

B. Herrick and Ch. Kindlberger (1983) are pointing out seven key economic elements:
1. land and other resources,
2. production means,
3. the labor and human capital,
4. employment and income distribution,
5. technological changes,
6. economy of scale, and
7. organization.

Famous economic theorists Samuelson and Nordaus (1994) emphasise that regardless of whether a country is rich or poor, its "locomotive" of economic progress runs on the following four wheels:
▪ human production factors (the labor supply, education, discipline, motivation);
▪ natural production factors (land, mineral and energy resources, climate);
▪ accumulation of capital (machines, factories, roads) and
▪ technology (science, engineering, management, entrepreneurship);

According to Schumpeter (1961), the economic development is primarily dependent upon three basic elements:

- new combinations (introduction of new products, introduction of new production methods, opening of new markets, gaining access to new raw materials and semi-products resources, implementation of new organization or demolishing of existing one);
- entrepreneurs who implement the new combinations;
- loans, used by entrepreneurs for the implementation of new combinations.

Distinctions in mentioned categorizations point out the absence of theoretical unity in the proces of positioning of entrepreneurship as a factor of economic growth and development, inspite the fact that in the last forty years the governments of many countries have started the process of reconstruction of its development policies in the direction of creating a business ambience completely adjusted to entrepreneurship and small and medium enterprises sector.

Many theorists perceive the entrepreneurship as *a posteriori* economic resource, with direct effects on economic progress. The first indicator is related to - as economists called it - „the turbulence phenomenon", perceived as a high rate of entry (establishing) and a high rate of exit (quenching) of companies, and can be freely interpreted as a powerfull indicator of entrepreneurial activity (Carree and Thurik (2002)). Indeed, high rates of establishing and closing businesses are important factors affecting the dynamics of economic development. (Deakens and Freel (2009))

As a separate, fifth factor of creativity (beside land, labor, capital and technology), entrepreneurship involves forming of basic four factors and the skill of combining them in order to generate new products and services and other economic and/or social values. Entrepreneurship is a business activity of transferring the available resources from low productivity and low profit sectors to the sectors with high accumulation and faster economic development. (Popovic, P. 1995.)

Entrepreneurship is also closely related to innovativeness. As a result of monitoring the signals from the market, entrepreneurs adjust their business activities and fill in the target market niches, on one side, while on the other side, using their creativity, they can also initiate production of new goods and services or modification of existing ones, expanding the actual market space both on offer and demand side, and accelerating the economic develompent and raising competitiveness. All this implies that the intensive increase in number of small and medium enterprises at the national economy level is the basic indicator of economic expansion, as well. Yet, we shoud be careful with this last ascertainment. Audretsch, D. and Thurik, R. are suggesting the concept of "optimal economy structure", meaning that a country can have "either too little or too much small and medium enterprises" (Audretsch, D. i Thurik, R.,2001), which depends on the economic development level. In concrete terms, it assumes the existence of the balanced level of entrepreneurship. Deviation from this level, in any direction, reduces efficiency. For instance, upward or downward deviation from the equilibrium can mean either a loss of efficiency arising from the economy of scale or, on the other hand, underdeveloped or unexploited possibilities. (Deakens and Freel, 2009) On the basis of previously stated, Audretsch and Thurik (2001) concluded that "if the level of entrepreneurship is too high then the increment in number of entrepreneurs will decrease the economic growth; if the level of entrepreneurship is too low then the increment in number of entrepreneurial companies will be rewarded with dividend growth and decreased unemployment". The same authors note that, as far as concerning the OECD's economies, "those countries who registered the growth of entrepreneurial activity have also registered a higher growth rates and higher unemployment reduction". For less developed countries, this relationship cannot, *a priori*, be adopted as a standard.

Growth of sectoral competitiveness also have positive effects on economic growth (Carree, 2002). Entrepreneurship encourages a self-employment, and the influence on productivity growth can be found within it (Chang, 2011). Beside self-employment, entrepreneurship has generally positive effects on overall level of employment, i.e. on reduction of unemployment at the state level. Also, economic experiences in the countries (primarily Eastern Europe countries) with centralised or planned economy show that the small enterprises were the most vital part of transition processes, influencing in that way on the economic growth of the whole region. (Carree, Van Stel, Thurik&Wennekers, 2002).

Measuring of entrepreneurship's influence on the economic growth requested the introduction of the unique and globaly applicable indicator. Currently used indicator is Global Entrepreneurship and Development Index (GEDI). (Acs, Z., Autio, E., 2010). GEDI is the indicator of the quality of entrepreneurship, especially related to the effects of both entrepreneurship and innovations conditioned by individual and institutional factors. It encompasses three different dimensions of entrepreneurship:

- Entrepreneurial attitude (ATT): reflects the attitudes of population regarding entrepreneurship – perceiving of basic opportunities in the immediate surroundings for next six months, possession of skills necessary to start-up the company, possibilities to connect beginners, absence of fear from failure, and social support;
- Entrepreneurial activities (ACT) – measuring the entrepreneurial activity with potential for a speed growth – opportunities to start business, quality of technology and labour, as well as the level of competition;
- Entrepreneurial aspirations (ASP) – determines the complex qualitative and strategic nature of entrepreneurship – introduction of new products and technologies, as well as ambitions for high growth, internationalization of business and availability of venture capital; (according to Acs Zoltan, Errko Autio,: The Global Entrepreneurship and Development Index, South Kensington, London, 1st March 2010, retrieved from the Report on SMEE in the Republic of Serbia for year 2011, pp. 74)

Otherwise, the expression of GEDI index values for Serbia is an integral part of the reports that are compiled annually by the relevant ministries (Ministry of Finance and Ministry of Regional Development and Local Self-Government) and the National Agency for Regional Development (NARD). These reports are referring to the analysis of the assessment of dynamics of implementation of goals, measures and activities for improvement of encouraging the development of the SMEE sector as one of the key segments of economic development of Serbia. The report is prepared in line with reporting to the European Commission according to Eurostat methodology. (13, p. 5)

Everything stated above imposes the conclusion that direct effects of entrepreneurship on economic and, also, agribusiness development are not easy to measure, and that there is a constant need for adjustment of existing or design of new parameters that have influence on the objective perception of entrepreneurship in the context of economic development, and their causal relationship.

The research of effects of entrepreneurship is additionally complicated as we go down from the level of national economy to the level of a particular sector, the agribusiness sector in this case, or further to the level of individual company operating within the agribusiness sector, because of the multiplication of factors which extend the potential research space, even if we, hypothetically, set up the unique criteria of entrepreneurial efficiency. Concretely, the same entrepreneurial action in different conditions will provide different results. Some of these factors with implications of achieved results are contained in next questions:

- what sector is in question - the production sector or sector of services, and what is the growth dynamics of these sectors?
- is the area of company's activity innovative and expansive or not?
- what is the intensity and structure of the competition?
- how large is the domain of the implementation and exploitation of new technologies, particularly from the IT sector?
- are the activities carried out in specific market niches (for example, highly specialized goods and services) or not?
- what is the attitude of relevant institutions which have influence on business ambience design toward particular sector, from the priorities viewpoint (the structure and scope of the support measures)?
- is it the sector with strong credit potential (attractive to banks and other financial institutions) or not, etc.

So, it can be concluded that the consideration of entrepreneurship in the context of economic development is a complex area. But, when the positive influence of entrepreneurship on economic development is in question, it can also be concluded that there is a high level of compliance among theorists. The structure of contemporary markets, whose main characteristics are dynamism, turbulence and heterogeneity, is the business polygon that requires economic entities to be highly adaptable, flexible and able to anticipate the future – characteristics immanent to entrepreneurship. A higher number of economic entities with such attributes at the level of national economy makes the economy itself more competitive. The fact that the sector of small and medium enterprises and entrepreneurship (SMEE) comprises 99% of the total number of economic entities in developed countries indicates this. Given that the dynamics of influence of entrepreneurship on the economic development in general, as well as on the development of individual sectors and individual economic entities, depends on a large number of various factors, the entrepreneurship must be observed within the overall environmental context, on the individual macro and micro levels, as well as on the level of their interaction.

3. ENTREPRENEURIAL COMPETENCES IN THE FUNCTION OF AGROBUSINESS DEVELOPING

Enterpreneurship, in its wide meaning, represents a complex model consisted of subjective and objective elements in its structure. An individual – entrepreneur, concretizes his business idea through integrative process of activities and resources and materializes it through creation of concrete business subject entering in market competition with aim to achieve designed level of economic satisfaction.

Agrobusiness is an area with additional specificities, because it is, generaly, a more conservative sector, which isn't easily engaged into innovative processes.

If we add unfavourable demographic and educational structure to this, a conclusion can be made that is indispensable to accomplish reprogramming not only of organisational and productional model, but also of thoughtful perceptions about what the essense of business activity is.

Enterprenurial activity of family economy can highly improve their economical and technological vitalality.

Entrepreneurial oriented economies are ready to invest in production expansion and provide maximum investment effectiveness.

Entrepreneurial oriented family economy is directed towards market.

Family economy occupied with „all kinds of things“ production, mainly in a small economy and with insufficient utilization of mechanisation, has no perspective.

It is necessary to convert as many family economies as possible from traditional to entrepreneurial economy (Djekić, S.,2005., 90-91)

Scientific REFERENCES provides many approaches to the problem of entrepreneurial competences; but theory demonstrated a categorisation of entrepreneurial competences in six key areas (Man, T.W.Y., 2002.) that can be recognised as dominant.

Enrepreneurial success in agrobusiness depend of entrepreneurial affinities and motives, too.

In this constellation, motives are often very important predisposing factor that can ,in the beginning , define potential of entrepreneurial competences developing.

Researches have been done in developing countries, (Friedman. B, Aziz, N. 2012, Benzing, C., Chu, H.M., 2009, Chu, H.M., McGee C., 2007), contrary to developed countries, they have shown domination of push factors over pull factors.

In theory discussions (Scarucki, M., 2009, literatura, pp.12), pull motives are:

•financial incentive;
•desire for independence;
•self-development motive;
•family business background;
•desire to exploit an opportunity;
•combining job with other life;
•turning a hobby into a business;

Dominant push motives are:

•unemployment (or threat of redundancy);

•dissatisfaction with previous job or disagrement with previous employer;
•alternative to relocation;

Table 1. *Competence cluster*

Competence cluster	Description	Underlying competences
1.Opportunity competences	Competecnes related to recognising and developing market opportunities through various means	General awareness International orientation Market orientation
2.Relationship competences	Competences related to person-to-person or individual-to-group based interaction	Communication Negotiation Networking Persuasiveness Teamwork
3.Conceptual competences	Competences related to different conceptual abilities which are reflected in the behaviour of the entrepreneur	Conceptual thinking Problem analysis Vision and judgement
4.Organising competences	Competences related to the organisation of different internal, external, human, physical, financial and technological resources.	HRM/HRD Leadership Planning and organisation
5.Strategic competences	Competences related to setting, evaluating and implementing the strategies of the firm	Learning orientation Management control Result orientaion Strategic orientaion
6.Commitment competences	Competences that drive the entrepreneur to move ahead with the business.	Self-management Value clarification Vision

Sourse: (Man, T.W.Y., 2005., pp.3-4)

One more push motive should be added to the list, that is specifically expressed in transition countries, where current income is sufficient just for essential needs (often even below that level), and that is also the financial motive; having in mind that, contrary to financial motives at pull factors, this push financial motive is in the direct connection with existential sustainability.
The problem that can occur with push motives, is in the inverse order of moves.
Firstly, the decision to become an entrepreneur is made, and after that, analysis of business and individual predispositions which are necessary for attainment of successfull business results are made.
To these entrepreneurs, entrepreneurship very often represents a forced alternative which can predict business downfall even before business process is actually launched.

Development of entrepreneurial competences in agribusiness is characterized by high level of dinamysm.
Their definition has theoretical stability but also alludes permanency in adaptations toward practise demand.
All structural elements given in chart 1 are liable to changes and modifications in accordance with challenges of actual business environment.
Nowadays market structure and high intensity of activity complicate business conditions and raise the degree of demanding entrepreneurial competencies.
For example, analytic capabillity, strategic planning or leadership as competencies, have to be taken up on a higher level than they were needed 10-20 years ago in order to be put in the "successful" category , the same as the current level of competencies will probably not be sufficient for upcoming time and future business circumstances.
An entrepreneur in agribusiness is not isolated and he cannot develop only on his own.
There is a necessity for an existence of organized system, that will help the entrepreneur, through different educational programs, to: firstly, objectively take a view of his entrepreneurial competences, and, secondly, give him chance to improve all his competences.
Development of entrepreneurial competences is important in all economy sectors and especially in sphere of agribusiness with respect to importance it has in stopping of devastation process of rural areas of Serbia.
In that context it is very important to emphasize much bigger role of institutions which are competent for monitoring and development of small and medium sized enterprises in agribusiness, especially those on regional and local level and with possibilities for direct communication with actual, and particularly with potential entrepreneurs.
Immediate contact between institutions and entrepreneurs and adequate information decrease the possibility for making incorrect business estimation, and increase analytic capacity of participants in entrepreneurial activity.
As one affirmative model, one should mention the Manual cultivation of healthy plants reported by Regional center for SME and entrepreneurship development "Zlatibor" d.o.o. Užice in february 2006. after seminar organization.
This Manual is comprehensive, concrete and practically applicable.
Informative structure of this Manual is, with needful corrections according to specificities, applicative with other sectors of agribusiness.
Some of the most significant segments are:
•report of 10 healthy plants which are profitable with annotations of all advantages given in details;
•systematization of all problems and obstacles that can appear and which are mostly organization-wise, as well as suggestions for their rejection;
•calculations of incomes, expenses and profits (in EUR) in first and other years per each plant are given;
•important information about cultivations , crop care, harvest and drying up at any simple plant are listed;
•presented possibilities of marketing: domestic market, INO market;

•important information relating to controle and quality assurance are given;
•domestic and international faires with time and place listed, together with the info about application forms;
•lists of useful internet sites etc..(Zlatibor“ doo, 2006).

These and similar activities which provide specific and practically applicable information reduce hesitance and indecisivenesses, which as direct result can cause withdrawal from emerging the entrepreneurial venture.

In accordance to the aforementioned, a potential entrepreneur in agribusiness should, before starting entrepreneurial activity, make objective analysis of his own entrepreneurial predispositions and external conditions (level of competency, demand structure, proximity and developing potential of the target market, treatments at commercial banks, institutional support and possibilities for entrepreneurial development through different educative forms) and in accordance with it make estimation about level of adequacy/inadequacy for beginning proces of entrepreneurial activity.

4. ENTREPRENEURSHIP IN FUNCTION OF RURAL ECONOMY REDESIGNING

Agriculture represents a modern system of food production and distribution carried out by small family farms, large corporations, credit institutions and other input suppliers; marketing and utilization enterprises; a transport network; wholesalers, restaurants, food retails, consulting firms and other utility institutions of agribusiness. It is a wide network which includes: producers, refiners, traders; also, agriculture machinery producers, plant protection products producers and distributors, petrochemical complex, university and other laboratories, banks and many other institutions surrounding farmers. This immense complex provides exeptional conditions for entrepreneurship development. (Pejanovic, R. , Njegovan, Z., 2010.). Implementation of the entrepreneurship concept has other positive implications, beside agriculture development in whole. Entrepreneurial approach also integrates the potential of business activity diversification, thus also the possibility of earning additional benefits in family farms and small and medium-sized companies. In case there are conditions for expansion of the scope of business activities, and if there is complementarity among them, entrepreneurs will be given an opportunity to, throught different activities, maximize exploitation of their entrepreneurial engagement and expand the scope of action of their entrepreneurial compentencies. Positive reflections of such approach project on many fields. Firstly, additional incomes are generated for individual households and the local community, new jobs are created, as well as the conditions for demographic revitalization of rural area. Secondly, wealthier local community tends to initiate development of the segments that additionally affect the improvement of business management and life quality in rural areas; transport and utility infrastructures are being improved, overall product and service offer of the local community expanded and the local market developed, facilities for entertainment and recreation are being expanded, marketing strategies modernized, and a greater attention is paid to ambient values. Thirdly, such qualitative structure additionally affects the overall satisfaction of rural community

and increases the attractiveness of the area, which, as a direct repercussion, results in an increased interest of current and potential product and service consumers and initiating of new income and development cycle. The effects will be multiplied if the activities of the local community are based on comparative advantages, which are primarily based on authentic and highly specialized offer, especially in the field of rural tourism and food industry.
One positive practical example is the village of Mackat, located 14 kilometers from Uzice. Its statistical indicators are very atypical, not only for rural, but also for many urban areas in Serbia. Namely, data from the last three population censuses of Serbia, given in table 2, show that the population is constantly increasing.

Table 2. *Population census of the village of Mackat for the period 1991-2011.*

Year	Population	Number of households
1991.	**658**	**161**
2002.	**806**	**223**
2011.	**892**	**262**

Source: *Statistical office of the Republic of Serbia;*

Apart from the increase of the population and the number of households, the other significance is the improvement of educational and age structure. Also, the entrepreneurial spirit of the population should be appraised as an important initiator of such trends. Application of entrepreneurship has enabled an ambitious and highly competitive approach, which is recognized and accepted as such.
Important guidelines of entrepreneurship in the village of Mackat can be sublimated through following characteristics:
▪synergy effect in the process of activity complementarity – cured meat production, rural tourism and catering;
▪Utilization of comparative advantages – stepping out into the market with an authentic product which has comparative advantages that are not easy to limit or imitate.
▪Initiative – diversification of activities
▪Economic satisfaction – additional income sources created through diversification of activities;
▪Creativity – a combination of traditional and contemporary;
▪Flexibility – monitoring of market demand trend – using „ethno“ and „eco“ criteria;
▪Commitment – entire families are engaged in entrepreneurial process on a daily basis;
▪Self-confidence – belief in properly chosen „business route“; (Panic, D., 2014)
These and similar examples of entrepreneurship implementation into specific business management are particularly significant in a situation when agribusiness becomes one of the fundamental factors in the process of creation of integral sustainable rural development. Entrepreneurship has to become a dominant business philosophy, especially in small and medium-sized companies which practice their activities in the agribusiness sector. Development of entrepreneurship will enable individuals in agribusiness to additionally

develop their capacities, become more competent and influence the establishment of rural economy that will have all the atributes of stability and the potential for prosperity.

5. CONCLUSION

Entrepreneurship as a global phenomenon is becoming one of the basic preconditions of competitiveness. Its implications are multidimensional and expanded to different spheres. Considering that the entrepreneurship concept is inseparable from the sector of small and medium enterprises, and these are dominant economic entities in number and in emergence dynamics, a maximum adjustment of the business environment to the “small business” is the priority objective in development strategies of the most countries, which has already been emphasized as very important. This sector is highly sensitive to great economic instability and variations, which means that its full capacity can be manifested only in appropriate conditions. For this reason, in the Act on Small Business brought by European Commission (Commission of The European Communities, 2008) the principle “Think Small First” has been promoted as one of the key principles. Through this Act, it is clearly suggested to the governments of the member states that institutional efforts and adopted regulations must be primarily in function of support and promotion of the small and medium enterprises and entrepreneurship.

Entrepreneurship in agribusiness has a great perspective. Wide and perspective area that covers this sector, provides conditions for the implementation of the entrepreneurship concept whose ultimate goal should be constituting of the contemporary and efficient agribusiness system, and this would initiate the transformation by all value parameters of not only agriculture, but whole rural Serbia. Beside this, small and medium enterprises in agribusiness can assume the role of one of the protagonists in the process of establishing a competitive and export-oriented economy of Serbia. In order to “transform comparative advantages into competitive advantages” (Pejanović, R., 2010, pp. 13), it is necessary that there is a political stability, strategic orientation towards development of agribusiness and the implementation of the principles and results of a good practice already proven to be effective.

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INNOVATION IN FUNCTION OF INCRISING COMPETITIVENESS OF SMALL AND MEDIUM SIZED ENTREPRISES IN THE FOOD INDUSTRY

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Abstract: *Innovations and innovativeness of market participants become important predispositions of their business competitiveness. Proinnovative economic subjects have ability for adaptation on heterogeneity and dynamism on demand side and have a strong influence on modification of existing and creation of new consumers buying criteria. In this paper, innovation is considered in the context of entrepreneurship and small and medium sized enterprises. The objective of this paper is to indicate important components of entrepreneurship affirmation process, with special overview of food industry, considering its importance in creating of integrated sustainable rural development concept, as a key precondition of rural area reconstruction.*

Keywords: *innovation, small and medium sized-enterprises, food industry;*

1. INTODUCTION

Modern, turbulent technical and technological development has brought about the fact that in order to be competitive on the market , one needs to be different from competition.
On the “capricious” market, goods with so-called “atractive quality” have the best position. These kind of goods are result of well constructed innovative actions.
Apparently, segmented structure of demand side put in front of market subjects claims for hipersensitiveness, abilities for anticipation and innovativeness.
Drucker, P. (1985) emphasizes that changes effect with something new and different, hence introducing the term of “systematic innovations“, which consist of purposeful and organized researches for change, so that in framework of systematic analysis there are possibilities that such changes can be acceptable as economic and social innovations. .(Drucker, P.,1996., pp. 51).
Innovation is a result of individual or collective internal inventions or reactions to external stimulants.
Different kinds of innovations are influenced by organizational structure of enterprises, and by conditions of business environment, too.

Innovations make affectation in the structure of business environment by changing qualitative exploitations forms of actual goods and services, organizational tips, way of distributions, marketing etc.
For a successful market-oriented business subject, innovativeness represents a strategic appropriation.
Creation and implementation of innovations demand an adequate system for support and development of resource potentials.
That is escpecially important in those sectors and spheres with comparative advantages and multidimensional implications such as small and medium sized entreprises of food industry.
Importance of these entreprises is that they can provide long-term development and transition of rural areas, because of their abilities to adapt to changes inside business environment (Đekić, S., 2005., str. 49).
(Menrad, 2004). Innovations are, as well, becoming more and more an instrument that companies in food industry use to be in front of the competition and to fulfill consumers' expectations. (Menrad, 2004).

2. INNOVATIONS IN FUNCTION OF ENTREPRENEURSHIP DEVELOPMENT

Special importance in context of entrepreneurship is given by Peter Drucker (1985) by emphasis that „an innovation represents a specific tool of entrepreneurs, an instrument whereby they use a change as a possibility for fulfilment of different production or serviced activities.
It can be present as a scientific discipline, favourable to be learnt, favourable to be practiced
Entrepreneurs have to explore ,in a purposeful way, the possible sources of innovations, the changes and their symptoms which mark capabilities for successfull realization of innovations.
Also, they need to know, and to apply principles of successfull innovations. (Drucker, P.,1996.,pp. 35)
Innovation is, in fact, an operationalization of an idea.
According to the Organisation for Economic Co-operation and Development-OECD and Oslo Manual – GCIID, there are four basic types of innovations:
•***innovation of products*** - represents implementation of new or improved products or services in the sphere of technical specifications, materials, components, softwares, suitability to consuments' needs or other functional characteristics.
•***innovation of process*** – represents new or improved ways of production or shipping or products, in terms of technique, software or equipment.
•***innovation of marketing*** – refers to new marketing methods which include substantial changes in product design, package, price and promotion. The basic purpose of marketing

innovation is better fulfillment of the current buyers' needs, enticement of the potential ones , as well as improvement of the market position.
•***organizational innovation***s – refer to new organizational methods in company management, with primary emphasis on new and more efficient organization of employees (delegation of responsibility, flexible organizational structure with no rigid hierachy levels), and the change in communication with the business partners.
Intensive techical and technological development and its implementation into business process are becoming an important competitiveness factor. Sluggish and rigid systems which are not capable of fast reactions to the impulses coming from the market are thus becoming inferior and uncompetitive with flexible organizational structures which are quick in adapting to the new requirements of the market's demand. Dynamism influences the differentiation of business circimstances which usually leave room for implementing of the innovations. Such conditions create possibilities for intensive interaction on the relation entrepreneurship – innovation.
This relation can be considered within the context of entrepreneur's dominant motive to enter the innovative process, depending on whether he is motivated primarily by the idea as an independent category, or by it's commercialization (read more on the subject in: Knudson, W., Wysocki, A.,(2004): Entrepreneurship and Innovation in teh Agri-Food System, Amer. J. Agr. Econ. 86 (Number 5, 2004): pp. 1333-1334;)

Table 1. *The Interaction between Entrepreneurship and Innovation*

Type of Entrepreneur/Innovator	Drive to Bring to Market	Drive to Innovate
Master entrepreneur	Dominant	Minimal
Innovative entrepreneur	Primary	Secondary
Entrepreneurial innovator	Secondary	Primary
Master innovator	Minimal	Dominant

Source: (Knudson, W., 2004)

•***primarily entrepreneur*** – shows very little or none will at all to innovate. His basic characteristic is the tendency of noticing market „gaps“ and filling them with existing business models, products and services;
•***innovative entrepreneur*** – is primarily an entrepreneur, and then an innovator; constantly looking for new challenges, taking calculated risks, guided by vision of what the future may be like;
•***entrepreneurial innovator*** – primarily motivated by innovation; constantly looking for new challenges. Recognizes market „gaps“ and fills them with new business models, products and services;
•***primarily innovator*** - is primarily an innovator, innovation is the guide in his work; there is stability in his striving to develop new formulas and processes, and it is of less importance to him whether the innovations will be implemented by him or someone else (implementation of the innovation depends on its adaptability to current conditions – some

innovations are instantly applicable, while some will be applicable in different circumstances) (Knudson, W., 2004, pages. 1333-1334***)***
Innovations contain a component of development. Various processes, products or methods can be improved in different ways in food industry too. Innovation has its dynamic dimension and application genesis. It is applicable to a variety of fields, which indicates high degree of interactivity with the areas that the innovations are applied to. Innovations develop external environment, but the configuration of the environment can induce further development of the initially established innovation, in a such way that it would expand the room for its implementation and give the possibility for new forms of combining.

3. AN INNOVATION PROCESS MODEL AND INNOVATION ACTIVITY

Contemporary technical-technological accomplishments are actually a result of the evolution of science and scientific knowledge. Process of innovation makes the specific/exact scientific accomplishments applicable – it promotes them to operational level. Appliance and exploitation of innovation in reality represent the ultimate goal and supreme satisfaction for the innovators.
The innovation process itself is complex/polyphase, where between the decision of entering the innovative process (the first step of innovation process) and the market implementation – measuring market performances (the last step of innovation process) there are several interphases of linear type. Furthermore, every following phase is an elimination phase for all the previous ones; nonexecution of current phase means obstruction of all the previous.

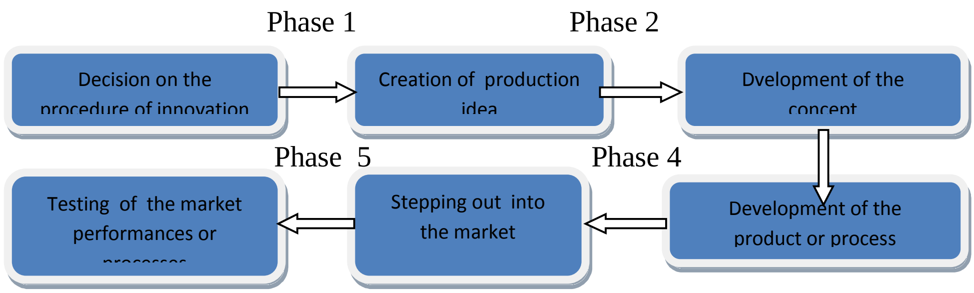

Figure 1. *Model of innovation process (Source: Menrad, K, 2007)*

In accordance with this model, the innovation process in small and meduim-sized companies of the food industry starts with basic researches in an effort to analyse the scientific principles of specific phenomena with no particular goal. This phase is followed by applicative researches with the particular purpose to find solution for defined problems and goals. Successfull results in this phase introduce the innovator into the field of invention and enable him to transform the experimental phase into experimental product – prototype. In case trial tests approved validity of the concept, the prototype is being further

developed unto the production process – namely to the final product or the process ready to be introduced to the market. If the market feedback is positive, the next step is preparation for mass production of small and medium-sized food industry companies' products and definitive market penetration. (more on the above in Menrad, K. : Innovation in traditional food products in a small and medium – sized companies of the food industry, Wissenschafts Zentrum, Straubing, may 2007. , page 7)
Implementation of innovation activities in both small and medium-sized companies and those from the food industry sector, depends on multitude internal and external factors. This is the reason why, within ProINNO iniciative, the European commission has conducted public consultations on the topic of support of innovations in Europe efficiency. A survey-based research was conducted among more than 1000 companies and 430 key agents in the field of innovations (3, page 38) with the goal of diagnosing fundamental factors that fetter innovative activities in companies. The results of the research are given in table 2:

Table 2. *Factors fettering innovation activities in companies and their relative importance*

Factors	Importance – **big** in %	Importance –**small** in %
Too high innovation expenses	**64,52**	35,48
Lack of IP protection	27,90	72,10
Difficulties in finding innovation partners	45,96	54,04
Insufficient access to knowledge networks and clusters	38,01	61,99
Lack of benefits that would enable cooperation between participators	49,49	50,51
Unawareness of instruments of support	43,69	56,31
Insufficient access to financial resources	**69,44**	30,56
Unawareness of all valuable aspects of innovations	27,02	72,98
Lack of management skills, including innovation management	28,79	71,21
Insufficient creative and professional staff	34,22	65,78
Insufficient access to knowledge	26,26	73,74

Source: *According to ProInno Initiative – EC, taken from Methodological guide to innovations, ICES project, Faculty of engineering sciences, Kragujevac 2013, pages 38-39.*

This research showed that the dominant important factors preventing innovation activities are „too high innovation expences – 64, 52%“ and „insufficient access to financial resources – 69,44%“.

Lack or unavailability of financial resources are indeed the reason why small and medium-sized food industry companies conduct their innovation activities mainly through cooperation with other business entities. Namely, an innovation process demands high expertise, precisely determined phases of implementation, and of course, capital. Independent engaging into innovation process includes existance of all aforementioned prerequisites, but is still unable to absolutely guarantee innovation profitability – to fully predict reactions of the target group of consumers. On the other hand, enterprises from the MSP sector are mainly in permanent lack of financial resources, so that a failure or an unsatisfying success in a procedure of innovation process implementation could endanger the very existance of the enterprise.

It is an indisputable fact that innovations are becoming one of the essential factors in the process of market positioning, both for country and individual enterprises. Current markets demand almost day-to-day innovativeness, having in mind the changes in the structure of offer and demand. In accordance with the importance of innovations and the structure of innovation ambience in bussiness relationships, there is a need to determine, using exact parameters, the innovation growth intensity degree for each individual country; namely to establish relevant parameters which would explicitly present the level of innovativeness per country, as well as its trend. In accordance to that, INSEAD (The Business Scholl for the World) and the Confederation of Indian Industry have established the Global Innovation Index. The main goal of establishment and implementation of this index is to highlight the innovation degree of individual countries, as well as to detect all the limiting factors which negatively influence the innovation-generated profit level for companies, the country and its population. (The Global Innovation Index Report, INSEAD, 2013.)

For several reasons, the introduction of this index is a significant step forward in the investment activities measuring by countries. The most important thing is that a serious upgrade has been performed in comparison to traditional parameters (level of Research&Development investments, the number of patents per million inhabitants, the number of scientific magazines - national and international, as well as the number of scientific works per scientific worker, etc.) and that the established parameters are subject to corrections, i.e. permanent adjustments to current business conditions are made.

GII for year 2013 involved 142 countries, encompassing 94.9% of world’s population and 98.7% of world’s GDP (expressed in US dollars).

As regards Serbia, the best results in 2013 were achieved within the following parameters: costs of lay off of redundant employees, week salaries (1st place), scientific and technical articles (2nd place), ISO 9001 quality certificate (7th place), Madrid system for registering and management of trade marks (9th place), export of computer and communication services (16th place), public expenditures/pupil % GDP/per capita (16th place), export of audio/visual services (16th place), ISO 14001 environmental certificate (18th place), pupil-lecturer relationship, secondary (19th place), etc. The problems are related to the following parameters: local competition intensity (131st place), ICT and organizational model design (128th place), ICT and business model design (126th place), investment (125th place), ease of tax payments (120th place), environmental performance (98th place), etc.

Comparative analysis of Global Innovation Index in INSEAD's reports for 2012 and 2013 shows:

- that Serbia in 2013 recorded a decline of GII (from 40.00 to 37.87) and in the general ranking scale (from 46th to 54th place);
- that it lost two places among the countries of the region and dropped from 6th to 8th place (only Bosnia and Herzegovina and Albania are behind Serbia);
- that the first three countries in the region hold their positions (Slovenia, Hungary and Croatia), and that they are in the group HI - high income - other countries during 2012 were in the group UM - high to medium level;
- in 2013, according to the classification of groups by revenue, Albania declined to group LM – lower to medium income, while others kept their groups;
- seven out of first ten countries at GII ranking list is from Europe, two are from Asia, one from North America;
- in 2012, as well as in 2013, Switzerland and Sweden hold the first two positions. Among other eight countries, there has been a change in the positions (the highest growth – Singapore - jump from 8th to 3rd place, the greatest decline – USA - from 5th to 10th place).

The Innovation Efficiency Index has been applied since 2012, representing the difference between innovation results sub-index and innovation introduction sub-index. This index has been created in order to neutralize the difference between the levels of development of the countries and the data reflected by these differences. It shows how much the result of innovation in a particular country benefits from its investments. Analysis of group of inputs is critical for the level of efficiency, given that the economy can achieve a relatively high level of efficiency due to practically low level of inputs.

Presented indicators clearly show that innovations and innovativeness in general, and, consequently, innovations in the sector of small and medium-sized enterprises of the food industry, must be observed within the broader context of the interaction of various factors that influence the forming and establishment of an environment that is affirmative for the expression of innovation capacities. Otherwise, the ambience structure is affected by complex conglomerate of institutional, infrastructural, market, scientific, technical, human and business potentials, whose interrelation should produce the effect of acceleration on the both, individual and collective, creative and cognitive depots exploitation intensity on differentiated interaction levels in differentiated organizational structures.

4. IMPLEMENTATION OF INNOVATION PROCESS TO BUSINESS ACTIVITY OF SMALL AND MEDIUM-SIZED ENTERPRISES

Census 2011 results shows that demographic trends in Serbia are increasingly unfavorable, especially in its rural areas. There has been a decline in the total population of 4.15% from 2002 until 2011, which was primarily the result of negative natural increase and migration abroad. Rural population has been declined for 311 139 citizens (10.9%) during this period and reduced below 3 million, and today its share in the total population of Serbia is 40.6%. The following data speak in favor of the negative demographic trends in rural areas: in nearly 1000 settlements, the number of inhabitants is below 100, which practically indicates that every fifth settlement is facing extinction; the greatest concentration of such settlements is at south and east of country, where every third settlement counts less than 100 inhabitants. Ten settlements have no female inhabitants, while two settlements are inhabited only by women. In rural settlements of South and Eastern Serbia, population is reduced by 19% in nine years. Average population density in Crna Trava has been reduced to only five citizens per square kilometer, while average age of citizens of this municipality is ten years above the national average. Sumadija and Western Serbia Region is the only one where more citizens live in rural than in urban settlements (52.6% of rural population) [according to the Republic of Serbia Census 2011, retrieved from Agricultural and Rural Development Strategy 2014-2024, Ministry of Agriculture, Forestry and Waterpower Engineering, Belgrade, November 2013, page 51].

Stopping or slowing down of negative trends can only be achieved by improving the general conditions of life and work in the countryside. One of the options can be support to small and medium enterprises in the food industry, where there are already companies that have proven themselves in the international market, and which have arisen as a family firms. Their development genesis can serve as a model to other companies, not only from this field. Its success is primarily based on effective and carefully conceived development strategy, effective use of comparative advantages, high quality, effective marketing, efficient distribution network, meeting the maximum qualitative and aesthetic standards of packaging and continuous implementation of innovations in various spheres of business. Several successful companies, with basic features and implemented innovative concepts, are listed below:

•**„FOODEX“ Trstenik** – fruit and vegetables processing

– **Innovation concept: innovation of product, innovation of marketing**;

Company has been established in 1998 in Popina, near Trstenik, as a family company. Currently, it employs 20 permanent staff members and 30 seasonal workers. Entire production is based on traditional recipes, prepared from high quality fruit and vegetables, without the use of preservatives, pectin, artificial coloring or aroma. Products are 100% natural, prepared entirely by hand, for a fuller taste and higher quality. Majority of products is exported to Germany, Switzerland, Canada and Australia. The company is a winner of a great number of awards for high quality. It has a HACCP certification. The range of products is permanently expanding, with particular emphasis on products that are not present at the market, combining traditional recipes and superior quality, for example 100% natural chokeberry juice. Beside this, in order to animate current and especially potential customers, various sweet/salty recipes for products where one of the ingredients can be some of the products from the company’s product range are published at the official web site. (www.foodex.co.rs)

-„SIRELA“ Backi Petrovac – dairy

– **Innovation concept: <u>innovation of product, innovation of process</u>**;

Established in 2001, as a family company. A few years later, the company makes a great investment in own dairy farm with 100 cows. Lack of experience and good farm management makes the investment unprofitable. Another obstacle to successful business was related to the retailers and their requests for extension of payment deadlines and increasing rebates. Business problems initiated the timely and effective reaction. A strategic decision to create its own network of 40 little diary stores was made. Beside this, the HACCP and ISO 9001 standards were introduced in 2007. Today, "Sirela" is a family business in expansion, with the capacity of 20 000 liters of milk per day. The products are placed at the national market. In addition to creating its own sales network, management of the company insists on another very important characteristic – the existence of "product-price" reciprocity. Recognition of this approach by consumers, provides a stable demand and generates the conditions for company's growth. (Popović, R., 2013, 28-29)

•„FOODLAND“ Belgrade (today it is a part of „Atlantic Group“, Zagreb) – production of high-quality fruit and vegetables food products

- Innovation concept: <u>innovation of product, innovation of marketing</u>;

One of the most successive companies from the small and medium enterprises sector in food industry of Serbia was founded in 1998, and today it has more than 180 employees. The company is internationaly recognized serbian brand, whose products are present at the markets of over 20 countries (ex Yougoslav countries, Russia, Sweden, Netherlands, Germany, France, Great Britain, Australia, USA, Canada, Japan, Hong Kong...). A business philosophy that dominates the company is devotion to consumers and satisfaction of their needs for high-quality food products, offering a combination of traditional recipes and methods of preparation, fresh raw materials without additives and conservancies, with some innovative ellements. The production is situated in ecologically guarded surrounding (region of Kopaonik, Vlasina and Golija mountains). This is also where the raw materials – fruit and vegetables – comes from. The company's business is based on creation of brands recognized as they are by consumers. The most significant brands are: Amfissa (the concept of Mediterranean diet nutrition products), Granny's Secret (a culinary and ecological experience of mountainous regions of Serbia) and Granny's Secret organic (it posesses all the qualities of the Granny's Secret and meets the high standards for organic food). In addition to the products, a great deal of attention is dedicated to the promotional activities and packaging domains. „Foodland" won the 2013 WorldStar Winner award for the best packaging in the world in category of food.(www.foodland.rs/)

•„Zlatiborac“ d.o.o. Mackat – production of smoked meat products;

Innovation concept: <u>innovation of marketing, innovation of product</u>;

The company has been founded as a family firm in 1992, with four employees, and today it has more than 170 workers. Primary business strategy is based on production which understands a combination of the traditional preparation method (traditional recipe in process of selection, salting, smoking and drying of meat) and application of new technologies (primary in process of fulfilling the hygienic, technical and packaging standards). Additionally, the products range is continuously complemented and developed with the aspiration that there is always a product that is unique with respect to the normal range of competition (the latest innovative product - chicken tea sausage). Products are provided in various forms, with especially attractive so called “slices” – finely sliced products. A great attention is payed to promotion, as well. Promotion is performed by established promo-teams whose activities are constantly being improved and perfected with the aim of more efficient interaction with customers. The Zlatiborac’s products are present in all major trade chains in Serbia (“Tempo”, “Idea”, “Roda”, “Mercator”, “Metro”…). Through implementation of HACCP, HALAL and GOST-R standards, “Zlatiborac” gained the possibility for positioning on foreign markets (ex YU countries, the EU, Russia, Belarus, Azerbaijan, etc.). High quality received an official confirmation by obtaining a large number of national and international quality awards. (www.zlatiborac.rs)

These examples of successful business in food industry sector are of manifold significance for rural population. First, potential entrepreneurs have a “model of successful business” and conceptual alternatives. Second, the possibility of creating the cooperative relationship with the existing and the future food industry companies is opening to them. Namely, even if the headquarters of these companies are not stationed in rural regions, they usually have their own business units within it, given that these regions are the largest part of the basic raw material base. Third, in order to achieve high competitiveness level, companies from the food industry sector must meet high quality standards, from production of raw materials up to the final product. This can help the direct agricultural producers, especially family households, to adapt their production to this modern criteria and quality standards, and remain competitive even if they decide to change the subcontractor or to act independently on the market, with their own products.

5. CONCLUSION

Affirmation of innovativeness of the small and medium enterprises in the food industry is imposed as one of the priorities. However, it is an activity that must be initiated and articulated primarily in areas where the implementation has the greatest potential to maximize business results. In this context, it is particularly important to continuously analyze the trends of current and potential consumers’ requirements, and the ability of anticipation of competition’s future activities. Also, small and medium enterprises in the food industry should be capacitated to operate in as wide as possible area of innovativeness. It implies a multi-dimensional innovative strategic approach, i.e. the ability to adequately respond to the challenges from all areas of innovative activity: product, marketing, processes and organization.

In addition, especially in countries where the concept of establishing the entrepreneurial society is not completed, as is the case with Serbia, the institutional recognition of the importance of innovation in the process of development of small and medium-sized enterprises is of great importance. In Strategy for SME, entrepreneurship and competitiveness development support for the period from 2015 to 2020, brought by the Ministry of Economy in March 2015, within the forth pillar and the third dimension of the Strategy's structure, the strengthening of innovativeness in SMEs has been emphasized as one of the priorities, with special focus on: improving the functionality of the national innovation system; improving the support to highly innovative SMEs, ecological innovations, improving the energetic efficiency and efficient use of resources; providing support for better absorption and utilization of funds from the EU program - Horizon 2020 for research, development and innovations; raising awareness among SMEs about the importance of innovativeness for their competitiveness. (OECD, 2005, page 16)

On the other hand, the food industry is an unavoidable factor in the structure of the vision of development of agriculture and rural areas in the Republic of Serbia for the period 2014 to 2024, promoted by the Ministry of Agriculture in the Strategy of Agriculture and Rural Development of Serbia. ("Off. Gazette of RS" No. 85/2014).

Improving the competitiveness of the agricultural and food sector requires the full support to the restructuring, development and innovations along the entire food chain. The modernization and technological development of this sector comprises the application of contemporary production technologies in the processing sector. For agriculture of Serbia, the improvement of competitiveness of the processing sector is of great importance. This sector should be based on domestic raw materials as much as possible and also on acieving of more added value, in order to increase the export competitiveness. (MPolj, page 70)

The potential for the development of small and medium enterprises in the food industry in Serbia exists. To what extent it will be used, and what will be the intensity of its influence to the process of establishing the sustainable rural development, will primarily be dependent upon the structure of the business environment and adequate support network, e.g. upon the level of interaction and degree of coordination of activities of institutions constituting the network, regardless of whether they are directly or indirectly associated with the SME sector and the food industry.

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ENGLISH FOR SPECIFIC PURPOSES

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Abstract: *This paper is about ESP, its origins, key notions and some of the important issues in the ESP curriculum design and ESP instruction. The purpose of ESP is to develop students' English language skills for working in a specific industry while improving their overall English communication skills. Therefore, it demands teachers aware of their students' needs and able to provide authentic materials to meet these needs. The latter, together with the lack of specific knowledge usually intimidates the teachers, because it puts them into the position of course designers as it is often difficult to find the appropriate textbook. The aim of this paper is to highlight the importance of ESP in vocational colleges and to encourage teachers to teach it by providing them with advice regarding the preparation of materials and selection of the appropriate teaching methods, as well as with the explanation of the ESP students' expectations.*

Key words: *English* ***for Specific Purposes, General English, learner-centered approach, needs analysis.***

1. INTRODUCTION

English for Specific Purposes is one of the most important areas of teaching English as a second language. There has been a lot of confusion as to the precise meaning of ESP. One of the most accepted definitions was provided by Hutchinson and Waters, who stated that 'ESP is an approach to language teaching in which decisions as to content and method are based on the learner's reason for learning' (Hutchinson, T., 1987). The stated definition implies that ESP is not a subject, separated from the students' real life. It is an entirely learner-centered approach, which implies learners' needs analysis as its starting point in order to make teachers aware of the language required in a certain profession and help them select suitable materials to ensure that the learners' goals are satisfied. Thus teachers stop being the slaves of the available textbooks and become course designers and materials providers. Therefore, the emphasis on the language in context rather than on grammar and language structures is the main difference between the ESP and General English courses, as well as the fact that ESP learners are usually adults who already have some acquaintance with English.
Other frequently cited language theorists are Dudley-Evans and St John, who defined ESP in terms of absolute and variable characteristics. Absolute characteristics imply the language teaching which meets 'specific needs of the learner', makes use of 'the underlying methodology and activities of the discipline it serves', and focuses on 'the language (grammar, lexis, discourse), skills, discourse and genres appropriate to those activities'. Variable characteristics imply that ESP may be, but is not necessarily designed

for specific disciplines, that it may use 'a different methodology from that of general English', that it is usually designed for adult learners, although it can be used with secondary school students, that it is 'generally designed for intermediate or advanced students' and that 'most ESP courses assume some basic knowledge of the language system, but it can be used with beginners' (Dudley-Evans, T., 1998).

2. ENGLISH FOR SPECIFIC PURPOSES

2.1. The origins of ESP

Hutchinson and Waters wrote about three reasons that caused the emergence of ESP and these are as follows: the demands of the world after the Second World War, a revolution in linguistics and the focus on the learner (Hutchinson, T., 1987).
The scientific, technical and economic expansion after the Second World War and the growing economic power of the USA made English the language of science and international communication, subject not to language teachers, but to the demands and wishes of people. Linguists started thinking about the ways in which this language is used in real communication and found out that different variants of English are used in different contexts and for different purposes, which led to the conclusion that the language instruction should focus on meeting the needs of learners in specific contexts. This also caused the changes in the language teaching methods – instead of focusing on how to deliver the language to the learners the attention was paid to the ways in which learners acquire language and the differences in the ways of acquiring the language.

2.2. Types of ESP

According to David Carver there are three types of ESP (Carver, D. , 1983):

1. English as a restricted language (e.g. used by air traffic controllers or waiters);
2. English for Academic and Occupational Purposes (e.g. English for Medical Studies (EAP) and English for Technicians (EOP));
3. English with specific topics (e.g. English for postgraduate reading studies, attending conferences…).

Another classification of ESP courses was made by Hutchinson and Waters, who also distinguish between three types (Hutchinson, T., 1987):

1. English for Science and Technology (EST)
2. English for Business and Economics (EBE)
3. English for Social Studies (ESS).

Each of these three types implies English for Academic Purposes (EAP) and English for Occupational Purposes (EOP), though no clear-cut distinctions between the two can be made and students studying English for academic purposes will eventually need it for occupational contexts.

Although there are different types of ESP, all ESP courses have the following three features in common: authentic materials, purpose-related orientation and self-direction. Conversation with specialists in a certain field will help teachers choose the appropriate authentic materials. Purpose-related orientation implies the simulation of communicative tasks relating to the target context (a conference, etc.). Self-direction implies 'turning learners into users', free to decide when, what and how they will study (Carver, D. , 1983) . However, teachers play an important part here as they are responsible for teaching students how to learn or how to access necessary information.

2.3. What is 'specific' about ESP?

It is important to distinguish between the special language and specialized aim. The former refers to a restricted repertoire of words and expressions used in a certain context or vocation, whereas the latter refers to the purpose of learning a language (Mackay, R., 1978). Therefore, it is the specialized aim, i.e. successful communication in a professional target setting, that ESP should focus on. In order to achieve this, students need to develop the following abilities: to use the particular jargon characteristic of a specific occupational context, to use the academic skills such as conducting research and to use the everyday, informal language, regardless of the occupational context (chatting with colleagues, responding to informal email messages…).
ESP curriculum designers have to be aware of the abilities noted above, but they cannot be expected to make the perfect balance for any particular group of students. However, teachers can monitor the learners' needs and adjust the curriculum to the identified changes. But they can hardly do this if they focus on a specific ESP textbook. In fact, they have to combine authentic materials, ESL materials, ESP materials and teacher-generated materials, which requires time, but selecting the appropriate materials is an essential phase in organizing an ESP course: 'Materials provide a stimulus to learning. Good materials do not teach: they encourage learners to learn' (Hutchinson, T., 1992), .
Wallace suggested some important criteria for teachers to rely upon when preparing teaching materials (Wallace, C., 1992). These include:
1. Adequacy – regarding the language or age level.
2. Motivation – the content should be interesting and motivating for students; they should enjoy the learning process.
3. Sequence – the content should be related to previous texts, activities and topics.
4. Diversity – teachers should use a range of classroom activities.
5. Acceptability – the content should accept different cultures, customs and taboos.

ESP represents the combination of the subject matter of the students' main field of study and the English language teaching, which is highly motivating because students realize that they will be able to apply the knowledge they acquire in their professional work and further studies. 'Students study ESP not because they are interested in the English language as such but because they have to perform a task in English' (Robinson, P., 1989).

2.4. ESP teachers

The motivating materials and students' awareness of the importance of acquiring ESP are not enough for the successful language acquisition. Teachers play an important role in the learning process. They must never forget that students acquire a language when they have opportunities to use it in interaction with other students. Teachers are expected to create a positive learning atmosphere, but this cannot be achieved if they themselves do not have a positive attitude to the subject matter they teach and if they cannot present the materials they have prepared in an interesting way.

The job of ESP teachers is much more complex and responsible than the job of GE teachers. It involves more than teaching and according to Dudley-Evans and St John, their roles include those of a teacher, course designer and material provider, collaborator, researcher and evaluator. These scientists prefer the term 'ESP practitioner' to 'ESP teacher' (Dudley-Evans, T., 1998).

Unlike General English teachers, an ESP teacher is not a person with the most profound knowledge of the subject matter in the classroom and because of this, they often feel intimidated when faced with the prospect of teaching ESP. They are concerned that their lack of specific knowledge will be exposed, which will make them feel inadequate. However, this concern is based on the misconception that they should teach the specific studies to learners of English. They forget that ESP students simply want to develop their language skills within a specific context.

Therefore, ESP teachers are more like language advisers or consultants, expected to generate authentic communication for the students who are often experts in the subject matter. They have an equal status with students and the methodology they use is different than that of GE teachers. They are expected to design courses and provide materials, which is often a very difficult task. The more specialised the course, the more complicated it becomes to find the appropriate materials, so teachers need to adapt the materials they find or even to write their own materials. They cannot do this successfully if they do not research their students' aims and interests, and once they have done this, they need to cooperate with subject specialists to gain information about the subject syllabus and the tasks the students will have to carry out in their professional environment. However, if they do not have a subject specialist among their colleagues, family and friends, this can be time-consuming and frustrating.

Evaluation is very important in ESP courses and it does not imply only testing students' progress and teaching effectiveness, but also the evaluation of a course and teaching materials which are often tailor-made and unique. This evaluation must be constant in order to create a successful ESP course.

Scientists agree that three things which make ESP teaching complicated are as follows:

- lack of long tradition and guidelines (ESP has been existing for a short time and there is still a lot of confusion about some basic things, even about the definition of 'authentic materials');
- lack of materials, as a natural consequence of the previous reason;

• lack of specialist knowledge, which imposes the role of a collaborator on ESP teachers.
Teachers are expected to create the atmosphere that will build students' self-confidence and encourage them to take risks and use English in the classroom. If they succeed in preparing authentic materials, which students find useful for their future work or studies, they will gain students' interest and increase their motivation to learn. Having chosen a specific field to study, students expect their English training to complement it.

2.5. Sources of authentic materials

ESP students have to learn the same language structures as GE students. The difference is in the context and vocabulary which have to be specific. It is often difficult to find the suitable textbook that would meet the needs of a usually heterogeneous group of students regarding their background knowledge and interests. A lot of teachers are put off using authentic materials due to time constraints, not knowing what materials to choose and not knowing how to use them. However, there is a wealth of potential teaching material all around us which could motivate our adult learners and expose them to the 'real' English that they will encounter outside the classroom.

The Internet is a great source of authentic materials, ideal to use in ESP classes, regardless of the level of students (corporate websites related to students' work, airline websites to practise travel vocabulary and structures, etc.). It is also the perfect way for a teacher to prepare before a course, which will provide them with confidence and knowledge that their students will definitely appreciate.

No matter what specific field of study they choose, students have to be able to write effective business emails and the Internet provides numerous websites with lots of useful information about the correct tone, structures and layout.

The Internet is also a great tool for students' research of a particular topic, which they can do either individually, in pairs or in small groups, in order to prepare a presentation or a piece of writing. Presentation skills and the ability to write concise reports are also extremely useful. It may be necessary to pre-tech some vocabulary and structures or give students one or two relevant websites, but the most important thing is to set specific goals and achievable tasks.

2.6. Methodology

Methodology is a branch of pedagogy dealing with the analysis and evaluation of subjects to be taught and the methods of teaching them. According to Robinson, methodology refers to: 'What goes on in the classroom, what students have to do' (Robinson, P., 1991).

Variety plays the crucial role in keeping the mind alert. It implies: variety in the media (text, speech), classroom organization (pair work, groups), learner roles (presenter, negotiator), exercises, activities, tasks, skills (listening, speaking, writing, reading), topics and focus (fluency, discourse).

Providing students with opportunities to use the existing knowledge to assume or predict a novel situation is highly motivating.

The progress of a lesson should be coherent and clear in order to ensure a smooth flow of the learning process.

As to the activities, gap-filling activities are very useful as they demand thinking. These activities include: information gaps, media gaps, reasoning gaps, memory gaps, jigsaw gaps, opinion gaps, etc.

Role play and simulations are extremely motivating in ESP classrooms as they provide opportunities for meaningful practice of the acquired language, provide students with the feeling of realism and encourage creativity.

Case studies involve all language skills, starting from reading the input materials, through listening, speaking/discussion to writing a report. They actively engage students, making them more responsible for their education and increasing teaching effectiveness (Pariseau, S. E., 2007). Case studies are based on real life scenarios and students are expected to realize the full complexity of the situations and apply their own analysis in deriving a solution (Spackman, A., 2009). Unlike lectures, cases by nature encourage students to think actively about the problems, thus increasing their levels of understanding. Students appreciate group work because they help one another understand difficult concepts.

Project work as an out-of-class activity resulting in a presentation can be very useful if students choose the groups to work in and divide the responsibilities and of course, if the topic is related to any of the subjects of their specialty areas. Once they decide who the presenter will be, those who do not like performing in front of the class would feel relieved and more eager to do their part of the work. Teachers should set the time limit and devote a class a week to discuss the relevant issues with students and guide them with comments and the feedback. During presentations, the audience should be given certain tasks: to take notes, write the questions they might ask at the end of the presentation, judge their peers' work using the evaluation forms provided by the teacher, etc.

Project work integrates the four language skills, encourages cross-curricular work and increases students' responsibility for their learning. However, it requires a lot of planning and extra work on the part of the teacher in order to achieve the objectives set at the beginning in the time allotted. The evaluation of students is extremely complicated as teachers have to evaluate each member of each group. Preparing an evaluation form at the beginning of the project and making students familiar with it would make this task easier. The students' and teachers' evaluation forms will serve as important feedback for future project work planning.

Oral presentations, as a result of a written report, case study or research, focus on students' linguistic and professional skills, as they are required to express their idea in a clear and logical way, to respond to listeners' requests for clarification and anticipate possible questions from the audience. This puts a lot of pressure on the speakers, so they should be allowed to use a handout with the main points during the presentation.

The above mentioned methods and techniques significantly contribute to students' knowledge acquisition, but cannot ensure success if the learning environment is not active, collaborative and cooperative, and if students are shy and afraid of making mistakes.

3. CONCLUSION

Due to the world becoming more integrated and affiliated, the business world has become more demanding. Students need to develop problem solving skills and critical thinking on the one hand, and communication skills, especially the English language skills, on the other hand, in order to become competitive in the labour market. This puts the English language teachers in a very complicated and responsible, but at the same time a very challenging position – to prepare them to communicate fluently in a job-related real situation in a multinational surrounding. Therefore, specialized vocabulary, not grammar, should be put to the centre of the ESP classroom. Due to the relatively short history of the ESP teaching, teachers have little ready-to use materials at their disposal. They need to be creative, flexible and aware of their students' needs in order to prepare suitable materials and plan the activities that will help them achieve their goal. However, their students are often adults who have chosen a specific field to study and understand the importance of being able to communicate in English in a specific context. This is definitely an advantage that ESP teachers should not neglect.

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ROLE OF RECEPTION IN HOTEL

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Abstrakt: *Reception is "nervous system" or "the heart of the hotel" and "the image of the mirror" each hotel where they operate, which is characterized by a small fixed a large number of variables events Modern technology has in recent years greatly changed the way business reception, although it is essentially else same. Different forms of information technology have facilitated the work of receptionists, especially internal communication link, which connects all hotel sectors It has accelerated mode, but also the opinion that every receptionist, we can do everything, and thus be even greater service to guests.*

Key words: *reception, e - hotel , modrn tehnology*

1. INTRODUCTION

The aspiration of every hotel to reach the planned objectives, which means higher profits, better salaries and better human resources, which provides a guarantee to the general satisfaction of the guests and staff at the hotel. No other economic activity is not so directly related to the customer as the hospitality industry.Aware of the fact that all the results and successes achieved by the people,the feeling and the degree of customer satisfaction depends largely on the human factor,the obligation of the employees at the front desk,that in addition to professional qualification and be motivadet every day, in order to fully satisfy the needs and meet the specific wishes of the guests. Most of the employees at the hotel must have certain characteristics of features to work in service industries such as hotels. These consist of personal professional demeanor while performing their work, staff pleasant appearance, possessing a sense to help guests and colleagues, flexibility, special skills and knowledge.

2. RECEPTION

Reception is the place where the customer, after the phone or writing reserved the room, has a first direct contact with the hotel and hotel staff. There is acquired first, stronger and more concrete impression of the location in which he came.Observed strategic and architectural building,the reception is the centerpiece of the hotel. The original purpose of the reception to welcome guests, take care of them and satisfied them on the way, is fully reserved. However, her work has changed in line with the development of hotel business, the new demands of guests, the accelerated pace of life and thanks to additional

technologies.All this has influenced the change of the organization of reception, in the form of reduced staff, but its purpose and the purpose of essentially remained the same.
The change is reflected in the fact that today a small number of employees at the front desk carries a far greater workload than before. The technology has meanwhile been implemented, on the one hand, to significantly reduce the time that the employee at the front desk need to do the necessary work, and on the other, and by the time it provodi.Za procedures for checking-in at the hotel now need a minimum time. This employee the opportunity to time carried out by the reception exploit marketing purposes, to devote himself to guests and care about him, and not to concentrate on technical and administrative actions, such as the previously manually filling books and card rooms. Hardware, reception changed insofar as today there is no more classic hooks on which to attach keys or classic compartments for leaving messages or passport ... In the modern hotel industry, the keys are replaced by magnetic cards (key cards).
Messages smoking now delivered directly to the room, or they appear on the TV screen when it turned on….In the reception part that can not be seen behind the counter at which the customer usually backs,hiding serious technology that uses a work of the reception. The reception area is a node, the central point at which all information flowing in the hotel. Here are collected and are forwarded from there, starting with those prior to arrival at the hotel, then during his stay and after departure.
Reception communicate with all departments of the hotel, but with some more intense. It is, above all, marketing because this is where exchange key information associated with the guest followed by finance and sales department, department of food and drinks, technical department. In terms of reception and service sales should adhere to the following rules:
1.Employed marketing sector and service sales should be considered as an extended arm of the hotel.
2.Need a balanced cooperation with the sale, as the basic precondition for quality of service and mutual success.
3. Daily front office manager in the sales department collects received and confirmed reservations, booking lists and others.
4. In order to ensure quality services and a better and better functioning of all sectors of the hotel it is very important that the reservation contains all common, but important information: name and surname of the guest, number of persons, type of service, the starting / finishing services, date of arrival / departure type, method of payment, eventual commission or discount, special wishes of guests. In relations Reception staff and representatives of certain travel agencies should adhere to the following rules:
1. Representative agencies regularly contacted the front desk and it aligns the departure and arrival agencies he represents.
2. Keeps track and resolve deviations from services listed on the voucher, as well as remarks or complaints yet.
3. It is necessary to harmonious and successful cooperation of representatives of agencies and chief receptionist.

4. By signing the voucher, a representative of the agency confirms that the provided services correspond to the services mentioned on the voucher (for a referral to a hotel).
5. The representative of the agency is not allowed to remain behind the reception desk.

3. SPECIFIC WORK IN THE SERVICE ON RECEPTION

Management contemporary hotel forms a list of personalities that employees must have the reception, leading to the possibility of easier performance of the given tasks such as:

• professional conduct, • the time comes to work, • has a positive attitude to work and the hotel, • recognizes the positive and negative aspects of work, • has intuition, • keeps the business, • controlled and avoid difficult situations, • pleasant look happy smiles, shows, • warm and pleasant behavior, • preferred by employees and guests , • possession wishes for help and has a keen sense of the needs of guests, • has a sense of humor,	• suits and speaks intelligently, • demonstrates creativity, • have good listening skills, • the flexibility they want and can take various shifts when needed, • understand different viewpoints, • the innovator, • team player, • good looks dresses conveniently, • accepts standard hotel in connection with the official clothing, jewelry and personal appearance, • knows the main foreign languages, special skills, • use computers.

The above characteristics of employees who will work on the reception they can serve hotel management when the court decides on the selection of the candidate for the work on the reception. Even though it is a very important quality an individual can choose to engage in the reception, it should be borne in mind that guest hotels can be satisfied with the overall work ran only then, when he is satisfied with each individual employee who is employed in the reception.

4. CONCLUSION

Reception service integrates the whole range of Affairs who shall be carried out on receipt of guests, and the organization of work are determined by number of workers and the structure that these operations shall conduct and turn in their working tasks. Scope of works, and therefore, and the number of workers, depends on the size of hotels, guests and transaction structures.
Accuracy and fineness clothes staff at the reception is ongoing and the mirror finesse hotels! The clothes employee guests "recognize" tasks which are employed in the hotel are

carried out. Features staff, hygiene and working clothes of crucial importance for visual image hotels and employees.
In smaller hotels and motels receptionist aside from the usual work of receiving and escorting guests,doing some additional tasks such.participate in promotional activities of the hotel or to plan and organize the arrival of guests.

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BASALT APPLICATION PROSPECTS FOR TOURISTIC FACILITIES FURNISHING

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Abstract: *This paper presents the results of the reasearch referring to opportunities to apply basalt extracted from the "Vrelo" Kopaonik deposit in various productions and touristic facilities furnishing. Basalt is featured by a high level of aestetic-decorative properties, it is easily machined and wear resistant. As it is also resistant to chemicals and frost, it can be widely used to furnish various touristic and traffic facilities. The properties and micro-structural characteristics of the basalt products are determined according to the conditions intended for their applications.*

Key words: *basalt,basalt products, touristic facilities*

1.INTRODUCTION

Basalt is classified into magmatic rocks. It contains different minerals. Basalt has got good technical properties making it suitable for various commercial applications: it is used for the asphalt concrete aggregate production, as well as for production of wearing layer of the barriers for top speed railways and roads. It is suitable for any type of traffic loads. As mentioned above, it is featured by a high level of aestetic-decorative properties, well scraping wear resistance, low water absorption and resistance to frost and to base and acid solutions. In architectural applications, it may be used as a building material for interior and exterior claddings. It can be also used for all kinds of hydro-technical works. Basalt cast is widely applied in mining, metallurgy and construction industry as a substitute for metallic materials. (Simic, R., 2000., Prstic, A.,2005.)

2. BASALT MORPHOLOGY AND TEXTURE

The shape, structure and texture of basalt are showing the way how basalt has reached the surface of the ground, whether by being spilled out in the sea or emerging after an expolosive or volcanic eruption. The basalt formed in the open air circumstances creates

three types of volcanic deposits: columns, plates and polygons. In case of submarine eruption, water cools it down creating some pillow-shaped plates and alike (Figure 1).
Basalt is created in columns when a thin lava layer is quickly cooled thus creating significant contraction forces which may lead to formation of small, variously sized columns. These may be easily treated ate the same location where they were created. Once lava is erupted out of volcanic crater, it is quickly cooled and volcanic bombs are formed. Volcanic glass is made when lava is quickly cooled; due to a sudden temperature drop, the melt of lava and magma cannot crystalize so it gets solidified in a form of glass. Volcanic glasses are convenient for manufacturing different decorative products, souvenirs, etc. (Figure 2).

a. plates

b.polygon structure

c. cut rock

d. "Vrelo" site

Figure 1. *Volcanic deposit types*

Other forms of volcanic sediments – perlites, tuff, pumice – are quality building materials with significant applications. These have a small specific weight, extraordinary thermic-insulation properties, no water absorption, they are frost and chemically resistant. These sediments are used for production of coatings for inner and outer walls of facilities (as either a filter or filler), varnishes (glazes) for decorating cheramic products, sanitary cast productions and other. (Simic, R., 2002.)

Figure 2. *Types of quickly cooled basalt- volcanic glass*

3. BASALT PROPERTIES AND APPLICATIONS

Basalt is used for plating roads, squares and padestrians; for cladding facades, walls, openings; for staircases, interior floor plates; for decorative furniture (tables, pottery), Figure 3-4. It may be combined with ceramics to produce various pottery and souvenirs. Black volcanic rock is smooth; once it is heated up to 60 C, it is successfuly applied in saunas and wellness centres for body treatment purposes. (Prstic A, 2003, Andrić, Lj., 2012).

As far as basalt is concerned, processing technology is an eco-friendly one, and the products obtained are not cancerous. Industrial applications include production of basalt wool, thin and super-thin basalt fibres, casted products, basalt plastics, anticorrosive materials used for traffic constructions and buildings, Figure 5. These products are used for heat insulation of pipelines, boilers, furnaces and other similar equipment ranging from extremely low to very high temperature values; they are used as fillers (for sound absorption purposes)in acustic insulation devices; for production of thermically and acustically insulated construction materials and for a number of refractory products. As there are some quality basalt deposits in Serbia, application prospects for basalt are interesting in terms of both economy and ecology.

a. basalt-architectural rock

b. cut basalt for road applications

c. wall cladding with basalt

d. staircase erection

e. parking lot erection

f. traffic facility construction

Figure 3. *Construction industry applications - examples*

a. basalt pottery

b. "English black basalt teapot, c.1810"

c. decorative pottery

d. sand stone souvenirs

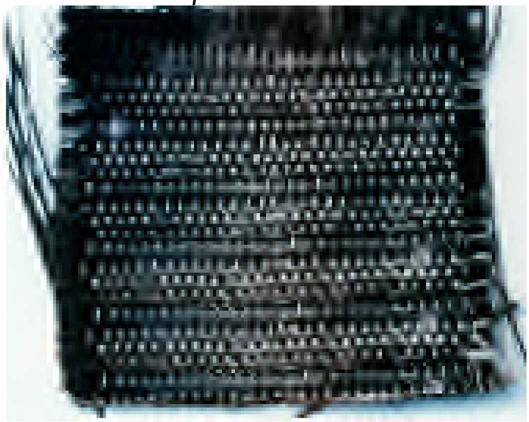
e. basalt rock for hot massage

hot massage

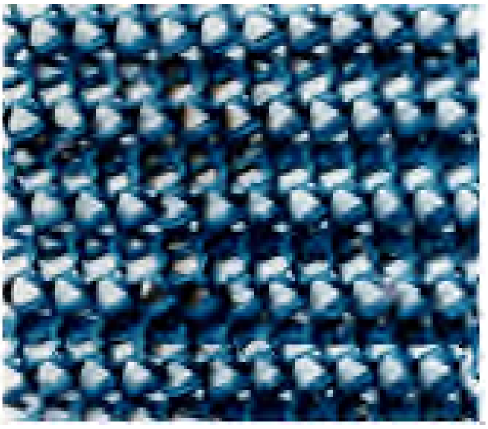
Figure 4. *Production of pottery, souvenirs, hot massage*

a. concrete reinforcement

b. rough fibre



e. basalt canvas



f. basalt net

Figure 5. *Basalt-based industrial products*

In quarries, basalt rock are either cut into slabs or milled. The plates can be produced by sintering or casting technologies. Due to their density and a complete lack of water absorbing ability, these plates are exceptionally wear and freeze resistant and durable; furhtermore, they retain the colour infinitely. Plate surface may be treated either manually or mechanically, plates can be polished, various patterns may be applied. The edges are smooth, flat or rounded. Finally, these plates can be specially treated in order to get an ancient / aging look.

In order to discuss application prospects for the basalt extracted from the ″Vrelo – Kopaonik“ deposit, a seam basalt (from the deposit) and casted basalt (casted into molds at 1300 ºC , thermically treated at 850 ºC / 1 hour) have been analysed. The seam basalt is a compact, vital rock, dark green in colour, with no apparent fissures, the scratch is coloured grey. Mineral composition of the sample included: plagioclase, olivine, piroxene, spynele, magnetite, chromite. Basalt cast is a compact, vital material with glassy and fluid structure; overlap is shell-like, extremely hard. Basalt cast contains transformed minerals of piroxene, spynele, glass mass and metallic minerals. A quality mineralogic sample analysis was carried out by means of a polarized microscope for permeated light, using petrographic preparations with minerals' indentification and analysis of the texture-structural relations. Mechanical and physical properties of basalt were tested according to the stones and rocks test standards pursuant to the following norms: SRPS B.B8.032, SRPS B.B8.012 i SRPS EN 1926.

4. CONCLUSION

Based on the results obtained after examination of application prospects for the basalt extracted at the "Vrelo Kopaonik“ deposit, it may be concluded that the basalt from this site has got the composition suitable for glass & ceramics - based basalt products. These products are not cancerous, therefore they can be successfully introduced as a substitute for asbestos and metallic materials. Basalt processing technologies are eco-friendly ones, what is a very important fact from the aspects of economy, ecology and energy. The products made of this type of glass-ceramics can have a number of applications in construction and furnishings of both touristic and traffic facilities.

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WAR TOURISM POTENTIAL IN BiH

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Abstract: *On the list of 50 the most perspective tourist destinations which will draw the most attention of foreign tourist in the next 10 years, compiled by the prominent web portal „Business Insider", Bosnia and Herzegovina took 49th place. Despite the fact that it has numerous comperative advantages in tourism: preserved nature, flora and fauna, geographical diversity of area, favourable climate, hydrographic potential (numerous rivers, streams, springs, lakes and mineral-thermal water springs), a wide range of cultural goods, sights, historical values, as well as anthropogeny elements and contents etc., BiH as a whole, as well as its entities, is still not developed tourist destination like countries in the region and it is not properly positioned on the tourism market.*

Although the war was ended more than two decades ago, in BiH so-called war tourism continues to flourish as a subvariaty of dark tourism. According to the recent researches the greatest interest of foreign tourists refers to the organised war tours which include a tour of the former war zones of conflicts, places of sufferings, objects or locations that have special war significance. As for the development of war tourism between official policies and activities of tourism organizations, there are completely diametrically opposing viewpoints that generate numerous conflicts and maintain tension. In fact, on the one hand there are evident efforts of all official authorities, both local and state, to liberate and distance themselves from the war image, because it is of far-reaching importance for foreign investments and companies, on the other hand the tourist offices, either independently or in cooperation with foreign tourist agencies still prefer travel arrangements that include war tours with visits to various historical and other sights of interest that are closely associated with the recent war past .

Keywords*: Promising tourist destination, Comparative advantages, War tourism, War tours, Tunnel of Hope in Sarajevo, Srebrenica, etc.*

1. INTRODUCTION

Despite the occasional and sporadic fluctuations, modern tourism marks the high degree of stability followed by dynamic and qualitative changes. Under the influence of numerous, diverse and interrelated movements in the political, economic, social and legal environment, and in the spheres of ecology and technology leads to substantial changes on the side of supply and demand, as well as management processes, greatly changing the essence, content and directions development of the tourist industry.

Tourism as a set of relationships and phenomena arising from the travel and stay of guests in a tourist destination, as well as single industry, every day is subordinated and is continuously under strong global economic, technological, communication, information, socio-psychological, climatic and other influences. In such an environment, due to exposure to the turbulent factors and effective factors, tourism has experienced a number of different changes that are mainly related to changes in man lifestyle that lead to significant and radical changes in the field of tourism demand, and this gives rise to a modification of tourism in terms of diversification and permanent innovation of tourism products with an emphasis on creating as comprehensive and unique experience or experience as a fundamental product in tourism [Popescu, 2013]. In this respect, the basic principles of marketing in tourism suggest that the products and services in the tourism market are created to meet the desires/needs of tourists, i.e. to solve some of their problems and demands they have.

The satisfaction of desire is realized through tourism products/services that certain benefits customers/consumers are delivered. Most often it is realized through intangible products, while only some of the products have a tangible character. From this it follows that satisfying the desires of tourists is achieved through experiences they have during travel. Thus, the fundamental characteristic of modern tourist demand is the „search for events/experiences", based on a formula that tourist satisfaction, i.e. fulfilling their expectations is the result of the diversity and quality offers of specific destination, supported by the quality of the experience, which indicates the need for a radical change in the design of tourism.

The development of the tourist destination must be based on modern trends in tourist demand, with full understanding of the benefits that differentiate the destination and provide it a unique competitive position. To be successful in such a market, the destination must define its product portfolio/offer that will properly utilize distinct competence and the same time in the right way to respond to the needs and wishes of different target groups. The range of the tourism product must meet different needs and that aspect must be considered. In other words, tourism product, in any destination, is created or formed based on the requirement of demand, in order to align each individual service with the expectations and the overall experiences of every tourist.

Bearing in mind that there are a number of similar categories of experiences that tourists want, defining the offer is marketingly profiled according to experiential markets. According to the World Tourism Organization (WTO), there are eight experiential markets: adventure, nature, quality of life, a new jet-set, parties, beliefs, holidays and emotions. In recent time, as a result of those impacts and changes in the field of tourism so far unified need for tourist travelling of the twentieth century disappears and there is a new need to be actively participating in the life of destination , based on the „6E": experience; excitement; escape from everyday life; education; entertainment; ecology.

The competitive market positioning of every tourist destination aims to establish a link between the objective attractiveness structure of the area, consisting of real resources for tourism development, and the current global touristt processes. Based on thee assessment of skills-fitting of existing attractiveness, local material and human resources, in a word, local capacity, it is possible to realistically and with minimal risks formulate rank of aspirations and the time frame to achieve the development vision setting [Master Plan „Gornje Podunavlje", 2007]. Tourist destinations are condemned to quality rising due to increasing demands and needs of guests, which are associated with the differentiation of needs and a strong individualization of tourist services.

Competitiveness is primarily acquired at the level of the products, which if genuine and are supplied to market based on international rules of the game, can have a significant chance of long-term and sustainable growth. Numerous examples of specialization in the products of world tourist destination indicate that the destination can easily become a leader in the narrow segment of the market/product, if it is specialized and primarily if it is innovated.

Opponents of the development of such tourism are considered to be hidden behind morbid and bizarre motives and through the exercise of this form of tourism on an area emerge pathological impulses, which break down or denying the existing system of values. Among the dark forms of tourism dominates, and most attention both tourists and travel agencies and other entities that create tourist offer, provokes war tourism, which in the last decade experienced a real „boom", which corresponds to the spread of the spiral of war and battlefields in all meridians world.

2. DARK TOURISM - THE ORIGINS AND DEVELOPMENT TREND

A number of statistical indicators, primarily the number of organized tourist trips, shows that the so-called „Dark tourism" attracts an increasing number of tourists worldwide. This type of tourism involves tourist visits to places which are bond or by their nature are associated with death and human suffering, war, genocide, various tragic events and the like. It is a phenomenon that involves presentation and consumption by tourists, real and commodified death and the location where various disasters occurred: battlefields and execution sites, where mass shootings or genocide were performed, cemeteries or graves, the place where the celebrities deceased or locations known for a (natural) disaster, the notorious former prisons and prisons with cells and instruments of torture, war memorials, and museums, where these themes are represented, and of course there are also haunted places.

In addition to the use of the term dark tourism other terms are also used such as tourism of black spots (thano tourism), thanatotourism, morbid tourism and grief tourism. Leading experts in this field, Foley and Lennon think dark tourism is a product of postmodern culture and that communication technologies play a major role in stimulating people's interest in this form of tourism [Rabotić, 2007]. A step further in explaining the phenomena of ocurrence and development of this form of tourism makes Tarlow with an attitude that supports a strong argument that film and television determine dark tourism. At the same background is Walter's attitude, who believes that the media of mass communication and dark tourism are in the same business, which is a presentation and interpretation of the death and suffering of millions of people.

In the reference REFERENCES, primarily in foreign sources, there are three theoretical concepts or approaches to dark tourism, namely: based on analysis of the offer, based on an analysis of demand and an integral or holistic approach from the perspective of both market poles. The first approach is dominant in which the dark tourism is treated as visits to places which associate with the accidents and death, where the diversity of motivations of tourists and their experiences is insufficiently taken into account, because the authors discuss just a list of morbid attraction of tourism, while others aspects/elements of its contents are completely ignored. Another approach based on the perspective of demand, defines this phenomenon as a journey which is wholly or partly motivated by a desire for real or symbolic encounter with death, particularly the violent one. A key feature of this approach is not based on the motives and specific personal characteristics of visitors, but on the specific characteristics of attraction. For these reasons, experts believe that this concept is not fully applicable and that it has a lot of shortcomings. Finally, the third, and according to many the most complete integrated/holistic approach because it leads to the mutual relationship, the nature of supply and demand. Through this approach the connection between the attractions and tourist experince is seen, in the form of so-called „continnium of purposes" and includes four shades of dark tourism: black tourism, pale tourism, gray tourist demand and gray tourist offer [Rabotic, 2007].
As a major determinant of dark tourism, many perceive, precisely, morbidity, and even bizzareness (as opposedto experiece of tourist travel as a source of entertainment, pleasant emotions, carefree mood and enjoyment) because tourists focus on misfortune, suffering and death. Among the authors there are big disagreements and differences in terms of determining motivations of tourists who are primary for demand and participation in a dark tourism. Although there are many and different types, depending on the initial criteria, the most frequently listed motives are: personal reasons (a socially acceptable way of expressing interest in death and accidents), evoking memories of family, friends or their own experience (war veterans), education about the historical background of an event, the expression of national or cultural identity and nostalgia, „guilt" or morbid curiosity. Judging by the numerous indications of the maximum attention and interest, both tourists and scientists and experts, are attracted to the attractions of dark tourism. Numerous travel agencies offer a wide range of different attractions that are available to individual or organized tourists. Respecting the importance, the size and quality of the overall range of attractions, some authors, like Stone eg., divide them into: theme parks of dark tourism, dark exhibitions, dungeons and prisons, cemeteries, „Sanctuaries" (the memories of recently deceased persons, known and unknown, which often arise spontaneously, are of temporary character and no tourist infrastructure), places the war conflicts (sites of historical battles, especially from World War I, military victories and defeats, are the „classic" tourist attractions of historical, educational and commemorative significance) and place of genocide.
Different phenomena such as death, mass disasters, hurtings, suffering, creepy scenery and the like, due to modern lifestyle and new cultural patterns, and consequently the behavior patterns of individuals, more than ever penetrate and permeate modern tourism. In this way

there is a possibility for tourists to travel through or stay in places that are associated with spiritual experiences, to experience the extraordinary experience that fully corresponds to their curiosity, need or preference for consumption of this type of tourism. Because of the many controversies that accompany it, dark tourism is increasingly becoming a topic of scientific conferences, academic discussions and media articles. Despite the increased interest in this topic, many dilemmas have remained unresearched, without a deeper and broader analytical and empirical basis. Namely, many questions are still without theoretical elaboration, while the research material about still very scarce, unsystematic and incomplete. It is evident that a relatively small number of experts and scientific institutions deal with this theme, which is in contradiction with the importance and scope of the subject-problem block, on the one hand and not very adequate allocation of scientific potentials and the distribution of funds from the other side.
More recent studies of this problem indicate that certain products in the domain of dark tourism, which are offered on the tourist market, have conceptually similar characteristics and perceptions, which can be freely considered various „shades of darkness". According to some experts, this is the reason why dark tourism products may spread along quite „fluid and intesity of dynamic spectrum", so that certain areas can be „stronger" dark than others, depending on the differences in the characteristics or the perceptions of the product [Stone, 2006].
War tourism is a subset of dark tourism, which in comparison to other contents and types of dark tourism develops fastest. In some countries, such as France, Ukraine, Israel, Syria, the countries of Central Asia and North Africa, this type of tourism is becoming a „hit", and in some countries leading „brand" in the tourism industry. In the area of ex-Yugoslavia, there has been a growing trend of war tourism in Slovenia, Croatia and Bosnia and Herzegovina, and more recently in Serbia.

3. THE OCCURRENCE AND CHARACTERISTICS OF WAR OF TOURISM

War tourism, despite the pronounced frequency, because it is often an issue in both colloquial vocabulary as well as scientific and professional vocabulary, is a term that is not yet clearly defined, much less theoretically studied and researched. In short, war tourism is a journey to war zones for recreation, sightseeing or historical study. Often, war tourism in the pejorative sense can also mean all the activities and the persons who visit the former or current war zone, the scene of conflict for the purpose of adrenalin fun or some other hidden motives. War tourism has a long tradition. The first written record of organizing war tour we find in the seventeenth century, precisely in 1653. when selected individuals/tourists sailing on small boats watched the sea battle between the Dutch and British ships and on that occasion from close range they could observe not only the course of a battle, but to see and feel everything that takes place within that military.
In mid-nineteenth century, precisely in 1854, Henry Gaza, one of the first travel agents, first conceived and then organized the tourist tour which included a tour of the battlefield

next to Waterloo, where a year earlier, on 18 June 1815, a crucial battle between the French and British military forces took place.

During and especially at the end of World War I (aka. „The Great War"), it became apparent that individual battles, locations of mass suffering of soldiers and civilians, as well as the complete destruction of the city infrastructure and urban areas, will attract a large number of potential tourists. After the end of World War I, the previous practice of the quest for trophies of war gave way to a pilgrimage that is tourists going to places of past battles, with key motive of honoring soldiers and civilian victims of war and personal and better overviewing of historical facts.

By the end of World War II, the former battlefields, not only on the soil of Europe, but also in North Africa, particularly on the ground of the Indian subcontinent and the Far East (Indonesia, Malaysia, Philippines, etc.), where Okinawa and Iwo Jima are, then Guam and many other places have become tourist attractions and destinations. The same destinations began to perform organized reception of tourists from different parts of the world. Almost the entire Pacific, due to numerous war conflicts, but also because of natural preconditions, is marked as an area for development of elite war tourism. The practice continued even after the Korean, Vietnam and other wars.

4. THE MODERN DEVELOPMENT WAR OF TOURISM

Modern tourists, fed up with luxury hotels, posh resorts and the daily hustle and classic contents that characterize the mass tourism, are increasingly looking for different forms of leisure and entertainment that include tradition, cultural heritage and active holidays in rural panorama or rural idyllic atmosphere. In this context, the statistical records show that interest of tourists for a newer or older history and events that have marked this historical period including the military aspect and dimension is growing. The main attractions today are the places and locations of major military battles, places of mass sufferings of civilians or soldiers, places of tremendous devastation of urban areas-cities, military museums, memorials, place of birth or death of a great military leader, commanders, military strategists and others. Besides Europe, the war tourism recorded exponential growth in other parts of the world and especially in those areas that were until recently the scene or arena of military conflict between the warring parties (countries of the Maghreb, northern and eastern Africa, the and Middle East), while in the last two years wave of war tourism spread to the Crimea, and then on Eastern Ukraine.

In terms of development of war tourism prevails the opinion that the European Union leads in relation to other parts of the world, primarily because of its economic development and financial stability. Among European countries, experts say, France is the leading country of war tourism for many years. From all indications, France is still the first tourist destination in the world, which seeks, as it loses its reputation of tourist mecca for elite tourism, to attract foreigners, forcing a different image and offering an entirely new form of tourism-tour of the battlefields of the First World War, location and preserved military fortifications, lines of perforation and directions of progress of the Allied forces during the invasion of Normandy in 1944, and a number of memorials, trenches, war cemeteries and so on. The biggest attraction is the visit of the French war museum near Disneyland in Paris and the Museum of the Great War in Meaux containing thousands of original artifacts from the First and Second World War, starting from the equipment of soldiers and weapons, original military documents, dispatches, means of communication devices, images and many others authentic and original exhibits from this period.

According to official data, over 20 million tourists a year visit the sites where the battles took place and other war monuments in France. That number has increased significantly during 2014. due to the influx of large numbers of tourists-visitors from all over the world for the celebration of the 100th anniversary of the First World War and 70th anniversity of „D-Day”. At the same time it was an opportunity while in the midst of preparing to execute the restoration of numerous other war sites and organize new war themed tours. While historians see this current war tourism boom as an opportunity to remind us of the horrors of the conflict of mass killings of soldiers and civilians in both world wars, but also the importance of the collective memory of those events, the French government destroyed taboo relating to earnings of war tour and commercialization of history in general. During the last year, 6.2 million people visited 155 war memorial museums, cemeteries and similar historical location in France, where 45 % of the guests were foreigners and the total earnings were 45 million Euros from ticket sales. In 2014. the first international conference on war tourism was held, which the French prefer to call Tourism of Remembrance.

Completely different tourist offer of war tourism have tourist organizations-agencies in Israel and Syria. The number of tourist organizations from around the world is organizing tours almost to the front line in Syria. Besides visiting and touring the frontline between government and rebel forces in Syria, the tourists have the opportunity at the close range to see, record and feel all the horrors of war ranging from murder to destruction, to visit the refugee camps and to speak with the various militant factions and armed militia and military forces, and even with militant Islamist organizations which make up one unnatural coalition in the fight against Asad’s forces. Most tourists who visit these war tours are from Japan, the USA, Canada, Australia and the EU.

The fact that war and war scenery in general through the media, the Internet and modern information technology becomes, as sociologists point out, one of the „favorite sports” people who lust blood and fight, best illustrates a new phenomenon that has swept Israel and especially its border part towards Syria and Golan Heights. While on the Syrian side of there are bitter strugles not only between government forces and the opposition but also continuing violent clashes within the opposition, during which that time to the Israeli side, for many it has become interesting to observe, so it's not uncommon, especially during major offensives to organize tours on Golan Heights that is to gather audience eager of scenes of brutal killings and systematic destruction, who practically from the immediate vicinity has a unique opportunity, as stated, to „watch a war movie, but live”. The report in Israel's oldest daily newspaper Haaretz, picturesque and impressive enough writes about the new phenomenon that has become popular in the Jewish state. In the mountainous border with Syria, where civil war lasts for 4 years, tourists can view live battle between the forces of representatives of Asad and the rebels, war hospitals, columns of refugees, refugee camps, daily funerals etc. The braver ones even have the possibility, of course for extra money, that to cross the border with specialized guides and vehicles from first-hand, immediately, see and record the war events. Many places on the Golan Heights today have become arenas or cinemas for viewing live war coverage. For many observers, apart from journalists and members of humanitarian organizations, this conflict is like watching match. The problem is that, as experts warn (sociologists, psychologists, psychiatrists, medical and military experts), the audience, in this case Israel's one, enjoys watching the Syrian conflicts and applauds bombs or fired artillery shells that hit a target, being completely aware that by that act so many people are killed or injured.

Recently, due to the Ukrainian crisis focus of war tourism shifted a little to the east. Numerous travel agencies, mainly from Russia or European countries, organize excursions-tours in the war-affected areas of eastern Ukraine which is under the control of pro-Russian rebel forces. According to the Moscow magazine Izvestia, some Russian companies (Megapolis Kurort) send tourists s in Donetsk and Luganc, two biggest strongholds of the Russian separatist forces where fierce fightings were going with the Kiev official military forces. The journey takes 4 days, provided that the tourists have the opportunity to see and visit recent battlefield and record all that and in the end to get the war souvenirs in the form of sleeve or a piece of shrapnel from mines or missiles. For the safety of tourists themselves journey takes place in a special armored vehicle with an armed escort. The itinerary is determined in accordance to the tourists wishes' and guides are locals from Novorossiya.

Other countries that are not affected by the war, or, have one in their neighbourhood, also strive to promote and offer the different contents and elements of war tourism through their tourist offer but in an original way. The typical examples are Albania and Romania, which similarly seek to commercialize their history and to attract not only domestic but also foreign tourists. In order to attract as many tourists, the Albanian government has made decision to open a number of former military barracks i.e. military bases from the communist period, such as the island of Sazan, with numerous bunkers and fortifications, for the public as a tourist attraction. There are similar examples in the interior, especially in the mountainous part of the country where numerous barracks are renovated and adjusted for visit and tour of the tourists. The situation is similar in Romania, with the difference that besides military facilities they included a sightseeing tour of representative buildings used by the former president Ceausescu and his government and party oligarchy.

5. SPECIFICS AND POTENTIAL OF THE WAR TOURISM IN THE AREA OF BIH AND CROATIA

What characterizes the war tourism in the territory of BIH is that each of the three ethnic groups who has the status of constituent nation, and which is in the course of the Civil War fought among themselves according to the principle „all against all", with periodic and imposed alliances, created its concept of war tourism in accordance with its resource and financial opportunities on one side and political ambitions on the other. In conditions when at the state level there is no consensus on any significant issues, it is quite certain that the development of tourism, in this case of war tourism, take political or ideological connotations. Since the tourism area is not within the jurisdiction of the state of BiH but only of entities, cantons and Brčko District, and that means that there is no tourism development strategy and legislation on tourism at the national level, it is quite certain, and so far confirmed in practice that instead of a single concept or approach to the development of tourism in the practice of war exist entity approaches. Due to the many built-in and installed disfunctionalities in the constitutional and state order, BiH is a country with a staggering level of manageability that is, it is due to systemic predetermination an unsuitable facility for management. The exercise of any public-political functions, including tourism, takes place amid numerous difficulties, obstacles and limitations.

For example, the Tourist Board of the Federation of BiH and individual cantons offer a variety of tours , arrangements or trips that include a tour of Sarajevo, visits to memorials, visits to a number of places where major offensives between the Army of BiH and Croatian forces on one side and the Army of the Republic of Serbian on the other side were conducted: Kalinovik and Trnovo area, Goražde, Žepa, Vozuća, Nišić`s Hights, Mrkonjic Grad, Livno, Kupres, Glamoč, Grahovo, Petrovac, Cazin, Velika Kladuša, Tuzla, etc. In contrast, the Tourist Organization Republic of Srpska or local tourism organizations in this area within tourist offer particularly emphasise visits to places of the suffering of Serbs in Bratunac, Skelani, Vlasenica, visits to museums, memorials and visits to a number of institutions where important decisions for the creation and development Republic Srpska and its armed forces were made.

Among the biggest tourist attractions in BiH which draw the largest number of tourists now, are following: visit to Tunnel of Hope, which is located below the international airport in Sarajevo, Sniper Alley in Sarajevo, Srebrenica and a visit to memorial center in Potočari, visit to isolated places-villages where mujahedins and the Wahhabis live as well as visits to military facilities, barracks, training grounds and command centers of the former JNA, the BiH Army or the Army of the Republic of Srpska, as well as cemeteries of mass killings.

Of all these attractions most tourists visit the memorial complex of the Tunnel under the Sarajevo airport. This facility is mainly visited by foreigners who come from different parts of the world, mostly from Arab countries, Italy, Turkey, China, Slovenia, etc. In 2012. the complex was visited by 53,000 tourists and in 2013. this number was 85,000 while in 2014. that number increased to 94,000 visitors. During a tour of Tunnel of Hope tourists have the opportunity to see the tunnel that connected the two settlments in Sarajevo-Dobrinja and Butmir, in a distance of 30 m, which was adapted and reconstructed to receive tourists while the remaining part, near the 800 m, awaiting renovation. Besides,

Figure 1. *Tunnel of Hope under the airport in Sarajevo*

as part of the tour, tourists can watch a film about the siege of Sarajevo, the construction of tunnel, passing through the tunnel, authentic recordings on using tunnel from that time and look at numerous exhibits which are preserved in their original form from that period. The museum, located in a part of this monumental complex has more than 500 exhibits of different character. Due to the great interest of visitors but also because of the significant inflow of funds on that basis is exercised, Memorial Complex with the help of the cantonal government has plans and intends to significantly expand the content of the tourist offer, and it is primarily related to the construction of a video room with 300 seats for showing films, reconstruction of the remaining part of the tunnel with a total length of 800 m, construction of rail transit of a small train through the tunnel, as well as renovating the house at the exit from the tunnel at the other side.

Figure 2. *Potocari Memorial Centre*

The second largest war tour refers to a visit to Srebrenica. A number of tourism organizations in Sarajevo and other places in BiH organize, with the help of private bus companies, visits to Srebrenica and Potočari but also other places of mass killings of

Bosniaks. For now, there are no reliable statistical data on the number of tourists that visit these places per year or where they come from. According to the media in BiH, Srebrenica has become the largest tourist brand in the country. Apart from local tourist organizations and agencies, in organization of war tours the foreign tourist agencies are included, too. A typical example is the British agency Politikalturs which has repeatedly organized various tours up to now on the territory of Bosnia and Herzegovina and in Serbia. By the number of participants, travel on paths of General Mladić and former RS President Radovan Karadžić stand out and in the area of Serbia tourists have the posibility to visit the grave of Draža Mihajlović, Ravna Gora, Tito's residence-House of Flowers, the White Palace, as well as some other places e.g. Arkan's house and buildings where members of the Zemun and Surčin clan lived etc. Of course, that most interest in this tourist package that is offered to tourists attracts British tour titled, „Mladić's heritage", which lasts 8 days within which tourists can visit the birth house of Mladić in Kalinovik Command Staff in Crna Rijeka near Han Pijesak, a number of other locations where he was staying during the war, places and objects he was hiding for more than 10 years, the location of his arrest, the Special Court in Belgrade, where he was delivered to The Hague and besides, tourists can see Mladić's personal weapons, pistols, placed in BIA Museum in Belgrade as well as to see many other authentic documents and objects from that period.
It is interesting to point out that as a special guide for this tour the former members of Ministry of Foreign Affairs of England or the popular BBC correspondents from the former Yugoslavia area are engaged. Another package that also lasts for 8 days, popularly called „Karadžić's house", predicts the visit of Pale, the wartime capital of Serbian people in BiH, visit to many places that during the war Karadžić visited as well as Belgrade, where he was hiding from the public from many years.

Figure 3. *The water tower in Vukovar*

In recent years, the area of Croatia war tourism gains momentum, so that, today, practically there is no place which has not included some of the content of war tourism in its offer. For several years there has been intensive cooperation between the tourism boards on one side, and veterans' associations on the other side who have a mutual interest to promote war tourism. With the help of these associations, a number of tourist organizations in the former Republic of Serbian Krajina, Western and Eastern Slavonia offer the tourists within the tourist offer to visit numerous military barracks, training grounds, a tour of various fortifications, bunkers, underground facilities and warehouses, communication centers but also representative facilities for recreation that were once military property. Vukovar is one of the first cities in Croatia, which has decided to promote war tourism which has had positive results on the overall economy of this city. According to official figures, over 150,000 tourists a year visit this city. Tourist offer of Vukovar includes a visit to Vukovar's hospital, a central cross, a water tower, the memorial cemetery, Trpinjska road, Ovčar, Velepromet, etc.

According to opinion of the leaders of Vukovar war tourism in this city has a huge potential, but it is not exploited nearly enough considering the possibilities. To fix this situation, at the proposal of the local community, the Croatian Ministry of Tourism has approved funds for the completion of several projects that will greatly improve the tourist offer of Vukovar. However, many other examples of developing and promoting of war tourism cause resentment of not only domestic but also the international community. To illustrate, the city of Karlovac and the Ministry of Tourism gave money for the restoration of two bunkers that were used by the Ustasha in World War II, and today this facility is one of the main attractions within the tourist offer of this city.

Figure 4. *Renovated bunker in Karlovac*

In the wider area of the city about 10 such facilities are located, built by the Italian army but were later used by the Ustashas until the liberation in 1945, these two renewed bunkers today are transformed into a resting lookout for tourists which caused a wave of discontent among a large number of citizens of antifascist orientation in Croatia but also in the wider region. In their opinion, the city authorities, and even less the state ones, were not allowed to invest money in the reconstruction of the fascist facilities and thus clearly promote pro-Ustasha value or narrative. The result of cooperation between tourist board and military authorities is the fact that the Karlovac's barracks is recently turned into a tourist product and is in the arsenal of the tourist offer of this city.

6. CONCLUSION

Starting with numerous empirical evidence and statistical data it folllows that in the framework of dark tourism, war tourism records the fastest level of growth, which also brings together the most interested tourists and brings the highest income to tourist destinations. Looking at the global level, a number of countries that seek to join this type of tourism in its tourist offer with original, attractive, interesting, engaging contents and products that can meet all the subtle and increasing demands of tourists is growing. The greatest interest among tourist trips are certainly for those involving visits to places of great battles, or the scene of mass sufferings of civilians and soldiers, visits to memorials, cemeteries etc. Especcially interesting tours are the ones that include a tour of the current crisis areas or military hot spots, where tourists have a unique and unrepeatable opportunity from close range monitor and record the war events in real time.

In the area of the Balkans, war tourism has its tradition, the genesis but also manifestation forms that are specific to this area and difficult to fit into the classic expository schemes in some other areas. While this official authorities are reluctant to acknowledge, the largest number of tourists in BiH does not come for the natural beauty and diverse and dispersed cultural heritage, although this motive is present too, but mostly because of the wartime past, by what BIH is the most recognizable in the world. In this respect, due to the extreme and often excessive media exposure, it has become practically a television or a movie stereotype.

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CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE AREA OF SPECIAL NATURE RESERVE DELIBLATO SANDS (VOJVODINA, SERBIA)

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Abstract: *Tourism is one of the most dynamic industries in the global economy. Due to accelerated tempo of contemporary life and environment pollution in urban agglomerations, a growing number of people seek to spend their time in nature, in contact with an authentic lifestyle based on traditional values. Regardless of forms in which it develops, tourism must meet sustainability criteria. The World Commission on Economic Development (WCED) describes sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" [18]. The challenge of sustainable tourism development is to make use of tourism's positive impacts, enhancing and channeling the benefits into the right directions, and to avoid or mitigate the negative impacts as far as possible. This paper analyzes natural and anthropogenic tourism resources in the SNR Deliblato sands, which need to be strengthened to make real opportunities for sustainable tourism development in the study region.*

Keywords: *sustainable tourism, Deliblato, tourism resources*

1. INTRODUCTION

The concept of sustainability arose from the recognition that the earth's limited resources could not indefinitely support the rapid population and industrial growth as economic development moves to reduce poverty and increase standards of living among all countries. Although it is recognized that tourism can be beneficial to the natural environment by promoting environmental conservation, tourism also has a negative impact on the environment. It is increasingly a concern of the public sector to pay more attention to the protection of the natural environment. Most tourists wish to visit areas that are attractive, functional, clean and not polluted. Tourism can provide the incentive and means to maintain and, where needed, improve the environmental quality of areas. A high level of environmental quality is also very important for the local residents to enjoy. Tourism can help make residents more aware of the quality of their environment and support its maintenance and, where necessary, improvement (Yazdi S. K., 2012).
During the 60s, especially 70s and as well 80s of the last century, attention of many countries and tourist industry was directed strictly on the economic aspects of tourism development and its direct, indirect and multiplier effects of domestic and foreign tourists spending. During the 80s at the latest, impact of mass tourism were seen as being threatening for the industry's viability itself. This has produced a strong wave of criticism

and made focus on issues of tourism development impacts on society, locals, and tourists themselves (Bakić O.,2010/2011).

Nowadays a special form of tourist demand is very explicit, which finds itself in natural surrounding. Through mass tourism development we face a series of benefits and issues that must be solved and surpassed, aimed at further tourism development. The search for „a sustainable level of interaction between nature and man, nature and tourism, as well as man and tourism“ should be a guideline in tourism development planning with the function to preserve the environment and to satisfy tourist needs (Štetić, S. 2008).

Sustainable tourism provides an optimal contribution to local/regional economy in interaction with other activities through fostering a multi-sectoral and participative approach to sustainable development (Popović V., 2012).

Serbia had 6,59% of protected territories in 2009, while by the existing strategic plans (Spatial Plan of the Republic of Serbia, National Environmental Protection Program) and Spatial Development Strategy of the Republic of Serbia, it is envisaged to expand this network to 10% of the territory. Also future preliminary plan is that the area of environmental network will be up to 20% of the territory of the Republic (http//:www.natreg.eu).

Figure 1. *Geographical location of Deliblato sands in Vojvodina, Serbia*

Special nature reserve (SNR) Deliblato sands, also called "European Sahara", is one of the last and the largest oasis of sand, steppe, forest and wetland vegetation in the Pannonian Plain. SNR Deliblato sands is located in south-eastern part of Vojvodina province, along the regional road between Belgrade and Timisoara (Romania), between Danube River and Carpathian slopes. It was created in Ice Age, made of sands deposits that the wind had transformed into dune relief. The extreme climate and lack of surface water in the central part of reserve caused the development and preservation of unique sandy, steppe and forest and along the coast of Danube wetlands and aquatic ecosystems that once covered the entire Pannonian Plain (*** Natreg project, 2010)..

2. PROTECTION REGIME IN THE SNR DELIBLATO SANDS

Deliblato sands, with a total area of 34.829,32 ha, with numerous ellipsoidal sandy masses surrounded by fertile agricultural land, is one of the greatest centres of biodiversity in Europe and the region of extraordinary, universal value for nature protection (*** Natreg project, 2010).

This Special Nature Reserve is protected mostly due to its biogeographic characteristics, recognised not only in Serbia, but Europe-wide. The region is well known for its high level of endemism, including many unique plants, reptiles and insects (Hrnjak I., 2013).

The unique mosaic of ecosystems contains typical species of flora and fauna, among which many are rare and significant according to international criteria. The rich flora with over 900 species, subspecies and varieties abounds in rarities, relics, endemics and subendemics, such as: Banat paeony, Pančić wormwood, bulrush, dwarf-steppe almond, sandy immortelle and juniper tree – the only autochthonous conifer of the Pannonian Plane. As the last and largest oasis of sand, steppe, forest and marsh vegetation which once dominated the Pannonian Plane, the SNR Deliblato sands is one of the most important centres of biodiversity in Serbia and Europe, as well as the most important steppe in our country. This reserve, therefore, represents a unique test-field of science.

Some of the fauna rarity in this reserve includes the steppe habitat species: desert ant, ant-lion, Banat falcon, imperial eagle, steppe gerbil, ground squirrel, mole rat, steppe skunk and others. For some of them, Deliblato sands is the only or one of few remaining habitats in Serbia. The peculiarity of the reserve is the permanent presence of wolf population.

The Deliblato sands protected natural resources also include a part of the Danube course, its marshes and islets. Waters abounding in fish and a number of hatcheries represent an important gathering-point and mass wintering grounds of waterfowl (http//:www.vojvodinasume.rs). The Labudovo okno locality is a Ramsar site and it is a habitat of wetland birds as well as the largest migratory area in this part of Europe. Due to its richness of flora (900 plant species, some of them relicts and rarities) and many bird species (especially the imperial eagle and the steppe falcon), this area is marked as an Important Bird Area in 1989 (IBA) and in 1997 a proposal for UNESCO MaB programme has been made. Part of the area Labudovo okno is marked as Ramsar site, as being a habitat of swamp birds as well as biggest migratory area in this part of Europe. By the Decree Law of the Government of the Republic of Serbia, Deliblato sands has been designated as a Special Nature Reserve in 2002 (*** Natreg project, 2010). A three-level protection regime is established on this area (http//:www.serbia.travel).

Basically, through three-level protection regime (in accordance with current law), the area of the I level covers areas that should be preserved as such – the most valuable in terms of nature, for which is an obligation conservation with other necessary points.

Among the sites that are located in the level I protection regime, there is “Crni vrh“ (“Black peak“), landscape area, protected continuosly since 1912, with preserved features of masaic arrangement of forest with autochthonous deciduous trees and grasslands like *Chrysopogonetum panonicum Stjep. - Ves., and Festuceto/Potentilletum arenariae Stjep. / Ves*., characteristic for the area of SNR “Deliblato sands”. The important is the presence of many species of natural rarities, such as *Fritillaria*, several species of orchids, sheep fleeces and many others. In the level I protection regime there are parts of the area Danube – Dubovački rit and Ada Žilava, as habitat of many protected species of ornitofauna, among which should be noted global endangered species like little cormorant, duck, glossy ibis and crake.

Table 1. *Protection regimes in the SNR “Deliblato sands”*

Protection regime	Area (ha)	%
Level I	2.261,80	6,53
Level II	8.218,59	23,75
Level III	24.128,93	69,72
Total SNR “Deliblato sands“	34.609,32	100

*Source: *Spatial plan for Special Purpose Area of SNR “Deliblato sands“*

The level II protection regime covers the areas in which is necessary to take special measures of improvement to preserve the original natural resources (cleaning of shrubs, appropriate treatment of existing forest plantations, grazing).

More than 50% of the area within the level II protection regime is under sandstone and steppe grassland communities and pastures, the most valuable habitats for conservation of biological diversity of the entire Pannonian Plain, Europe and world. Among the natural rarities of these areas there are globally endangered species such as eastern imperial eagle, saker falcon, ground squirrel, mole rat, and significant number of sandstone and steppe plants (*helichrysum arenarium*, *paeonia tenuifolia*, Pančić wormwood – for which Deliblato sands is the only or one of few rare sites in Serbia). Significant complexes within this zone are: Korn, Brandibul, Kravan, Volovska paša, Dubovački pašnjaci, Stevanova ravnica, Zagajička brda (Zagajička hills) etc.

In the zone of level III protection regime, in which is possible to do the majority of activities in the function of development, it is necessary to act in order to increase the overall value of protected natural resource (natural, cultural, aesthetic) and thereby provide adequate protection and reasonable use.

Within this area are the largest aerea of acacia and pine forests, community of autochthonous shrubs, and aquatic and marsh habitats. These areas, although the least valuable in terms of conservation of biological diversity, represent a kind of today's framework of natural resources of SNR Deliblato sands (*** Spatial plan).

Protected areas not only represent an important instrument of biodiversity conservation, but also contain a great potential for social and economic development. However, these potentials are not yet recognized enough - even more - nature conservation is not well enough connected with the development of protected areas. The NATREG Project is addressing the mentioned challenge – its main aim is to acknowledge and promote the potentials of natural assets and protected areas as drivers for sustainable regional development, and to increase the perception of preserved nature as a valuable asset. The Project is connecting six protected areas in the Adria-Alpe-Pannonia territory, namely in Italy, Austria, Slovenia, Croatia and Serbia. The project's main objective is to establish a transnational and multisectoral cooperation network and to develop the Joint Strategy for Integrated Management of Protected Areas (http//:www.natreg.eu).

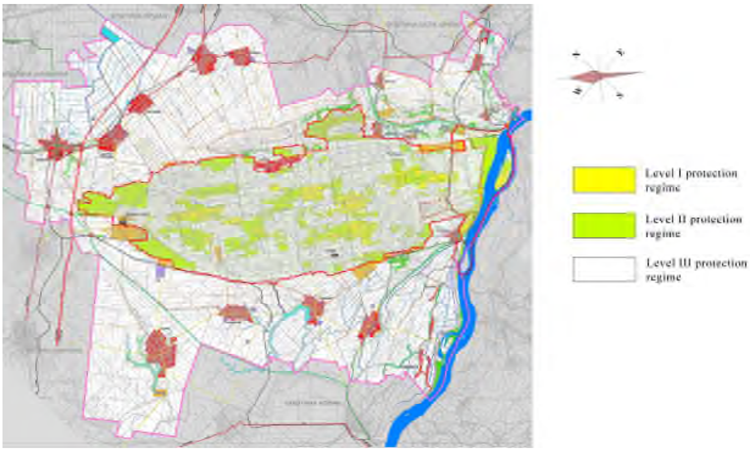

Figure 2. *Protection regimes in the SNR Deliblato sands*

The importance of the NATREG project and for the SNR Deliblato sands as a project pilot area and for Public Enterprise (PE) Vojvodinašume as its managing authority can be seen from several aspects. Namely, this is the first EU project in which PE Vojvodinašume actively participates. Since many institutions are involved in the project, sharing information and experience is one of the main benefits. Participating in the project only confirms the potentials of the SNR Deliblato sands and presents a great opportunity for its promotion. The innovative side of the project is reflected through the participative approach of the protected area management planning process, sustainability of project results, adaptive management and proposed solutions after official project ending (Vasić I., 2011).

3. IDENTIFICATION OF NATURAL AND CULTURAL RESOURCES FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM

On the area of Deliblato sands there are specific trails of human life and actions. Many of them are in the phase of disappearing quickly or being under change through which they lose their authenticity. There is a whole lot of objects which could be reconstructed and conserved and in that way present an important part of the protected area, i.e. values upon which we could base our cultural and educational tourism (Romelić J., 1998).
Since the sustainable tourism development is very important for the future existence of protected areas, it has been necessary to make a study identification of potentials for tourism development in Deliblato sands.

SNR Deliblato sands, with powerful layers of aeolian sand and expressed dune relief, the present sandstone, steppe and forest ecosystems, with characteristic mosaic of vital communities and typical representatives of flora and fauna, represents a natural phenomenon unique in Europe. Specific flora and vegetation abounds in rarities, relics, endemic and subendemic species, and among natural rarities there are many animal species for which Deliblato sands is the only or one of the few habitats in our country. This region has been for centuries under the human influence, which has largely changed the previous landscape of the sands.

Between the villages Gaj and Dubovac, there are fragments of lowland mires. Today they represent the rarest ecosystem of the Pannonian Plain. According to the IUCN categorization they are classified into the fragile (very sensitive) ecosystems, in which the smallest change of abiotic and biotic factors (the disappearance of only 1-2 species) entails their complete disappearance. Further, the lowland mires are centres of biodiversity, whose preservation is our country's obligation by Declaration signed in Rio de Janeiro in 1992. Ramsar Convention identifies them as types of wetlands that cannot be renewable because they are formed in the specific conditions in the past. Therefore, the maintenance of lowland mires as a drum of regional and global biodiversity in this area is necessary.

Very attractive landscape of still preserved nature is river Nera, which confluence will be included in future Ramsar site. The first studies of flora and vegetation in this area highlights its importance for science and nature protection. Therefore, this watercourse with swamp forests and meadows next to it should be preserved, along with the ability for use for science, education and special forms of tourism.

Since the river Danube surrounds the Deliblato sands on the south side, there is a real possibility for expension of tourism offer. This river is the main water road in Europe and the important corridor VII. Thus, nautical and fishing tourism can be developed.

In north-western edge of the SNR Deliblato sands, there is an area with very dense population of Paeonia tenuifolia, a species which represents a natural rarity in Serbia and could be considered as a symbol of SNR Deliblato sands. This space should be preserved without construction, plowing and afforestation, and as such, it can contribute to the tourism supply, in particular within the content of the site Devojački bunar (*** Spatial plan).

Deliblato sands is an area that in the past was under active or movable sand, and was not suitable for habitation. Although it was covered later with vegetation (natural or artificially planted), it is still insuitable for permanent settlement. Due to this fact in the area there are not a large number of cultural and historical attractions (Malešević V., 2004).

On the ridge of SNR Deliblato sands there are many sites that could be transformed in tourist attractions. Due to this fact it is almost impossible to perceive the reserve without its environment.

It should be mentioned wooden church on the site Devojački bunar, which was built by Tourist Organisation of Alibunar. Especially interesting is the architecture of the villages within Deliblato sands (Šumara, Šumarak) or on the edge, as well as tradition and a large number of manifestations of this part of Vojvodina, which could be valorized with natural values. Folklore motives of this region, due to multi-ethnic structure of population (Serbs, Romanians, Hungarians, Czechs and others), are very rich and attractive for tourism, and are presented with folk songs, dances, national customs and ancient customs (Malešević V., 2004).

At the north-eastern edge of Deliblato sands are located Zagajička hills with Dumača as part of the south Banat loess plateau. Zagajička hills covered with forest steppes and partially white lime and hornbeam with its dry valleys represent a real curiosity.

At the south-eastern edge of Deliblato sands, there is ethno village that consists of five farms, even though there were twenty five. These farms are not renewed only for the purpose of tourism, but there are farms of Podolian cow and Mangalitza – genetic resources. Natural features and uniqueness of the area make it suitable for recreation, hunting and fishing, nautical tourism, and especially ecotourism. Visitors of this ethno village very often visit site „Labudovo okno" in which continues the revitalization of existing facilities in order to improve rural development. These are small objects – the village church and two houses from the 19th century, which are used for tourism purposes.

One of the most interesting and well-preserved buildings within the Deliblato sands is a site Lugarnica, that will be adapted to tourist site, together with eco-house Rošijana (Bakić O. , 2010/2011)

The Education centre "Čardak", located in the SNR Deliblato sands was opened in 2010. The purpose of the Centre is to raise awareness of the beneficiaries on necessity of the nature conservation and prevention of the decrease of biodiversity, through various presentations and organized education on principles of sustainable management and supervision. This would bring the SNR closer to the standards of the European Union. The Education centre consists of three houses, the total size 320 m^2. The multi-functional centre, surrounded by clearly marked pathways, with information panels, resting places and monitoring watchtowers along the way, gives opportunity to spend a good quality time in nature to pupils, students, and especially to the experts in biology. The Centre offers the visitors useful information and assistance, good-qulity advertising material, authentic souvenirs and also organization of local and international projects (http//:www.vojvodinasume.rs).

Tourism supply and education in the field of protection includes educational and recreative paths, which the stay in the Reserve is further enriched:

1. Čardak – Vrela (circular walking path, total length 12 km);
2. Borovi breg (walking path in the shape of 8, total length 15 km. It is suitable for off road bicycle ride and for fitness jogging);
3. Koprivić (circular walkinf pathway, total length 7 km);
4. Staza radosti – The path of joy (circular walking pathway, total length 5 km);
5. Eco path (circular walking pathway, total length 3,5 km);
6. Staza zdravlja – Health path (circular walking pathway, total length 3,5 km) (Stojanović V. , 2011).

4. THE ROLE AND IMPACT OF DIFFERENT TYPES OF SUSTAINABLE TOURISM IN THE SNR DELIBLATO SANDS

Tourist activity in Deliblato sands a decade back stagnates, despite the great potential for the development of sustainable tourism. Those predispositions are the environment, proximity of the generating area, and a built-up accommodation capacity and road network can be considered relatively constructed.

Tourism in Deliblato sands could cover the whole year, but majority of activities are in the period March-October. The existence of tourist information centers is one of the prerequisites for a well-organized tourism, because quality and timely information at any phase of tourism activity affects the successful implementation (Pantelić M., 2012).

The very important question is to whom are designed tourism products in the SNR Deliblato sands. According to Lindberg one type of visitors would be beneficiaries of nature in its basic form (scientists, researchers). The following would be headed towards this area are "nature lovers", i.e. those who wants to learn more about nature, without desire to influence on natural processes (Stojanović V., 2011). Those who want to travel into the unknown and unusual, with often modest prior knowledge about a specific area are called "the leading beneficiaries of nature”. Finally there are "average beneficiaries of nature."

On the basis of analysing of the tourism-geographical position, natural and antropogenous values and other components that are relevant for tourism, we can draw a conclusion that it can be established the following forms of eco-tourism: excursion-recreational, hunting, school in nature, cultural-educational, manifesational, excursion etc.

Talking about potentials, stationary tourism would be tied to the next localities: youth settlement "Paja Marganović", Devojački bunar and village Šušara. There are real possibilities of accepting tourists in the settlement Devojački bunar and in the village Šušara (Romelić, J., 2010)., while in the international youth settlement are accommodated refugees. For occasional needs of other forms of prolonged residential tourism there are rudimentary as well as complimentary objects in bigger settlements on the outskirts and in the vicinity of Peščara - Vršac, Bela Crkva, Kovin and others (Romelić J., 1998).

Excursion tourism should take place either on the edge like in the areas of special protection. Peripheral tour could be organized or by foot or in carriages, with stops at some locations. One of the types of tourism of special interests would be visits to sites such as Rošijana, Crni Vrh and Korn, with small groups of tourists and a local guide. The visit of these spaces with expert guidance would be intended to professionals and nature lovers. In the region of Danube sightseeing tourism refers to the boating, round tours and bird watching, ferry ride to Ram, driving in the confluence of Karaš.

Organizing walking tours with a visit of bee-eaters, mole rat, ground squirrel etc., as well as tours for children and youth with educational character (ornithological, geomorphological path) in the best possible way would present Deliblato sands. Walking tours, with adequate tour guide service, could be organized throughout the year, for tourists staying on the edge of the sandstone. The program of the tour should be available to everyone. It would be good to be medium length and difficulty of paths, because they would be aimed to the tourists. In this area would be organized school in nature within the cultural and educational tourists, ecological camps, various professional seminars.

Adventure tourism in the summer period would include activities such as photo-safari (jeep ride in sandstone), riding bikes in marked paths, paragliding – for tourists tend to excitement, riding horses...

Hunting ground Deliblato Sands is known for red deer games, wolves, roe deer and wild boars. Hunting tourism is extremely important because it attracts foreign visitors, and to arrivals and their future impact on the increase in foreign exchange earnings from tourism (Krejić Ž., 2013).

During the winter could be also organized some activities, but not with the so rich content as in the main season (April-October). Activities in winter would have testing character, to investigate the interest of the tourists for this type of activity. Driving cars with bells would be unique experience in snowy winter landscape.

Manifestational tourism should affect the expansion of the tourist offer and extension of season. One such manifestation is „Pčelarski sabor" („Convocation of beekeepers"), taking place on the part of Devojački bunar, during tha last week of May or the first week of June. It would be very interesting to create some events related to some agriculture activities (sowing, harvesting, livestock feasts). Fishing activities would be placed in the permitted area for that. Fishing competitions, as well as preparing fish soup would be an integral part of the offer. All events and competitions should be accompanied by adequate entertainment program (like tambourine music, songs and dances from Vojvodina), which would be of interest to both, domestic and foreign tourists. It opens the possibility for the local population to make a profit through this form of tourism. They could sale various products such as sheep cheese, milk, honey and other domestic products. This would encourage the interest of the population to improve their offer, revive forgotten crafts, arrange village and produce a larger amount of products (Pantelić M., 2012).

Deliblato sands with part of the Danube River has been attractive to researchers of different disciplines from ancient times, who have published on the field nearly 1,000 scientific papers. Dominate researches in forestry, while the modern scientific research focuses on some groups and species of flora and fauna, the succession of communities and monitoring (Marius O., 2008).

In the table 2 is shown current situation about the utilization of potential tourism resources for the development of sustainable tourism in SNR "Deliblato sands" and its edge. The data are obtained from the representatives of "Vojvodinašume". They were given questionary in which they needed to mark the next: 1 – it is not used at all, 2 – poorly used, 3 – medium used, 4 – enough used, 5 – wholly used.

It could be concluded that tourism resources are not used as they shoud be. There is a big potential, but local authotities do not invest on the appropriate level. There are no tourism resources which are evaluated with two best marks.

River Danube, Ethno village with five „salaš", Education centre „Čardak", Devojački bunar and manifestation „Pčelarski sabor" are evaluated as medium used. It should be born in mind that river Danube has the biggest potential, because it is national route and the important corridor VII. It has many possibilities for developing different types of tourism, in the first place nautical tourism and fishing. With the renewal of ethno village there will be more chances for better promotion and use for tourism purposes. Education centre „Čardak", in the first place, attracks students and it would be the best way to educate children about sustainable development. „Devojački bunar" is beautiful place for excursions with cultural heritag, ethnographic tourism resources and manifestacion „Pčelarski sabor".

Natural resources, such as dune relief, Zagajička hills and Dumača, flora, fauna, ornithological richness and confluence of river Nera are evaluated as poorly used. They represent the best way for orginizing special tours with the aim of informing about natural rarities. Villages with traditional local architecture: Kajtasovo, Grebenac and Šušara are also in this group. Šušara is the most important because it has the oldest water supply system in these areas. Even in the time of Maria Theresa was completed and put into exploitation, in 1905. Water pump was done by windmills, whose remains testify about this great project for that time (***Brochure). Also, Šušara is the only settlement built in Deliblato sands (Romelić, J., 2010).

Table 2. *Utilization of potential tourism resources in SNR Deliblato sands*

Potential tourism resources	1	2	3	4	5
Dune relief (adventure tourism, sport tourism: running, hiking, riding bike...)		X			
Zagajička hills and Dumača (mountaineering...)		X			
River Danube (nautical tourism, fishing...)			X		
Confluence of river Nera (educational tourism...)		X			
Flora, fauna, ornithological ritchness (collection of medicinal plants, hunting, bird-watching, foto-safari...)		X			
Educational and recreative paths (hiking, riding bike...)		X			
Eco-house Rošijana (cultural tourism, educational tourism...)	X				
Ethno village with five „salaš“ (eco-tourism, educational tourism, cultural tourism, rural tourism...)			X		
Villages with traditional local architecture: Kajtasovo, Grebenac, Šušara		X			
Education centre „Čardak“ (student tourism, sports and recreational tourism, business tourism...)			X		
Devojački bunar (cultural tourism...)			X		
Manifestation „Pčelarski sabor“ (manifestacion tiurism)			X		

*Source: *Data obtained from representatives of „Vojvodina šume“*

Eco-house Rošijana is not adapted for visits, but there are plans for its reconstruction.
SNR Deliblato sands as a whole is a unique, attractive and highly valuable tourist destination with the obligation to respect the limitations in the way of tourist use and construction of tourist facilities. In this context management of the area in the first step has to provide a clear picture of the development direction, especially in a long run. In parallel, it must ensure a “climate” and terms of cooperation of all involved stakeholders. Tourism development can contribute to full economic development, raising standards and the quality of life of local residents. Management of tourism development in the SNR Deliblato sands should be based on the concept of integrated and sustainable development with a clear vision (*** Natreg project. (2010).

5. CONCLUSION

Individual forms of tourism migration are at its primary stage which is necessary to implement a systematic, progressive work on formation of the material basis and engagement of organisational factors (Romelić, J. , 2010).
Although in Deliblato sands, there are natural and antropogenous values, achieved results in the area of tourism industry cannot be assessed as satisfactory.
Since the Deliblato sands, as a key destination is already been recognized by representative EU programs and funds, it can be expected that further implementation of these projects will bring ecological prosperity and popularity of Vojvodina and Serbia in international tourist market (Bakić O., 2011).
Natural characteristics and uniqueness of Deliblato sands made it suitable for different types of tourism, and above all sustainable tourism. In the future, the development of tourism in Deliblato sands should be based on integral development, aim of tourism supply at domestic and foreign tourism demand, organization, protection and utilization of tourist sites bearing in mind criteria and standards of protection of the environment and stimulation of recreation and education of children and youths.

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SWOT ANALYSIS OF THE TOURISM POTENTIAL ON VLASINA LAKE

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***Abstrakt**: Based on the fact that the area of Vlasina lake is located in the southeastern part of Serbia, which is one of the economically most underdeveloped in the country, and has very modest tourism infra and superstructure, the aim of this paper is that the current plan to gain insight into the current situation and propose solutions to affirmation of the observed area. Because of modernization and urbanization, the area around the Vlasina began to decline goingyoung people towards larger urban centers, while still living in mahallas remained oldpopulation. The way of living life resting became endangered. With this work, it also wants to returna true way of life on and around the lake with the incorporation of new (modern) elementsthatimprove and enhance life on a high level.*

***Key words:** tourism, protection, sutainable development, area planning, Vlasinalake*

1. INTRODUCTION

The Vlasinalake is located in the southeast of Serbia, in a valley elliptic as the lowest part of Vlasina plateau. Plateau is located at an altitude of 1230 m, area of 400 km^2 and is known by the name of today's artificial lake, and the earlier mud that was in the bottom. It is located between the high peaks of Rhodope mountain massif. On the western edge of the landscape mosaic and rounded Chemernik (1638 m) in the north, gradually giving way to the gentle mountain range Plane (Gramade) with Vrtop peak (1721 m). At the same part of the plateau rises lookout BukovaGlava (1472 m), and to the south the plateau is elongated and surrounded by mountain branches Vardenik, whose most prominent ridges Plesijevac (1664 m) and Stresar (1876 m). (Markovic, Đ., 1995)
The lake covers an area of 16 km^2 at an elevation of 1213.8 m. In administrative and spatial terms located in the municipality of Surdulica (Pcinja district), not far from the border with Bulgaria. From the international road E-75 road and railway (linking Central with South Eastern Europe), in the valley of South Morava, 29 km away from the direction Vladicin Han - Surdulica and 51 km from the direction of Leskovac - Vlasotince - CrnaTrava. From the border crossing Strezimirovci has only 17 km, where the road continues over a mandrel to the Bulgarian capital Sofia and 42 km across Bosilegrad, towards the border crossing Ribarci.

Figure 1. *The Vlasina plateau - position in Southeast Serbia (A) and topographic map (B)*

In the distant past in place of today's lake was the largest peat bogs on the Balkan Peninsula, Vlasina or peat soils of mud that was unique in its hydrographic regime and the living world. The construction of a large earthen dam and reservoir formation altered the characteristics of the entire area. However, located away from major roads and Balkan industry, which could collapse the beauty of the place Vlasina plateau has long remained almost untouched part of the nature of our country. More Jovan Cvijic spoke on the region in his book *Origins, peat bogs and waterfalls Eastern Serbia from 1896.* Conditions for the formation of peat bogs are leaking because of the high altitude due to lower air temperature was reduced evaporation. Because of such conditions, land is affected by moss and marsh vegetation which makes it more than affordable for education ponds and peat bogs.
However, human-hand the peat disappeared in 1949, and the place where the river Vlasina stood out from Vlasina peat dam was built, the so-called Vodojaza. Basen filled with water until 1954. The primary objective of creating Vlasinalake was exploiting the hydropower potential for the needs of HC "Vrla I, II, III, IV". Also nearby is the accumulation of Lisa from which water is over 4 channels switch to Vlasinalake. (Stankovic, S., 2005)
On the lake there are two islands - Stratorija (250 m long and 115 m wide) and Long part (480 m long and 150 m wide) as low forward cape. Physical - chemical characteristics of water Vlasinalake show that the water is neutral to slightly alkaline, low-mineralized, soft and rich in dissolved oxygen. Not burdened by the presence of heavy metals and can be characterize as water first class.

The lake has three functional units, as follows (Petrovic, D.M., 2012):

- Vlasina Dumplings - the first point of contact with the lake, and functionally represents a kind of crossroads that directs visitors to the east and north. Most public office in this resort (post office, police, shops, bakeries, health center, the property of the Ministry of Defense), so logically viewed as a point of entry at Vlasina lake in the direction of Surdulica. Within the resort except public function is a motel and two resorts, and residences.
- Vlasina Rid - located on the north-western side of the lake, is available through regional R122. Zone Vlasina Rid is the most urbanized in comparison to other functional parts of the lake, with a large number of private houses (some 400), which partly used for living and work to rest. In the area there are shops, a post office, two hotels and several resorts. This part is leaning on the sports - recreational facilities (Chemernik the west and the football stadium and support facilities to the south) and the camp Mutt, so that whole zone makes it a functional unit. Access is possible from the direction of Vlasina Dumpling and from the direction of grasses;
- Vlasina Stojkovica - located on the eastern part of the lake and is regarded as a point of entry to Vlasinalake from the direction of the Gorge highway M1.13 (from the direction of Bulgaria). In the field is located about 100 houses partly for life and partly to rest. From public functions there are only two shops, but it is in this area farm the company Simpo from Vranje.

In the case of the wider area of Vlasinalake, the structure waving around the lake as well as wealtharea with agricultural land are giving added value this privilegepromoting a healthy and active life. People in and around the lake are mostly dealt withagriculture and its products once a week to sell at the market in town. throughsuch a way of life and preserve the culture, traditions and customs of the population of Vlasina plateau over the centuries.How is life in urban centers has been changing and becoming more dynamic, emotional and physically demanding, look at the traditional life population of Vlasina plateau at a high level has become a desire of the people of Serbia and that they at least part of their life power- way. As a result of such desire space around the Vlasinalake began urbanized with cottages and commercial accommodation facilities where citizens made their own space to live life in a relaxing atmosphere and relaxing.

2.THE NATURAL RESOURCES FOR TOURISM DEVELOPMENT ON VLASINA LAKE AND THEIR SWOT ANALYSIS

The wider area of Vlasina has only two relevant factors (resources) that their characteristics must be taken into account.These are just Vlainsko lake and mountain area.

The lake has a favorable image due to the fact that at 1,200 meters which is still in some way differentiated from other lakes in this part of the continent. water lakes characterized by the high quality of purity which is suitable for drinking as ia for sport fishing. Another specific feature of this lake are floating islands that are rare and unique morphological and biotetocenozna phenomena.

The mountain is the second factor which area of Vlasina can point out to the fact that connected the mountain range around the lake that loomed over a plateau ogVlasina masterly perspectives and views from either side. Since this is a specific natural habitat, as an important factor appear endemic species of flora and fauna.

SWOT analysis represents an assessment of the key factors that characterize the attractiveness and appeal of the area Vlasina as a tourist destination, as well as those factors which may affect the development tourism in the region.

The main inputs for the made SWOT analysis were obtained from a thorough analysis of the existing the documentation, which has hitherto been done in the area of Vlasina (spatial, development, economic and ecological protection), and the field visits and individual interviews with the most important core subjects, but also from the analysis of the European and world markets as well as trends which are in force in the wider environment.

They identified the following strengths and shortcomings: (table 1).

SWOT analysis shows, although certain facts, it is not sufficient by itself to show what are the real values of the wider area of Vlasinalake is predetermined for tourism development. Considering in account the made SWOT analysis, and taking into account the key factors and their positive and negative elements, we came to the following strategic advantages and disadvantages:

The Strategic advantages:

- A virgin space - is still possible protection,
- The favorable geo-traffic position in the near future,
- Start-up position - a choice and innovation,
- Completed plans adjustment system and development infrastructure.

The strategic shortcomings:

- Using lake water to produce electricity energy,
- The depopulation and lack of professional work power,
- Illegal building.

From the strategic advantages and disadvantages begin building a comprehensive value chain, because it benefits say that the elements we need to use in order as soon as possible led project development of tourism in the level of realization of investments, while we say what we need shortcomingsnavoided or what we should be careful to minimize the negative impact on development of tourism on Vlasina.

Table 1. *SWOT analysis of the tourism potential on Vlasina lake*

Strength	**Weaknesses**
• The area of exceptional features under protection of the Republic of Serbia • Compound mountain plateau and the lake in an attractive altitude • Playfulness landscape/masterful vistas and views • Faster economic recovery of municipalities in the region • The economy is based on small and medium-sized enterprises • Tourism is recognized as an important factor in the development of the municipality • Completed infrastructure plans and projects to start • Affordable transport position (near the E-75, the same distance from the three airports) • The priority of National Investment Plan • Individual initiative of private entrepreneurs • Openness to new ideas and concepts • The name of Vlasina identified in the regional tourism market • Initiative TO of Surdulica in developing marketing materials and promotion	• Commercial use of lake water for electricity (water level falls) • Illegal construction without the use of symbols and elements of local architecture • Depopulation and the age structure of the population • Low number of qualified tourism workers • Under developed transportation networks • Underdeveloped general infrastructure (sewer, water, electricity) • A non-existent tourist infrastructure on Vlasina lake • Small database of hotel facilities • The low quality • Lack of service facilities • Promotional materials are made mainly for the market of Serbia • The lack of an information center on the lake • The low budget for Tourist Organization
Opportunities	Threats
• The potential for development of tourism persuasion transit visitors for short stays • Developing tourism through an integrated approach resorts to some areas that can • download the private sector • Developing opportunities for the establishment of regional initiatives for cross-border tourism, for example, with Bulgaria and Macedonia before all • The exploitation of the growth of the tourism market to specific niches, such as the activities adventure sports, archeology / history, rural and agro-tourism • Extension of retaining visitors in the region.	• Strong regional competition from other tourist destinations • Political instability with the possibility of recurrence of conflicts in some parts Balkan region • Continued slow progress of the privatization process • The lack of available and trained human resources for new tourist attractions and facilities which would enable growth

3.THE ACCOMMODATION CAPACITY AND TOURIST TUMOVER ON THE VLASINA LAKE

Actual storage capacity and the capacity for providing food and drinks, are not yet sufficiently developed and visibly meet the needs of the growing number of visitors Vlasinalake. If tourists decide to come, welcome them offer the hotel "Vlasina" and "Lake", Boarding house "Narcissus", resort " Flag PES", "Serbia forests", "ZeleVeljkovic", "Nevturs" then resorts hydropower "Surdulica "electricity distribution" Leskovac "Thermal power plant" Kostolac - mines, "Youth Association, Institute for Employment" Surdulica "and others. There are also many private villas and houses, as well as two decorated campsite - Fishing Camp and Camp "Vlasina". Accommodation facilities, except in "Narcissus" are poorly equipped and low categories are. Rest and recreation are generally low comfort and neglected. Most are closed, irrational use and operate seasonally, and is at the current state of facilities necessary to find a better organization of the business and provide a unified tourist offer.

Tourist traffic in 2011 recorded 4,238 tourists, of which 3,838 of domestic and 400 foreign, who have made 19,816 overnight stays, of which 18,997 by of domestic tourists and 819 by foreign tourists. The average number of overnight stays was 4.9 in favor of the home, while in the number of foreign 2.0. Among the foreign tourists prevail tourists from Bulgaria, Macedonia, Greece, Romania and Hungary.

Many home owners have a contract with the Tourist Organisation of Surdulica, to work together to facilitate the accommodation of guests. For Government rail lake, "Narcissus" There is a tourist information center, where workers tourism organizations welcome guests, provide them with detailed information about vacancies and indicate cottages in which to spend your vacation. (Petrovic, M., 2009)

According to the Master plan from 2007 to Vlasini have already confirmed some forms of tourism, and some still to be expected with further development. Important among them are: A resort, sports and recreation, rural, hunting, sightseeing, excursion, cycling, nautical, transit tourism. Depending on the possibilities of providing financial resources for reconstruction and modernization of existing tourist facilities and roads, construction of new facilities, utilities and sports infrastructure, will gradually complete tourist offer, and with it will strengthen the present and to take up new forms of tourism. Will contribute to the new financial incentives for the development of agriculture and other activities, physical development and equipping of tourist sites and centers, as well as organizational and business connections relevant subjects in local communities. (Uozpio "Vlasina")

4. CONCLUSION

Vlasina, the natural and touristic values, should be in the future that represents the area towards which will be directed strong tourist flow. Power tourist attractions of this area will not only be in the diversity and high quality of its natural values and attracting tourism accommodation and other conditions of residence, but also in a considerable expanse and plateau and the possibility of planning the construction of tourist resorts and facilities for tourists, who will visit throughout the Vlasina years.

Especially worthy of a transit tourist feature of this area is in complete dependence on the tourist traffic situation of the region and the quality of the roads. The traffic situation is peripheral, and will contribute to the modernization of roads little transit traffic, because the main road through Surdulica and Vlasina to transit Bulgaria frequent low, and the main role in the transit traffic will continue to keep the transit routes through the valley of Morava towards Greece and the valley of Nisava to Sofia . However, the increase in this traffic can be more affected by transit through organized itineraries, in which you can enter and Vlasina lake as a special destination.

The growing pollution of the urban environment creates a growing need for the original intact nature and its recreational properties. Due to its large and diverse recreational and therapeutic properties, Mountain gaining increasing national and regional significance. With the advancement of modern civilization, values Vlasina growth and should therefore be conceived,planning measures to revitalize and protect Vlasina of each type of pollution and the best use of its natural beauty. Only proper management of space Vlasina, as a resource for tourism, contribute to the increase of its economic, ecological and aesthetic value, which will provide long-term benefits at the local, regional and national levels.

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THE IMPACT OF TOURISM ON SERBIAN ECONOMIC DEVELOPMENT AND SOME FORMER YUGOSLAV REPUBLICS IN XXI CENTURY

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Abstract*: Tourism is has the great importance for economic development of one country, because jobs in tourism are among the 11 most widespread operations throughout the world. Tourism, through the creation of new jobs and attracting foreign investment, makes a contribution to the creation of a sustainable community of high standards. Also, all activities aimed at creating a high quality destination contribute to the achievement of stable government revenue. The aim of the research is to identify the importance of tourism for the economic development of Serbia and some former Yugoslav republics in the XXI century. Using descriptive methods, methods of analysis and statistical methods, based on the numerical data on the movement of tourists in the mentioned countries and the participation of these industries in the gross domestic product will notice how much importance they attach to tourism. This work may be of use to professionals in the field of tourism, as well as all those interested who want to get acquainted with this topic.*

Key words*: tourism, tourists, economic growth, gross national product, sustainable development.*

1. INTRODUCTION

Excepting the known factors of economic development in recent years tourism has become quite popular area as a factor of economic development. The advantage of tourism is actually it can find an economic use, with renewable natural resources, which aren't used. For that reason, tourism can contribute to the development of rural areas more than any other industry. Tourism has a direct and indirect effect on GDP growth, about which more will be discussed in the paper. Former Yugoslav republics have different views on the importance of tourism for economic development. Some of them have their own tourism development strategy adopted in accordance with the current world trends in tourism. Therefore, these countries have recognized the hidden power of tourism for economic development. This paper will discuss the current global tourist megatrends. Then, it will briefly point out the economic functions of tourism and present the values of T & T Competitiveness Index for 2008 and 2015. In the last part of paper we are discussing about the trends in tourism of certain former Yugoslav republics and its effects on GDP. Also, there is the movement of the contribution of travel and tourism to the value of GDP in percentage.

2. GLOBAL QUALITATIVE TOURIST MEGATRENDS

Despite the crisis, over the past sixty years it has been recorded a growth trend in international tourism demand. Europe is one of the most attractive regions of the world. In 2011 51.3% of total arrivals devolve to Europe. Mediterranean represents the strongest tourism region and maintains its tradition from year to year, and in 2011 18.1% of global arrivals in the Mediterranean. Although on the Mediterranean are large, attractive and appealing destinations such as Spain, France, Italy and Greece, predicts the decline of its share in total world tourist demand. Among the global megatrends affecting tourism trends some of them have special impact:
-*Political environment* (Regional conflicts around the world have negative impact on the size and spatial distribution of tourist traffic).
-*Economic Environment* (beside the occasional fluctuations, forecasts for economic trends for the next 10 years indicate that the growing economic potential BRICS and MIST countries, contributes to raising propensity for tourist tripsi in those countries.
-*Social Environment* (economic development, the growth rate of educated people and rising prosperity in general contribute to the transition towards postmaterijalitičkim social values economy of experience. The new "tourists" interested in "buying" life experiences, adventures and stories, are active both physically and intellectually and wants to participate in journeys that will contribute to their personal development.
-*Legal Environment* (Despite the dregulation process, predictions in the tourism area indicate that there will be increasing convergence of regulation and adopted legislation in normal business practice. In particular it relates to consumer protection, labor legislation, harmonization of fiscal policies and the introduction of standards and certification governing quality, monitoring operations and working procedures.
- *Ecology* (Most current challenges and future challenges related to the protection of the environment. Tourism is an industry that relies on the quality of the environment and of its intense affect. In this respect these activities will be given special attention to the implementation of "green" concepts either by individual providers or all destinations. Integrated Coastal Zone Management, where tourism is an important economic sector, provides a framework for the balanced development of the coastal areas and encouraging the development of sustainable tourism that seeks the preservation of coastal ecosystems.-*Technology* (Predictions show that, in addition of "thundering" development of information and communication technologies, to reach further penetration of the market and the growing number of users around the world. Aside from communication technology, the significant impact on tourism will be the development of a new generation of aircraft with larger capacity and range, and less consumption, development railway network, superfast trains, construction megakruzera increasing capacity, investment in road infrastructure and alternative fuels (http://www.mint.hr/UserDocsImages/130426-Strategija-turizam-2020.pdf).
Annual growth of medical tourism is between 15% and 20%, adventure and sports tourism 30%, ecotourism has about 3% of international travel and shows strong annual growth of

between 10% -20% caused by the growing environmental awareness of customers and the percentage of participation rural tourism (together with mountainous areas) in total international travel of 3% with an annual growth rate of about 6%.

3. TOURISM AND ITS ECONOMIC FUNCTION

Tourism has its economic function, because economic and non-economic activities interact on it. Its function is manifested through the following:
- Conversion - the ability to convert non-economic resources in economic (eg. Room with a view of the sea has the highest price; visiting monastery,gallery, ruins of an old castle from the sale of tickets and the like);
- Induction - initiates a quantitative and qualitative trends in total production triggered by focusing on the needs of tourism. To start tourism activities there are renewable natural resources upon which the tourism business based (air, sun, sea, coast, mountains, snow, hot springs, ...).
-Multiplicative function - tourism has a strong multiplier effect on the economy of the whole country over almost all economic activities, because it not only extends the markets, but also increase incomes, and has a *multiplier effect on the size of GDP.*
- Acceleration - is reflected in the strength of tourism to quickly develop one geographic area, then the other economic activities.
- Export - through the "invisible exports" or "export on the spot" yourism is an important source of foreign exchange.
- Balancing commodity- cash relations - thanks to high sales of goods and services to tourists which resulted in large inflows of cash into the one economy, tourism can cover negative trade balance. It provides resources to facilitate the purchase of products necessary for the development of all sectors of the economy.
- Encourage the development of underdeveloped areas - when it comes to rather poorer regions, tourism is sometimes the only opportunity to improve the quality of staying, because it can develop in those areas where it is not profitable to run the business under any other sector.
- Employment - tourism has a diverse work force, the dominant participation of women, labor is insufficient level of education and qualifications to perform other work, which is also paid, those who because of their age are not able to deal with your current profession, as well as seasonal workers whose seasonal work in tourism, the only source of income. (http://www.fmoit.gov.ba/downloads/strategija.pdf) The World Economic Forum defines competitiveness index Travel and Tourism (Travel & Tourism Competitiveness Index). According to this index, Croatia is best ranked was 2008, compared to Slovenia, Serbia, Montenegro and Bosnia and Herzegovina, which is the worst placed.

Country	Total idndeks		T & T regulatory framework		T & T business environment and infrastructure		T & T human, cultural and natural resources	
	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Switzerland	1	5.63	1	5.94	2	5.55	3	5.39
Austria	2	5.43	4	5.86	8	5.27	7	5.16
Hungary	33	4.60	19	5.40	41	4.18	50	4.21
Croatia	34	4.59	39	5.02	38	4.32	32	4.43
Slovenia	36	4.49	42	4.97	33	4.53	61	3.98
Montenegro	59	4.15	53	4.66	68	3.53	45	4.27
Serbia	78	3.76	73	4.27	72	3.36	88	3.64
BiH	**105**	**3.45**	**98**	**4.02**	**91**	**2.99**	**117**	**3.33**

Picture 1. *T&T Global Competitivness Index for 2008.*

Based on data of World Economic Forum for 2015., Croatia is the best ranked country relates to other observed countries (http://www3.weforum.org/docs/TT15/WEF_Global_Travel&Tourism_Report_2015.pdf). Data for Federation of BiH are not available.

Table 1. *T&T Competitivness Index for 2015.*

Rank	Country	Value of index
1	Spain	5.31
33	Croatia	4.30
39	Slovenia	4.17
67	Montenegro	3.75
82	FYR of Macedonia	3.50
95	Republic of Serbia	3.34

4. TRENDS IN TOURISM AREA OF SOME FORMER YUGOSLAV REPUBLIC AND THEIR EFFECTS ON GDP

The Republic of Croatia is a old known tourist destination, which dominant product is "sun and sea". In addition, an attractive nautical tourism (yachting / cruising), business tourism, cultural tourism, and expressed perspective for development have: Health Tourism (spa tourism, (ii) health resort tourism and (iii) medical tourism), Cycling (Cycling) Gastronomy and enology, rural and mountain tourism, golf tourism, adventure and sports tourism and ecotourism. The development of tourism has positive influence on increasing the number of staff in this area which is larger than the Croatian average. In the period between 2000 and 2010, the growth in the number of employees in the hospitality industry increased by 21%. The Republic of Croatia has adopted a tourism development strategy for the period 2013 to 2020. According to origin of their countries structure of overnights in

2011 looks like this: tourists from Germany (21%), Slovenia (11%), Croatian (9%), Italy (8%), Austria (8%). Overnight stays in 2011 increased by four times in the four-star hotel compared to 2001, while their share in total hotel nights increased from 3% to 36%. As for the five-star hotels, the number of overnight stays increased three times, in three-star hotel nights stagnated, while there has been a reduction in the number of overnight stays in hotels of lower category.

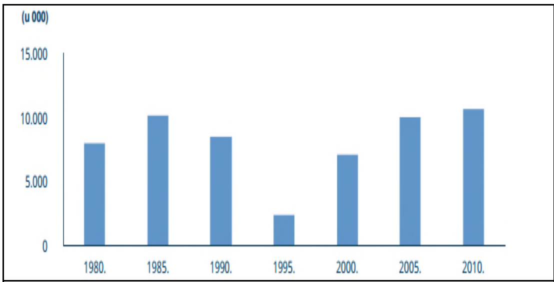

Figure 2. *Tourist arrivals*

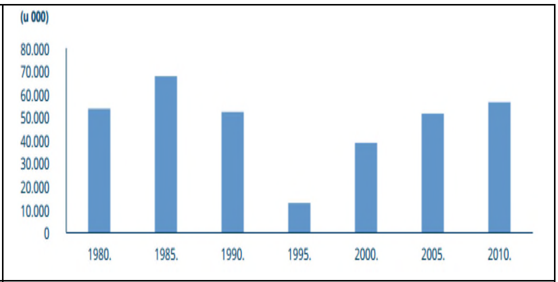

Figure 3. *Tourist overnights*

When we talk about tourism revenues in 2013 GDP amounted to 43,478 million euros, while revenues from tourism amounted to 7,202.8 million euros, the share of tourism amounted to 16.6%. In 2014, the GDP value was 43,112 million euros, the share of tourism in GDP 7,402.3 million, a percentage is 17.2%. On the basis of the index observed a decrease in GDP in 2014 compared to 2013 by 0.8% (index of 99.2%) and growth in tourism revenues by 2.8% (index of 102.8%) .

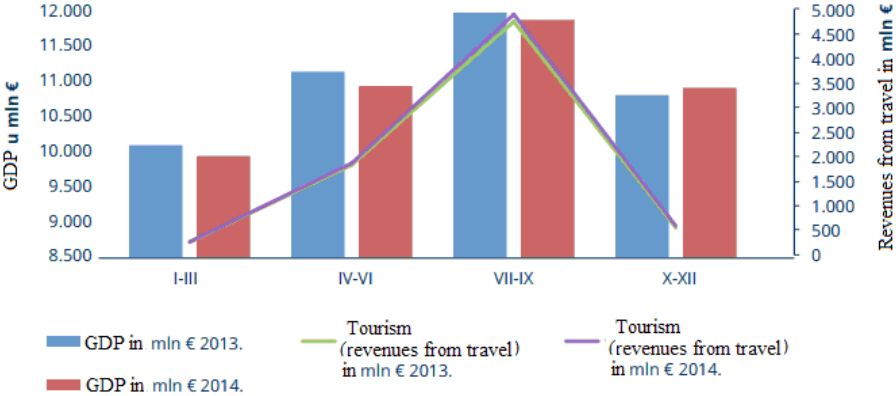

Figure 4. *GDP and toruism revenues 2014. (2013.)*

The Federation of Bosnia and Herzegovina has the potential to develop cultural and historical tourism, urban (city break), rural tourism, outdoor tourism, winter sports and mountain tourism, spa and health (wellness) tourism, and business / conference tourism. All available information pertaining to the tourism sector are not reliable because they are not in accordance with internationally defined standards for the sector and therefore does not provide a complete overview of the developments in this sector. Therefore, it is urgent to introduce adequate methods to assess the tourism sector in order to adequately measure the contribution of tourism to the economy of this country. According to available data, in 2011 the added value acquired in the tourism sector increased by 1.8% compared to the previous year, while the increase in the total economy amounted to 3.6%. Regarding the structure of tourists, more than 43% of all arrivals and over 41% of all overnight stays by foreign tourists in BiH are tourists from Croatian, Slovenia, Montenegro, Serbia and Macedonia (www.firmaproject.ba).

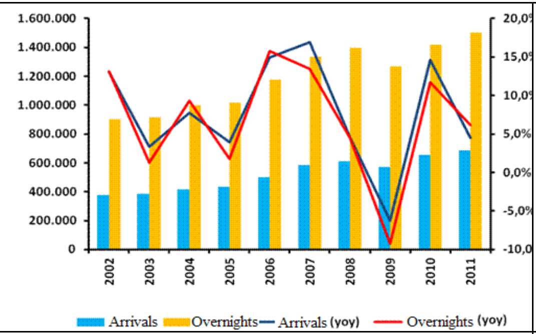

Figure 5. *Arrivals and overnights in Bosnia and Herzegovina for period between 2002 i 2011.*

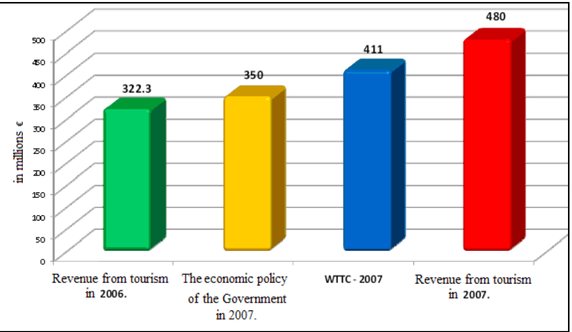

Figure 6. *Tourism revenue in Montenegro*

The Republic of Montenegro strives to develop and offer current tourist products. On the basis of data from the website WTTC since 2009. Montenegro is poised for continued growth in the share of travel and tourism to GDP. World Council for Tourism has declared Montenegro among the five fastest-growing tourist destinations in the world.

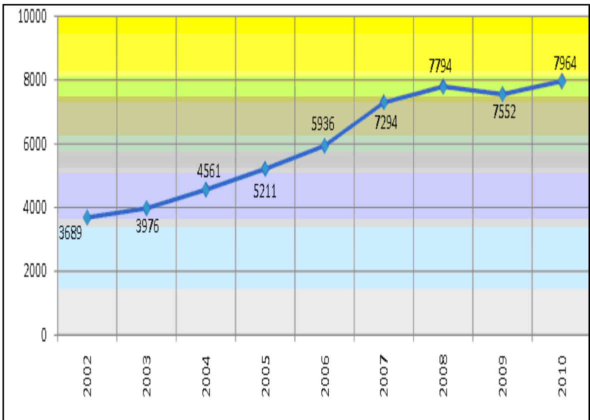

Figure 7. *Tourist overnigts in Montenegro (in thousands)*

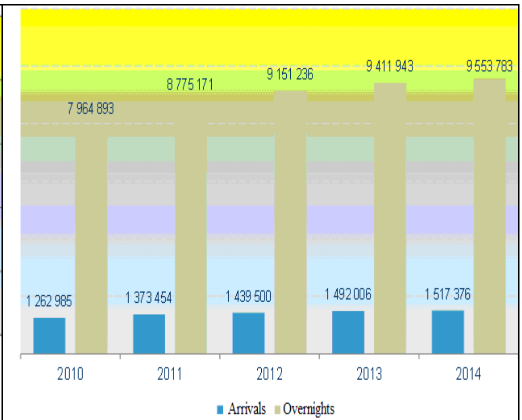

Figure 8. *Tourist arrivals and overnights in Montenegro*

The structure of overnights foreign tourists in 2014, most nights were realized by tourists from Russia (30.0%), then from Serbia (24.0%), then from Bosnia and Herzegovina (7.5%), Ukraine (5, 8%), Kosovo (2.9%), Belarus (2.7%), Polish (2.6%), France (2.4%) and 22.1% belonged to tourists from other countries (http://monstat.org). Based on the forecast of the World Council for Travel and Tourism in 2011, Montenegro will be the leading country in the growth of tourism and its contribution to GDP. Based on the data of the World Economic Forum in 2015, Macedonia has been to T & T Competitiveness Index was 82nd. Better-rated countries of it are Croatia, Slovenia and Montenegro, while Serbia is on the 95th place, behind Macedonia. The number of foreign domestic tourists is decreasing, while the number of foreign tourists is growing as contributing to the growth of the total (http://www.stat.gov.mk/).

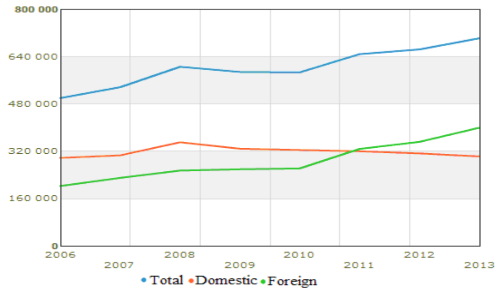

Figure 9. *The number of domestic and foreign tourists in Macedonia*

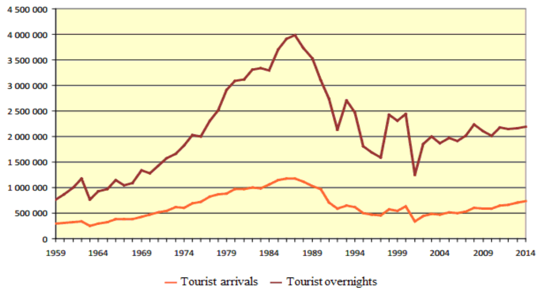

Figure 10. *Tourist arrivals and overnights in Macedonia*

At the time of former Yugoslavia main focus as far as the development of tourism has been on the Adriatic tourism, so that the tourist offer of Serbia mainly adapted to the local market (youth, social and children's tourism). Main tourist products of Serbia today spa with climate spas, mountains, and administrative centers, and more recently tourism products fall events ("events"), such as Exit.

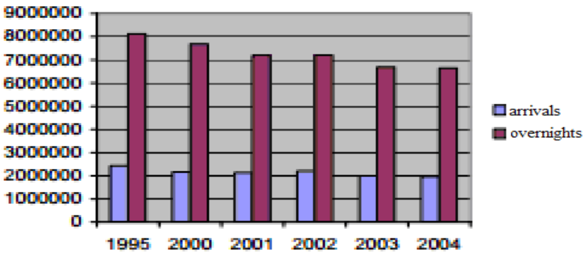

Figure 11. *Arrivals and overnights in Serbia*

Based on data about tourist nights in 2004, tourists from BiH accounted for 11.8% of the number of nights, Czech Republic 8.5%, Germany 6.5%, Norway 6.1%, Italy 5.4% and Turkey 3, 5% (http://www.dgt.uns.ac.rs/download/ektur01.pdf). According to data from 2011, tourism accounted for 1.8% of GDP in Serbia, while the total number of employees accounted for 2.4%. According to the latest data on the indirect effects of tourism on the economy of Serbia amount of the share of tourism in GDP of the Serbian economy was 5.4%, while the share in the total number of employees by 6%.

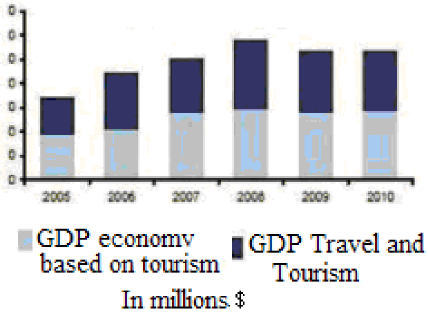

Figure 12: *Montenegrinian BDP of travelling and tourism*

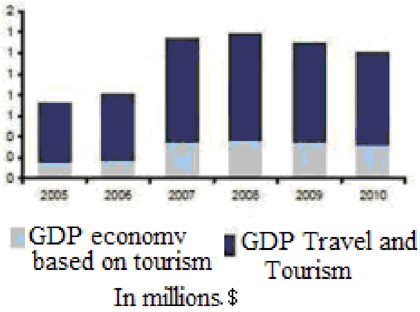

Figure 13: *Serbian BDP of travelling and tourism*

Besides the direct impact on GDP, tourism has an indirect influence on its increase over effect on other activities. Besides the impact on the construction industry (investment in construction of new and reconstruction of existing tourist facilities, transport and municipal infrastructure), transport (increase in passenger traffic and goods, meet the needs of tourists for transport, transport of goods for the purposes of tourism, telecommunications and the like, tourism has a positive effect developments in the field of agriculture. Thanks to increased demand there has been a growth in production of food and beverage to meet the needs of tourists, and some products are exported. The turnover of trade increases during the tourist season also trades-home industry (production and sale of souvenirs) . Tourism brings budget revenues from tourist tax and tax on tourism activities. Thanks to tourism underdeveloped regions are protected from depopulation and encourages their development. It opens up new jobs which promote employment and positively affect the living standard of the population.
Given the fact that tourism has a significant indirect effects (in addition to direct), the development of tourism is a chance for the overall economic development. Revenues from tourism contribute to mitigating the negative balance of trade exchange with foreign countries, and this activity contributes to the development of a country's economy through higher value added, job creation and stimulating the development of tourism and no tourism activities. Each pennies (dollar) spent in the tourism industry contributes to the consumption of 3.2 currency units (dollars) in the economy of a country, and a million spent on tourism services generate two times more jobs than in the same amount spent in the financial sector.
In Figure 14 shows the percentage contribution of travel tourism GDP, in the period from 2007 to 2015. Data for Bosnia and Herzegovina are not given, because the available data relating to tourism in this country are not relevant and reliable which has already been discussed in this paper.

	2007.	2008.	2009.	2010.	2011.	2012.	2013.	2014.	2015.
World	9,6	9,4	9,3	9,0	9,1	9,1	9,2	9,3	9,3
Europe	8,1	8,0	8,0	7,7	7,6	7,7	7,6	7,6	7,7
EU 27	8,3	8,1	8,1	7,8	7,8	7,8	7,8	7,8	7,9
Croatia	27,6	28,5	25	26,3	27,5	29	29,7	30,1	30,5
FYR of Macedonia	5,1	5,2	5,2	5,1	5,2	5,5	5,6	5,7	5,7
Montenegro	**21,6**	**24**	**16**	**15,7**	**17,1**	**19,7**	**22,9**	**25,5**	**27,4**
Republic of Serbia	6,1	5,9	7,5	7,8	8,0	8,0	8,0	8,0	7,9
Austria	12,1	12	12,3	11,7	11,8	12,2	12,5	12,6	12,8
Greece	17,3	16,5	15,2	15,3	15,7	16,3	16,7	16,9	17,1
Italy	9,3	8,7	8,4	8,4	8,5	8,7	8,8	8,9	9,0
Portugal	13,6	14,2	13,3	13,8	14,7	15,1	15,4	15,6	15,7
Spain	14,9	14,9	14,7	14,3	14,3	14,4	14,4	14,3	14,3

Figure 14. *Total contribution of travelling and tourism to GDP in %. (http://www.wttc.org/eng/Tourism_Research/)*

Croatia had the highest average total contribution of travel and tourism to GDP, followed by Montenegro, Serbia and Macedonia at the end. Although all these countries have recorded a growth of tourist activities from year to year, this growth was not the same intensity as this reflected in the size of GDP. From 2007-2009. year Croatia recorded a growth of 0.9%, and in 2009 there was a decline compared to the previous year by 3.5%. In the coming period there is re-growth of about 1.5% until 2014, when growth was 0.4% and the same percentage increase was recorded in 2015. This country has a tourism development strategy in 2013 and since then has been a change in the supply of new tourism products that are yet to be known to the general population. This was reflected on contribution of tourism to GDP growth. Montenegro in 2008 has an increase in share of 3.4%, and in the following year there was a decline of 8%. In 2010 Godne moving and growing participation until 2014, where in 2015 there was an increase at a decreasing rate. The strategy of development of tourism in Montenegro was adopted in 2008 and due to the good implementation of it is reflected in the growth of the participation of tourism's contribution to GDP. Serbia in 2008 had a slight decrease of 0.3% stake to a dramatic growth followed in 2009 by 1.6%. In the next four years the percentage of share contribution of tourism amounted to 8%, and in 2015 decreased by 0.1%. Tourism Development Strategy in Serbia until 2015 is foreseen the development of clusters that would contribute to the successful positioning of Serbia in the international tourism. Due to the fact that in this period was the construction of the tourist offer, the greater the contribution of tourism to GDP growth is expected in the coming period. Macedonia in the period from 2007 - 2015 had increased participation pier tourism's contribution to GDP (0.6%). Although, according to T & T Competitiveness Index, the index value for Macedonia was 3.50, and for Serbia 3.34, significantly is that there is no progress in the tourism sector. This country should recognize the potential for economic development that are in this field and to promptly come up with ways for their utilization for the benefit of the economic development of the whole country. Also, Bosnia and Herzegovina could seriously deal with this problem, because if data can not be compared with others we can not know for sure where we are and whether we are good or bad.

5. CONCLUSION

Global tourism megatrends such as changes in political, economic, legal, social environment, changes in technology and raising awareness of environmental protection has been influenced the changes in tourist demand. There is a demand for new tourism products that contribute to the intellectual and mental development of tourists, in addition to spiritual and emotional satisfaction, who wants to experience when they are in a particular location. Of course, health is always important initiator of tourism migration. Tourism, as an activity that uses existing resources, could significantly contribute to the economic development of a country. By finding adequate tustističkih products that can be nice to be in a dialogue with existing unused physical and cultural resources can spur economic development. Some of the former Yugoslav republics of different importance to tourism. Serbia has had a poor tourist offer, because in previous years the focus was on the development of the Adriatic tourism. Of course, it recognized the importance of these activities and due to the adoption of a strategy for tourism development. Montenegro has its own tourism development strategy and successfully implemented. The best in that is Croatia, and Macedonia and Bosnia and Herzegovina should be a little better to be organized on this issue and crystallize further development of their tourism. In order to adequately carry out further research, it is necessary for each country to harmonize its information relating to tourism with internationally defined standards for the sector to make the data comparable to each other. Also, the introduction of adequate methods for the assessment of tourism that would contribute to an adequate measurement of tourism's contribution to the economy of countries. Based on publications made according to the same standards, it is possible adequately carry out benchmarking analysis and decide whether improvements are needed or a complete change of direction of development because it does not give positive effects.

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GEOTHERMAL POTENTIAL OF THERMO-MINERAL WATERS IN THE BASIN OF DJETINJA AS THE POSSIBILITY OF HEALTH TOURISM

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Abstract: *Basin Djetinja contains untapped geothermal potential, which should be thoroughly investigated before entering in the investment cycle and converting facilities in health tourism either other commercial facilities. This area has a thermo-mineral waters of different chemical composition, which are the real treasure of western Serbia. Staparska spa, Bioštanska spas and hot spring Vrutačko have long been known and used for spa tourism. All this water with increased mineralization, with the prevailing content of ions HCO_3 anion, Ca in the cation composition, the presence of somewhat higher concentration of radioactive elements. Average temperature of water from these sources, genetically related to a single tray is 36.8 0 C. Although, these spsa are not mentioned so much, their use was only for therapeutic purposes.*

Keywords: *spa tourism, tourism development, geothermal potential, thermal mineral water*

1. INTRODUCTION

The most important and largest users of geothermal energy (GTE) in Serbia spas, which is used for therapeutic purposes. About 60 spas in Serbia using geothermal ground water for spa treatments, sports and recreation. Geothermal energy in Serbia is not used to generate electricity, though it could be a significant component of the energy balance of Serbia (Djereg N., 2008). GTE reserves are estimated at about 400 x 106 tons of oil equivalent. Basin river Djetinja contains untapped geothermal potential: Staparska spa (Upper and Lower), Bioštanska spas and hot Vrutačko spring. The aim of this paper is to highlight the characteristics of their waters and to draw attention to the possibility of their optimal exploitation for commercial purposes.

2. IN THE SPA BASIN RIVER DJETINJA

In the basin river DJetinja there Staparska spa (Upper and Lower), Bioštanska spas and hot Vrutačko spring. Geographic location investigative field is shown in Picture 1.

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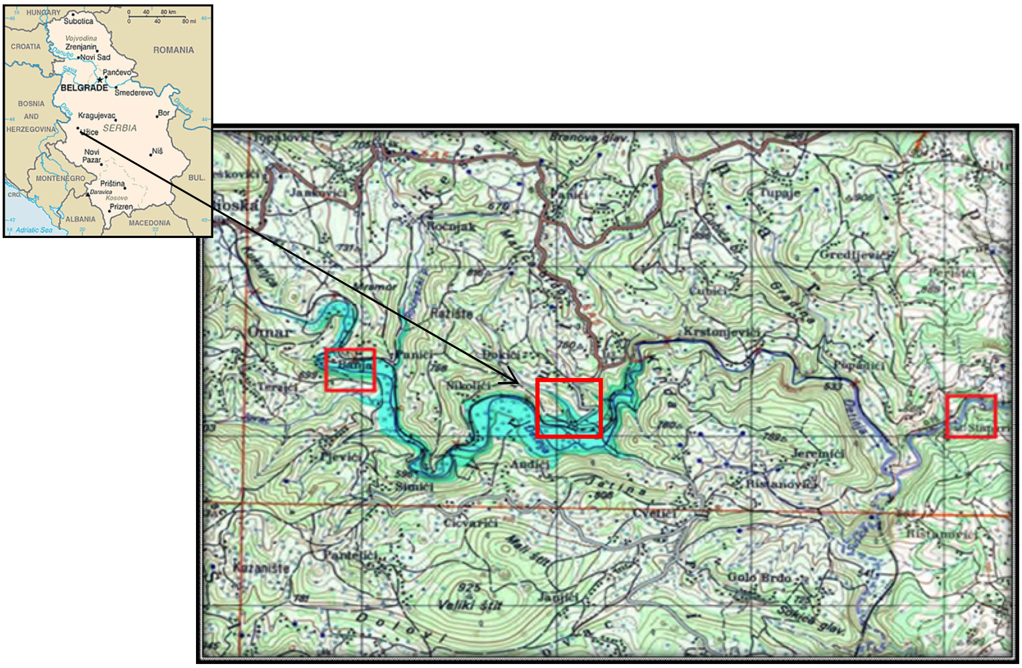


Picture 1. *Geographical position spas (Topographic Map Sheet for Titovo Uzice 1: 100 000 and www.autoportal.rs)*

Their quality has been recognized by locals and regulars who, thanks to the healing effects of these baths, manage to heal some diseases. Unfortunately Bioštanska spas and hot Vrutačko spring were submerged by building reservoirs Vrutci. Previous research has shown that this water contains increased mineralization, with the prevailing content of ions HCO_3 anion, Ca in the cation composition, the presence of somewhat higher concentration of radioactive elements. Average temperature of water from these sources, genetically related to a single tray is 36.8 ° C. The studies that have been done have shown the importance of these thermal mineral water should be used for other purposes, and the use of heat pumps is enabled. The main reason for the application of heat pumps lies in their efficiency. The term most effective, and economically most profitable ways of exploiting geothermal water, meant a phased manner exploitation. In geothermal processes are not produced by-products of combustion that endanger the environment. Also, the environment is non-polluting drop of water used. All existed data on geological, geophysical and geochemical characteristics must be collected.

2.1. Bioštanska spa

Thermal mineral water occurring at about 2 km south of the village Bioska, about 100m away from the route of the former railway line towards Vrutci, 25 km west from Uzice on

the road Kremna - Ponikve. In the spa, there are 4 thermal mineral springs of hot sulphurous water temperature of 36.4°C. The phenomena have appeared slightly above riverbeds Djetinja (about 3 meters from the riverbed and about 0.5m elevations above the river), on the right bank. Two phenomena of thermal mineral springs erupt upwards, followed by intermittent pulsation gases from primitive basin area of 3.0 x 2.0m, and flows right into the river Djetinju. Source 2. primitive capped with two pipes and concrete roof supports and is only 3 m away from the first basin. Distance between all sources is 20 m, with what sources 1 and 2 are located south of the fault that direction NW-SE intersected limestone block. It stands very rare for a similar occurrence of thermal mineral water is the occasional character of thermal mineral source which is directly dependent on seasonal fluctuations or oscillations levels issued during the year. These sources tripping by dissolving the first snows to late summer and early autumn (during the recession karst aquifer) completely dried up and working again immediately after the abundant rain.
Termomineralne sources characterized by ascending gases highlight followed, broken source of unique locations of thermal water (with occurrences highlighting and trough Djetinje), genetically related to karst aquifer and the movement of thermal waters along rasednih structure as privileged directions in the contact zone with the low permeability sediments diabase-chert formacije. Upbuilding surface accumulations "Vrutci" are submerged thermal mineral springs and spa area, but also today sees outpouring of thermal mineral water below the level of the artificial lake. It is also possible to draw mineral water wells in the new locality outside the influence of surface accumulation and there by restore the former spa (Vojislav S., 1986).

2.1.1. Prevalence, the terms and conditions of the recharge aquifers draining

Karst aquifer has the largest distribution. Separated within the carbonate complex of rocks of triassic age, from higher horizons of lower triassic (stratified and banked limestones - T_{12}) to gornjotrijaskih banked limestones (T_3). In terms of spread on the surface can be distinguished 2 zones: the northern, which belongs to surface Ponikve and South, in the basin of Susice. Eastern part of the course extends non-continuous belt of middle tertiary limestone, which established the relative continuity of the propagation of karst, with the possibility of mutual "communication" source water isolated zona. Basic types of recharge of karst are atmospheric precipitation water infiltration and water infiltration of surface water quantity flows. Greatest that feed the released form during melting of the snow cover. During the summer, excreted less rainfall. On the other hand, in the forested areas of the field, conditions for depression filled the bottom layers of red, increases the values of evapotranspiration. Intensive recharge karst, is supported by the fact that the surface runoff from karst terrain is minimal and is reduced to a small number of temporary rivers, which operate only at the highest state level karstic aquifers when the absorption capacity of the limited amount of water. Another aspect of the recharge of karst infiltration of surface water flows. Karst aquifer is drained by being displayed over resources, underground prominence in a permeable formations in the process of evapotranspiration. The primary way that drainage is emphasizing through vrela. Higher part Ponikvanske surface drains southward, and the main drains are broken karst source in Jelisavčići, the source of the constitution and hot Vrutačko spring. The springs in Jesisavčićima (elevation 740 m), is found at a distance of about 100 m. Right source arm is formed below the smallish'll commit. Left source leg not in use.Source constitution (760 meters) is located at the contact gornjotrijaskih limestone and clastic lower triasic series. The spring is gravity type (Vojislav S., 1986). The third significant source east of the investigation area was hot in Stapari (elevation 740 m) . Thermal springs (or of sub t = 19^0C) in Vrutci occurs at a height of 579 m and represents the main drain northern limestone zone, while the other sources mentioned above work practically as a "senior dressing". The spring is the upward type, is related to a narrower zone of occurrence of limestone on the left side of the valley, DJetinje. Sušičko fountain is the strongest in the exploratory area occurs at about 0.8 km from the mouth of this river in Djetinja. Susica in the upper part of the basin is typical of the underground, a steady stream is formed only from the aspect of spring.Other drainage of karst underground is a runoff in permeable rocks under direct contact. Underground runoff is carried out mainly in the compact aquifer alluvium Djetinje (Bioska upstream and downstream from the dam Vrutci), then in the neogene sediments Bioštanskog basin and aquifer in peridotites.

2.1.2. Physical and chemical properties of thermal mineral water

In terms of physical properties are colorless, odorless and tasteless and not mute at different states of the level of aquifers (breathable). According to temperatures belong to the class of thermal baths,to the group of homeothermal water. Table 1 describes the chemical composition of Bioštanske spa (Vojislav S., 1986).

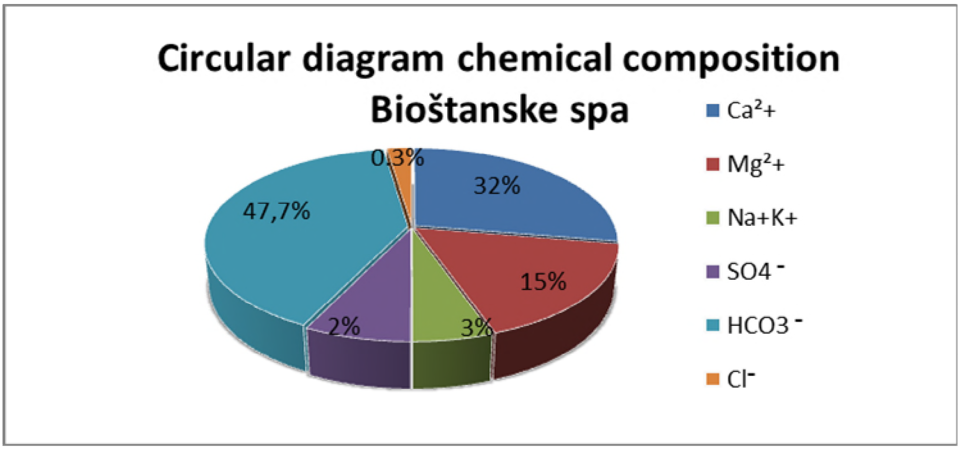
Table 1. *Chemical composition of Bioštanske spa*

Temper. u °C	36,0	The organics substance	--
pH	7,3	Mn mg/l	--
Na+K mg/l	3,3	Fe mg/l	0,2
Ca mg/l	38,0	NH4 mg/l	0,1
Mg mg/l	18,3	NO2 mg/l	--
Cl mg/l	1,4	NO3 mg/l	2,4
HCO3 mg/l	195,2	Dry residue mg/l	280,0
CO3 mg/l	--	General hardness °dH	9,52
SO4 mg/l	8,0	Class, group, guy Alekino	Ca Ca_{III}

Avearge chemical composition has the formula Curl:

$$CO^{2}_{0.01}M_{0.17}\frac{HCO^{3}_{95}Cl_5}{Ca_{59}Mg_{36}Na_5}$$

By classification Ivanova these waters belong to the class hydrocarbon, a subclass of calcium and nitrogen subset water.
In Picture 2. is shown a circuit diagram of the chemical composition of the water in which they are presented cations and anions in% eq.The content of free CO2 is 7.92 mg/l. Average specific conductivity is 267 ns/cm. Soluted oxide is relatively small, and most of SiO_2 7 mg / l and then HBO_2 0.5 mg/l. Analized trace elements occur also in very small concentrations, and the largest Zn - 115, Sr Cr-20 and 5 micrograms per liter of sample. Components of arsenic, molybdenum and mercury occur in a concentration of 0.7-1.0 micrograms per litar.In these samples were found in lower concentrations and radioactive elements including: Radon - 440 pci / l, radium - 4.2 PCI / if uranium - 2 micrograms per liter. The presence of these components is very important for balneological properties, particularly uranium whose content is the highest compared to other phenomena of area of ultramafic massif Zlatibor (Višegradska, Pribojska and others. Spa.)



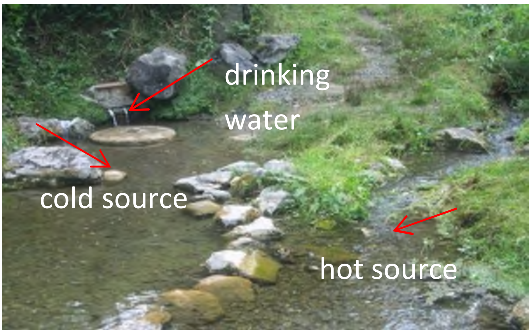
Picture 2. *Chemical composition of mutual relations of anions and cations (% eq)*

2.2. Staparska spa

This spa was in riverbed Djetinje on her left side, at the foot of the hill Prisoje, Stapari village, near the railway station. The construction of the Belgrade-Bar railway, riverbed of Djetinja was changed, and the spa is buried, disappeared. After many years, the locals have found a new source, by new station of Stapari, not far from the original spa, and later another leg of about 700 m distance from the first in direction to Užice. In books, this spa is not divided, is meant one spa, but the surrounding villagers is divided it into Upper and Lower (warm).

Upper spa

It is located in the old railway station Stapari (300 m above the same station on the Belgrade-Bar). The first appearance of the embankment between the old and new railway (Belgrade-Bar), 150m from the house the old Railway station. It consists of two sources away ten meters, one above the other 2 m height difference. The first is located in the bay between the hills and embankments stripes.



Picture 3. *Temperature measurements on the Upper spa, mixing cold, hot springs and drinking water*

Water flows to the side and a real pool, 3 x 2 m and 0.8 m. The temperature 21^{0}C (Picture 3). Water from the first reservoir in the form of streams highlights the second major source (6 X 2 and a depth of 0.6 m) where it is mixed with water, another source 19^0 T C and T 18^{0}C drinking water, executed in two pipes .The earlier data indicate origination and mixing of cold water with warm, as well as their balneological properties. These sources popularly known as the "Upper Spa" and according to the locals, this water is good for eye disease, nerve and urinary tract.

Lower spa

The second occurrence was found 700 m from the first to Uzice, under the new railway station (Belgrade-Bar). The construction of the Belgrade-Bar railway,during seventies and flooding rivers, hot springs baths were buried, and the area around them neglected and overgrown by spinney. Five years ago, they rebuilt it by voluntary work of residents and pensioners club who build, maintain and use it. Having assumed that the water is the same "wire", started land clearing and excavation. So for now dug up and built of carved stone the primitive pool measuring 7 x 4 m depth of 0.8 m. Now they do preparation of the surrounding land and excavation of another smaller pool by DJetinja. Temperature of this water was 27°C, although permanent visitors claim that is about of 30°C. In Picture 4 you can see the pool in the lower (hot) baths - Stapari. On the left side of the pool there is springing gas from the water, and this phenomenon can be seen only on the side of the pool. As stated by the builder of the pool, during the discovery and excavation of the pool water, water with gas could not fill the pool. Therefore, we started with the excavation and on the right side of the pool where the water found the second leg without gas that filled the pool. Also, visitors and locals say, that in the winter is coming, to the outbreak of water vapor from the surface of the ground, a few meters above the pool.

Picture 4. *Lower Staparska spa*

Water from the base overflow pipe flows into the river DJetinju. At about a 10 meters from the pool concluded the origination and casting of water in the river DJetinju. (Picture 5). At the time of measurement temperature was 27 ° C, although regular visitors claim that the temperature is around 24 ° C. This takes no occurrence of gas though, as there are in the riverbed downstream 3 m and 2 m from obale.Staparska spa is reputed to cure sterility of women, and they were also its most frequent visitors. Together with them , patients with rheumatism, sciatic came to the spa (Misailović I., 2000).

Picture 5. *Lower Staparska spa, another source and casting into the river DJetinja*

2.2.1. Conditions recharge and drainage conditions issued

The main forms of karst aquifers recharge the water infiltration of atmospheric precipitation and infiltration of surface water flows. Surface run off from karst terrain is minimal and reduced to a small number of temporary rivers, they only operate at the highest state level karst then the absorption of water is limited. Spring in Stapari in the contact of limestone and werfenian waterproof surface drains through small streams that are located in its territory and across the river Susica which has occasional river character. Runoff is done mainly in compact aquifer alluvium DJetinja. Specifies the minimum yield wells of 20 l/s, and finds that it drains the extreme southeastern parts of the surface Ponikve (zone Bukovika) (Čubrilović P., 1975).

2.2.2. Physical and chemical properties of thermal mineral water, the regime and reserves

Earlier studies of Staparska spas indicate that these waters are based on physical properties: a colorless, odorless and tasteless and not mute at the level of various states issued (breathable) .This is indifferent hypothermia, with character alkaline earth metal salt water. Basic chemical components (Table 2) Staparska spa (Vojislav S., 1986).
Spring in Stapari, which functions as "senior dressing" karst sinkholes, there are no data on the size of abundance for long-spotting, but based on the data of the local population is also characterized by very unequal regime of runoff. Area Ponikve ("Northern limestone area") is drained at the a larger number of karst springs whose summary minimum yield is about 200 l/s (at the extreme minimum). The summary minimum yield karst springs and sources on the northern edge of the surface is about 5 l/s, Jelisavčići springs about 25 l/s, springs Constitution about 5 l/s. Stapar springs about 15 l/s with respect to the size of the summary minimum yield and amplitude oscillations during was estimated summary medium yield "senior" varies (northern rim surface and Jelisavčići well, the Constitution, Stapari) to about 100 l / s or 3.15 x 106 m3 of water per year (Vojislav S., 1986).

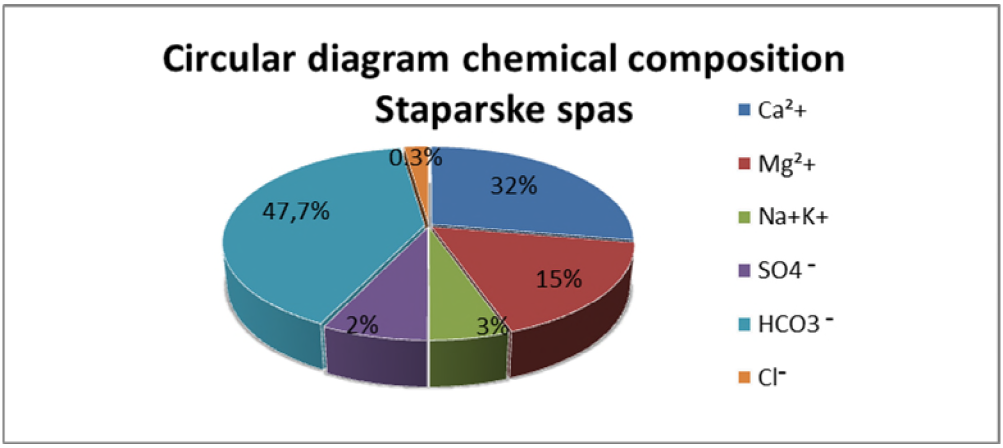
Table 1. *Chemical composition of Staparske spas*

Temper. u °C	30,5	The organics substance	--
pH	6,5	Mn mg/l	--
Na+K mg/l	13,0	Fe mg/l	0,7
Ca mg/l	67,6	NH4 mg/l	--
Mg mg/l	41,2	NO2 mg/l	24,3
Cl mg/l	18,4	NO3 mg/l	--
HCO3 mg/l	322,0	Dry residue mg/l	543,5
CO3 mg/l	--	General hardness °dH	18,87
SO4 mg/l	56,6	Class, group, guy Alekino	Ca Mg_{III}

Average chemical composition has the formula Curl:

$$M_{0.54}\frac{HCO^{3}_{72}SO^{4}_{16}Cl_{7}}{Mg_{46}Ca_{46}Na+K_{8}}$$

By classification Ivanova these waters belong to the class hydrocarbon, a subclass of magnesium and nitrogen subset water.
In Picture 6 is shown a circuit diagram of the chemical composition of the water in which they are presented cations and anions in% eq.



Picture 6. *Chemical composition of mutual relations of anions and cations (% eq)*

2.2.3. Computing of thermal power

The available heat output is calculated from the equation:

$Q = Q' \cdot c \cdot \Delta T$

Where is :
Q- thermal capacity (MW), Q'- yield (l / s), c-specific heat capacity const 4.2 (J/kg °C), temperature differential Δ T (°C).

Q '= 15 l / s, c = 4, 2 J / kg °C, Δ T = 26 °C

From the formulas it follows that the heat capacity Staparska spa 1 638 KW.

3. WARM VRUTAČKO SPA

Warm Vrutačko Spa was flooded during the construction of reservoirs Vrutci. It was a lower drain surface of Ponikve, and toward it was a warm cold Vrutačko well which was also flooded.

3.1. Physics and chemical properties of thermal mineral water

It is important to point out that in terms of the basic characteristics of these waters very similar thermal waters Bioštanske spa with some increase in size and abundance of mineralization and a lower temperature water (these data were taken before sinking of wells). Were carried out and some correlative analysis with similar phenomena mineral waters wider area of Zlatibor massif, related to similar conditions of formation and runoff. They are very characteristic identical temperatures in this area Visegrad and Priboj Spa, as well as, great similarities in terms of chemical characteristics of these waters.

4. EXPLOITATION OF HYDROGEOTHERMAL ENERGY

Hydrogeothermal energy is stored in underground thermal water whose temperature is higher than 10 ° C. Its extraction is done from springs or wells. Geothermal energy potential of specific areas can be displayed by geothermal heat flow density (the amount of thermal energy flowing each second through an area of 1 m2 from the Earth's interior comes to its surface). The advantage of the exploitation of sustainable and renewable water resources - hydro energy is effortless way of using a relatively simple technology. Because of that main mode of occurrence primarily is in groundwater, this kind of energy can easily be used as a direct source of heat and heating systems, and the development of heat pumps, the possibilities of multipurpose use of these waters are significantly aDjective. The importance of use of hydro energy, above all, lies in the following (Vajović N., 2010).

- Groundwater is "easy" to abstraction, and energy resource is inexpensive to develop and exploit
- Use locally available renewable energy resource through relatively simple technology
- Conservation of fossil fuels (oil, natural gas) through replacement of a renewable energy source
- The increase in self-sufficiency and sustainability of energy consumption
- Reductions in emissions of CO_2, CO, SO_2 and other pollutants - increasing the quality of the environment
- Improving the public image (domestic and European) of local authorities that use renewable energy resources
- Financial savings due to the reduced purchases of imported fossil fuels

- Development of tourist offer of the municipality through programs using thermal waters, such as "spa and wellness centers" etc.

4.1. Use of thermal mineral water, heat pumps and sanitary protection zones

Although this water is used only for therapeutic purposes for the local population, the launch spa tourism would have a positive contribution to the places where are these baths as well as for the city of Uzice. This water is used in the treatment of back pain and other rheumatoid disease. Their application do not end there. Using hydro energy can be used for heating settlements, heating of farm buildings, generate electricity. Use of water sports and recreational purposes can be realized by projects directed towards the development of sports and recreational centers that would merge the ideas of healthy living, leisure and recreation. Heat pumps are devices that provide heat exchange or subtraction of heat from one medium and heating second medium, and vice versa. Depending on the fluid temperature depends on the possibility of application of hydro energy. Substantially be noted that the possibility of applying geothermal heat pumps not limit temperature at which well water is already the amount of heat that can be deducted from groundwater. The minimum temperature at which it can cool well water in the heat pump is limited by the criterion of the risk of freezing, or not safe to cool the temperature lower than TBP = 4°C. The upper temperature limit (30°C) is calculated as the temperature above which begins the so-called direct use of resources, and it is the temperature up to hidrothermal resource can be exploited by heat pump. Quality of groundwater as a parameter of usability in systems of heat pumps is defined in relation to the processes of siltation (incrustration) substances on the walls of the system or on the occurrence of corrosion process.(Vranješ, A., 2010). Karst aquifer, due to the rapid filtration of the source water and rapid water movement, wide channels and caverns, is not a particularly favorable environment, in terms of protection and degradation of possible pollution. Due to a uniform regime of a thermo-mineral waters and small changes in physical and chemical properties, is evident slower filtration these waters. Zone strict regime should include direct contact karst and nekarsta, namely immediate zone of water in take facilities with a diameter of about 500 m, a special area of limestone discovered in this zone. It is especially important question of the relationship of surface water reservoir and locations of thermal water, especially in terms of potential impact on changing natural features or infiltration of surface water in the period when they are submerged during the year (Bioštanska Banja).

5. CONCLUSION

Basin river Djetinja contains untapped geothermal potential, which should be detailed research to verify and make usable for the purposes of health tourism and economic development of Serbia. Area basion river Djetinja, water has a different chemical composition and as such represent a real treasure of Western Serbia. These waters have mineralization with the prevailing content of ions HCO_3 anion to cation Ca composition, the presence of some higher concentration of radioactive elements. Average temperature water of these sources, genetically related to a single tray is 36.8^{0}C. In Stapari village, 18 km distance from Uzice, there are the "upper" and "lower" Staparska spa. "Upper" Stapari located in Staparska station and its temperature is 21°C. "Lower" Staparska spa was detected about 700 meters from the spa and its temperature is 30°C, as well as phenomena gases was detected. Warm Vrutačko spring, which was a lower drain surface of Ponikve flooded during the construction of reservoirs Vrutci. The main characteristics of these waters are very similar to waters of Bioštanske spa with some increase and abundance of mineralization and a lower temperature of water (19,5^{0}C). Geothermal energy can easily be used as a direct source of heat and heating systems, and by development of heat pumps, the possibilities of multipurpose use of these waters are significantly increased. These phenomena, so far little known in the hydrogeological practice are not further investigated, but the local population used them for their own purposes.

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HYDROGEOLOGICAL RESEARCH FOR DEVELOPMENT OF WELLNESS AND SPA CENTAR IN THE TERRITORY OF THE OVČAR BANJA

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Abstract: *At the moment, when everyday life for most people seems to be overworking with high levels of stress, a new concept of lifestyle called "Wellness & Spa" is developed, which includes recreation and healing using natural resources which possess certain healing properties. The area Ovčar Banja abounds in thermal mineral water temperature of it being 37 °C, and despite the good potential the current efficiency is far below its potential. However, in a multidisciplinary approach, it is possible to unite the healing effect of thermal mineral water and other preconditions of Ovčar Banja area such as clean air, walking trails, and tourist facilities such as tours to the monasteries. It means that construction of modern tourist-spa complex could combine the ideas of healthy living, recreation and rest.*

Keywords: *Wellness & Spa, a natural resource, termalmineral water, spa tourism*

1. INTRODUCTION

Following world trends in Serbia in recent years, many Wellness & Spa centers started to work. The greatest potential for opening these centers which attract many foreign tourists and which improve the quality of life for local people show spa services.
The purpose of this paper is based on the hydrogeological characteristics and the results of previous studies that point out the physio-chemical characteristics of thermal mineral water, as well as the possibility of their exploitation the purpose of which is the opening of a modern Wellness & Spa center, which would significantly contribute to the development of spa tourism on the territory of the Ovčar Banja, and the development of regional tourism in Serbia.

2. WELLNESS & SPA CONCEPT AS HEALTHY LIFE STYLE

The word "spa" in broad sense means the place, city or town which offers a variety of treatments that are related to the use of healing waters. Given that the word "spa" is mainly related to treatment of various diseases, the term "wellness" has been added which in the broadest sense means a balance between mind and body. Together, these two terms are a symbol of modern man who completely takes care of himself neglecting neither spirit nor body.
The current state of neglected spa complexes has to be changed with concept that we just mentioned.

3. GEOGRAPHICAL POSITION OF TERRITORY OF THE OVČAR BANJA

Ovčar Banja is located in the western part of Serbia, in the valley of West Morava in Ovčar-Kablar gorge, about 18 km west of Čačak, at an altitude of about 280 m. Over the Ovčar Banja, to the north, lies rugged Kablar (889 m) and to the south a slightly higher mountain Ovčar (986 m). The infrastructure network is well developed, through which passes main road to Montenegro and to the Serbian Republic, so the access to the spa is easily reached.

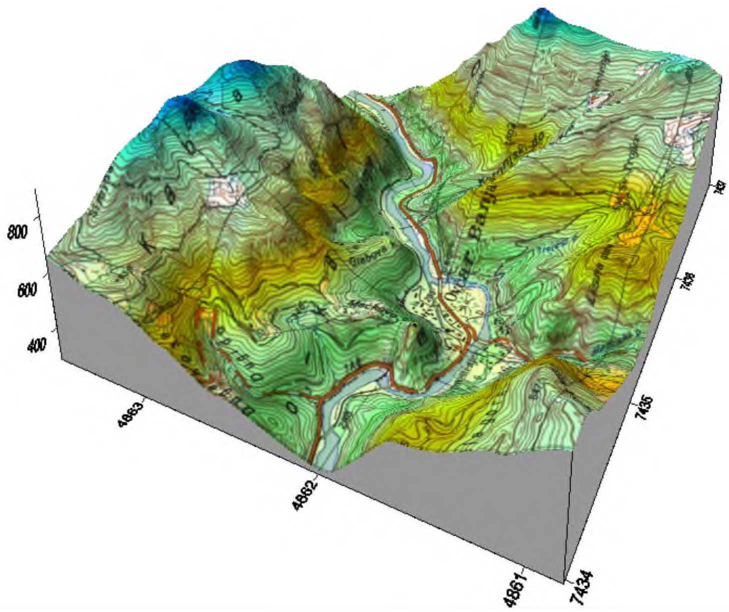

Figure 1. *Digital elevation model of the Ovčar Banja area*

4. GEOLOGICAL I HYDROGEOLOGICAL CONDITIONS OF GENESIS AND OUTFLOW OF TERMALMINERAL WATER OF OVČAR BANJA

Thermalmineral water of Ovčar Banja are related to fault zones dominated by deep longitudinal tectonic scatter in Triassic limestones. Thermal mineral waters are coming out from great depths, from primary karst aquifers located below the serpentinite rocks and chert-diabase formation. As the Ovčar Banja is located on the regional cleft zone this led to the appearance of the line of thermal mineral water. The broken spring is stretching to NW-SE direction and that direction has registered an increase in water temperature from 15.2 ˚C on JI to 37.8 °C in the dug well (Milenić D., (2009).

By interpretating the results of geological surveys, according to which the temperature of the thermal water in the borehole in the middle Triassic limestones at a depth of 49 m was 58 °C, it can be concluded that at those depths, up to 1000 m, can be obtained artesian

water temperature of 70-80 °C. The study of the chemical and isotopic composition of thermal waters we can make an assumption that the diffuse outflow of thermal waters happens in an area of about 12.5 hectares, or over most of the bottom Ovčar Banja erosion-tectonic extension. As the bottom of this extension is covered with gravel, coarse grain sediment of West Morava river, whose thickness in some places exceeds 20 m and which possesses good filtration properties, it has been estimated that the outflow of the thermal waters in the coat can be up to 100 l/s.(Protić D., 1995)
Calculated value, obtained for the absolute age of these waters, by using Kozlov formula is 320.000 years.

5. REVIEW OF APPEARANCES AND OBJECTS OF TERMALMINERAL WATER OF OVČAR BANJA

The following geological phenomena were registered in Ovčar Banja area shown in figure 2:

Figure 2. *Preview of occurrence thermal mineral water of Ovčar Banja (*https://www.google.rs/maps/r)

5.1. Drill hole IB-1

In the elementary school yard we have exploratory wells IB-1. It was finished at depth of 49 m because of the inability to progress due to the high temperature of water at 58 °C.

5.3. Wellhead under the bridge

Wellhead of thermal mineral water in Ovčar Banja is located in the riverbed of the West Morava, more precisely on its left bank. The water temperature is 37 °C and chemistry corresponds to the hydrocarbonate-calcium composition of mineralization 467 mg/l. Becouse of the high content of calcium during the outflow tufa deposits are created. Gases which the water contains are 80 mg/l of CO_2, 7.1 Bq/l Rn, while the content of hydrogen sulfide of 0.1 mg/l.

5.4. Wellhead in the rock

Another spring of thermal mineral water is located on the right side of the West Morava and springs in the cleft between the rocks. The temperature of this spring is higher than the temperature of the springs underneath the bridge and during low water it is possible to see the outflow.

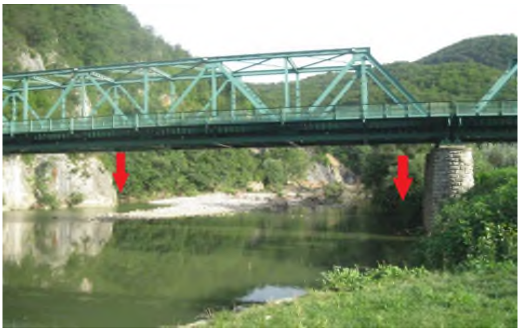

Figure 3. *Preview of springs thermal mineral water of Ovčar Banja (foto: Maja Obradović)*

Figure 4. *Pipe system for supply hot water from dug well* (foto: Maja Obradović)

5.5. Dug well

In the Horn of the mainstream of West Morava River and its branch, there are two dug wells, one of which is in operation and the other is caved in and excluded from exploitation.
Flow of duged wells is 45-50 l/s, while the temperature at the surface is reduced from 37.8°C to 36 °C due to the inflow of cold water. Composition of mineral water from dugged well is: hidrokarobonatno-calcium composition, mineralization of 636mg/l. Of gases contains 50 mg/l of CO_2 and 3.7 Bq/l Rn. The sulfur content is 0.1mg/l.
Dug well is connected by the pipe systems with spa bath, located on the opposite coast. Pipe system is made to supply hot water baths, motels, monasteries and residential buildings.

6. PHYSICAL AND CHEMICAL CHARACTERISTICS OF THERMAL MINERAL WATERS OF OVČAR BANJA

The temperatures of thermal mineral waters of Ovčar Banja are 36-38 °C, and as such they belong to the group of hyperthermas. The total mineralization is 0.65 g/l. Macroelements which stand out are calcium, magnesium and sodium; while microelements are potassium, lithium, rubidium, cesium, strontium, barium, iodine, bromine, cobalt, phosphorus, fluorine and manganese. Colloidal solution, are represented by silicon dioxide, aluminum, and iron oxide. Water contains a slight degree of radioactivity. Table 1 shows us results of the analysis done in 2009 in hydrochemiscal laboratory of Mining and Geology (Protić D., 1995) :

Table 1. *Preview of the results obtained from the analyzes of the chemical composition of thermal mineral water at Ovčar Banja* (Protić D., 1995)

The curative factor		Water Ovčar Banja
pH		7.6
t°		35-36
Cations (mg/l)	Sodium	13.0
	Calcium	102.0
	Magnesium	32.0
Anions (mg/l)	Hydrocarbons	456.0
	Chlorides	14.0
	Sulfates	18.0
Total dissolved constituents		650 mg/l

Using the Curl formula, chemical composition of examined water can be presented as it follows:

$$M_{0.65}\frac{HCO^{3}_{86}SO^{4}_{10}}{Ca_{51}Mg_{38}Na+K_{11}}pH_{7.6}\ t^{o}_{36}$$

In figure 5 we can see the pie chart of the chemical composition of the water in which are presented cations and anions in equivalents %.

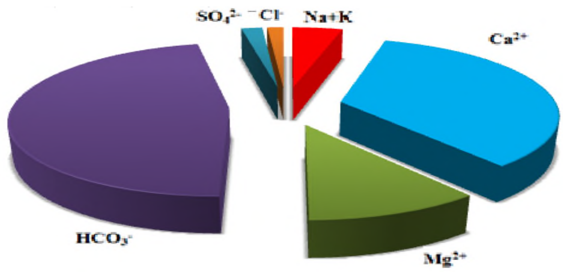

Figure 5. *Circuit diagram of chemical anions and cations composition (% equiv.)*

7. POSSIBILITY USING OF THERMAL MINERAL WATER OF OVČAR BANJA IN BALNEOLOGICAL

Based on balneological criteria, it was concluded that this water can be used as a therapeutic agent in the treatment of rheumatic diseases, degenerative rheumatism, spondylitis, arthrosis, consequences of bone fractures, nerve disorders, muscle tissue injuries and skin diseases.
The temperature of the of Ovčar Banja water corresponds to the temperature of the human body, which supports the beneficial effects of mineral water on the human body.
In medicinal purposes, these waters are used in therapies for swimming and coating the diseased parts of the body and it can also be used in combination with hydro-kinesis therapy and medications.

8. REVIEW OF CURRENT SITUATION IN THE OVČAR BANJA

In the territory of Banja Ovčar worked Health Center,, Dr Dragisa Mišović. However, it's temporarily closed and patients are directed to the indoor pool at the Hotel "Kablar ", which gets its water from duged wells and the temperature is reduced due to transport, so the temperature of the indoor hotel pool is 34 °C.
Untill 2011. in the territory of Banja Ovčar open pool worked near the village camp, today the pool is derelict and unused. Within the pool there is a dug well with cold water whose depth is 8 m (Figure 7).

Figure 6: *Hotel "Kablar" indoor pool (foto: Maja Obradović)*

Figure 7. *Abandoned swimming pool in Ovčar Banja (foto: Maja Obradović)*

9. REVIEW OF POSITIVE USE OF TERMAL WATER

One of the largest water parks in Europe is Terme Catez in Slovenia with 12,000 m^2 of water surfaces and with both, open and closed, swimming pools. Visitors have access to a water park with toys, pirate islands, water slides, a large number of slides, from mild to those whose shape and speed guarantee a good entertainment. One of them begins at 14 m above the water and it tumbles a swimmer 30 m through a closed pipe until he is lowered into the warm water pool. On open complex 450 meters-long "slow river" meanders and in which, water drags you gently on big floats and toward the pool of irregular shape where the thermal water bubbles providing a pleasant massage. Below three attractive domes is concealed winter thermal riviera with more than 2,200 m^2 of water surfaces that include several swimming pools, streams, whirlpools, waterfalls, massage deposits, volcanic caves with fountains and even a path for surfing.

Figure 8: *Terme Catez complex (https://www.terme-catez.si/s)*

Hydrotherapy treatment is supplemented by electrotherapy, thermotherapy, magnetotherapy and kinesitherapy isokinetics.
Thermal waters are used from trap depths from 11 300 to 600 m, with a flow rate of 60 l/s and a temperature of 42º-63 °C. Thermal water all year long heats swimming pools summer and winter Thermal Riviera and hotel pools with hypothermic (32º-33 ºC) and hyperthermic (35º-36 °C) water.
In the Ovčar Banja area only from a duged well, 45-50 l/s of thermal mineral water with temperature of 37.8 °C can be obtained. It can be concluded that exploitable reserves of thermal mineral water that can be taken from the area Ovčar Banja are considerably larger than the current needs of the spa, which indicates that there is a good potential of usable groundwater. However, the current level of utilization of these waters is far below its potential.

10 CONCLUSION

Thermal mineral water of Ovčar Banja outflow from great depths, from primary karst aquifers located below the serpentinite rocks and chert-diabase formation. As the Ovčar Banja is located on the regional rift zone that led to the appearance of the line of thermal mineral water. The stretching of the broken spring is to NW-SE direction and that direction has registered an increase in water temperature from 15.2˚ on JI to 37.8 °C in the dug well.
Hydrogeological studies that we were done in the area of Ovčar Banja pointed to the good potential of groundwater, but the current level of utilization of these waters is far below its potentiality.
As a recommendation for further research examination of possibilities of rational abstraction and the use of thermal mineral underground waters for wellness and spa center is proposed, as well as the realization of construction projects for aqua park and spa complex, which would in a multidisciplinary approach connect existing quality thermal mineral underground waters, the environment, healthy life, medical treatment, rest and recreation, which would significantly contribute to the development of spa-tourist centers Ovčar Banja.

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TOURISM OF THE THESSALONIKI DISTRICT

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Abstract: *Thessaloniki district is part of the tourist region of Halkidiki. Center of the region is the city of Thessaloniki. Thessaloniki district is located in an exceptional, international, travel node corridors IV and X, Egnatia road, city port, the airport "Macedonia". This was given to district a huge opportunity for development and improvement of the MICE tourism, transit, spa & wellness, sports - recreational and cultural tourism. Thessaloniki district is among the leading tourist districts in Greece, and also on the Balkan Peninsula. The most famous resorts are located in the eastern and central part of the Thessaloniki region, and they are: Stavros, Vrasna, Asprovalta, Kalamaria, and Holy Trinity. The subject of labor, tourism is the Thessaloniki district, which consists from 2011, 14 administrative municipalities, with the regional center of Thessaloniki. The task is the processing of all tourist and geographic data. The aim was to show detailed tourist-geographic analysis of the Thessaloniki district.*

Key words: *Thessaloniki district, tourism, Greece*

1. INTRODUCTION - TOURIST-GEOGRAPHICAL POSITION OF THE THESSALONIKI DISTRICT

Tourist-geographical position is an essential component of tourist valorization of certain tourist area. Thessaloniki district is situated between 22 ° 30` and 23 ° 42` east longitude and 40 ° 18` and 40 ° 54` northern longitude.

Thessaloniki district is located in the north of Greece, covering an area of 3.683 km^2 and has two exits on the Aegean Sea. South of Thessaloniki city is situated Thermaikos Gulf and the east Strimonikos Gulf. (http://www.geographicguide.com) In the southeast, the Thessaloniki district, bordering with the district of Halkidiki, in the northeast district of Serron, in the northeast district of Kilkis, in the northwest with the district Pella and to the west with the district Imathia. Thessaloniki district encompasses the lower part, very fertile, Vardar valley which is located in the municipality of Delta. In the northern part of the Thessaloniki district, is the mountainous region Vertiskos (1.103 m) to the east, in the central part of the mountain, also is situated the municipality of Hortiatis. Also, in this part of the district is valley of Migdonias, which continues to Koronia valley, where there are lakes Koronia (54 km^2) and Volvi (72 km^2). In the western part there are three rivers of the Aegean basins: Vardar (83 km), Galikos (73 km), Ludias (35 km), and all three rivers flow into the Gulf of Thessaloniki. The "National Road" is international road in Greece. It is a part of the European Corridor X, with the international label E-75, connecting Athens, Thessaloniki, Skopje, Belgrade and Salzburg. In other words, it's connecting Southeastern and Middle Europe. The total length of European Corridor X in Greece is 553 km. Egnatia road (Εγνατιας οδου) is other international road. This road, which is known from the ancient period, connects ancient Rome, via Durres, Bitola and Thessaloniki with Constantinople. Egnatia has been reconstructed, and its length is 670 km. Egnatia carries the designation E-90. Used as a road connection between Central Europe via Italy and Turkey, and the Middle East. It also connects the western and eastern Greece over the city: Igoumenitsa, Ioannina, Gravena, Kozani, Thessaloniki and Kavala. [6] Distance of the Thessaloniki district, (starting point of Thessaloniki), from Turkey, is 340 km, 115 km Bulgaria, FYR of Macedonia, 75 km, Albania 225 km, while the distance from Igoumenitsa 322 km.

The Thessaloniki district is subdivided into 14 municipalities. These are: Ampelokipoi-Menemeni (2), Chalkidona (13), Delta (4), Kalamaria (7), Kordelio-Evosmos (8), Lagkadas (9), Neapoli-Sykies (10), Oraiokastro (14), Pavlos Melas (11), Pylaia-Chortiatis (12), Thermaikos (5), Thermi (6), Thessaloniki (1), Volvi (3)

Figure 1. *Municipalities in the Thessaloniki district (Source: www.wikipedia.org)*

2. MATERIAL BASE OF THE THESSALONIKI DISTRICT

Material basis for tourism development are: receptive facilities, roads and means of transport, infrastructure and superstructure basis. The expansion of the world and European tourism and its positive effects on the economic development of Greece, primarily the Thessaloniki district, sees it chance, which adds significantly to its geographical position. Material base of tourism in the region of the Thessaloniki district, are: rural tourism, leisure tourism, eco-tourism, cultural tourism, M.I.C.E., religious tourism, fishing, hunting, nautical tourism, sport and recreation, excursion, and winter mountain tourism. First of all, it must see the accommodation capacities, as well as hotel accommodation, transport infrastructure.

2.1. Accommodation

Thessaloniki district is located in Aegean Macedonia, which has 1.730 accommodation facilities. From this number, the number of hotels is 1.561. Number of hotel rooms amounts to 52.178, while the number of beds is 100.669.Most of the hotels has two star 597, followed by 506 with one star, 330 three, 96 four and 32 five-star hotel. Most of these hotels are located in Central Macedonia 1.155 and he participates with 81.700 beds, accounting for about 73.8% of the beds in the region, i.e. 77.54% of beds in Aegean Macedonia.
The total number of beds in these facilities, in Thessaloniki district is 14.139. Of the total number of beds, located in Aegean Macedonia, Thessaloniki district occupies 10,94%, while 11,35% are beds of the hotel accommodation in Aegean Macedonia. There are a significant number of other units such as guesthouses. There motel lodging in two places. Motel "Albatross" is located in the municipality of Chalcedon, the E-75 motorway, which connects Thessaloniki to the border of FYR Macedonia. Because that, it is able to offer accommodation to tourists in transit. It has 12 rooms and 18 beds. It is categorized with two stars. Another motel "Filoksenia" is located in a busy street "Monastiriu", in Thessaloniki. It contains 22 rooms and 40 beds. It is categorized with three stars. In addition to these units, there are two categorized, apartment accommodation. Apartments "Dimitra", with its two-star, located in the Stavros (Cross), the Municipality of Volvi, with 13 rooms and 42 beds. It is open only during the season, which lasts from May to October. Second object is Holy Trinity (Αγία Τριάδα). It is categorized with three stars. It has 25 rooms and 60 beds.

Table 1. *Hotel capacities of Greece*

	Hotels	Camps	Total	Beds in hotels	Places in camps	Total
Greece	9.732	314	10.046	763.407	86.958	850.365
Aegean Macedonia	1.208	79	1.287	87.368	27.453	114.821
Thessaloniki district	139	4	143	14.139	4.591	18.730

Source: www.statistic.gr

The tourist offer of the district, as part of the material base, is located 214 restaurants, of which five stand out with international and local cuisine. The most famous are located in Thessaloniki, and they are: "Ideal bar restaurant", "Panelinion", "chapel", Italian restaurant "La Forca", "Zitos and Gafsis". In addition to these restaurants, the offer includes 14 most popular discotheques, among which two: "Gea", "Theatre Club".
The catering offer can be counted the most famous and most visited coffee bars, where you can eat local and international alcoholic and non-alcoholic beverages "Quiet Quiet", "Cafe 35", "Sahara cafe", "Elinikon", "Orient bar", "Eden "" Vizantino "," Style ".

The public sector is available to tourists. The public sector consists of seven fire departments, 15 police stations, 18 tax services, 18 public services, 12 hospitals, 31 post office and 35 consulates.
In addition to these services, there are 43 local radio stations, eight kinds of magazines, seven kinds of sports press and 21 species of yellow, every day, press newspapers
From famous monuments, there are significant: 16 monument statues, 14 museums, 38 cultural and historical heritage, eight exhibition halls, four theaters, 21 churches. Among this range, there is a four bazaar and seven large, shops (shopping mall).
The material base of the lists 40 theatrical stages, distributed across districts, 29 galleries and 11 cinemas, ten conference rooms.

2.2. Transportation

In Thessaloniki district, according to previous data, operates more than 35 registered agencies, with a total fleet of cars around 1.000 vehicles. For example, the price of a car days, in Asprovalta is 50 euros.
Thessaloniki Port, which is located on the west side of the city, is the second largest port in Greece, according to the terms of freight and passenger traffic. It is classified as “A” port, according to European Union standards, and as a port of national importance. Port is not only important for a city, but the district, as well as Bulgaria, FYR Macedonia and Serbia. Thessaloniki Port is directly connected with the European Corridor X and with Egnatia, in addition, is connected to the airport 16 km away, and the railway station 1 km away. (http://www.wikipedia.org).
Thessaloniki district, with the center of Thessaloniki, is the most important railway junction of the national rail network that runs through Aegean Macedonia. Railroad connects Eastern Macedonia and Thrace to Western Macedonia, Bulgaria and the Former Yugoslav Republic of Macedonia with its northern side, Athens and the Peloponnese to the south side. Through the district runs 530.3 km of railways, and, of the 114 km length of the bars on the two tracks.
Public transport in the Thessaloniki district is performed by buses of the public company "Organization of the Thessaloniki public transport" (OASTH). The fleet consists of 604 buses, which operate on the territory of the Thessaloniki district. International and regional lines are implemented with "Macedonian central station", which is the intercity bus terminal and the station is located in the western part of Thessaloniki. (http://www.wikipedia.org).
In Greece, according to data from 2005, there are 82 officially registered airports, of which 67 with a hard surface. Even 40 airports have a label IATA (IATA Airport Code). These are international airports in Athens, Thessaloniki, Heraklion, Corfu, Kos and Rhodes. Airport "Macedonia" is located 16.2 km east of the city of Thessaloniki, in the municipality of Termi, in the industrial and commercial environment. According to data from 2006, the number of flights to other cities is 19, which is 16 less than in 2001, according abroad 11, which is twice less than in 2006. (http://www.pbase.com).

3. ORGANIZATION AND PROMOTIONAL ACTIVITIES OF TOURISM IN THESSALONIKI DISTRICT

Organization and promotion of tourism activities, in the Thessaloniki district, cares "National Tourism Organization of Greece." It's under the auspices of the Ministry of Culture and Tourism of Greece. National Tourism Organization of Greece has 27 offices in 21 countries on four continents. The organization each year, starting from August to May of next year, develops and maintains a new tourist campaign. Each campaign has a name. Hellenic Association of tourist guides and tourist agencies (HATTA), established in 1927. Since then, the association is dynamic and contributes to the development and promotion of tourism in Greece, providing its members a variety of differential services, which assist in the development of the country and to improve the quality of tourism services. HATTA has 1.500 members throughout Greece, employing about 18.000 people. (http://www.visitgreece.gr/).

In the Thessaloniki district there are 182 travel agencies and professional associations. These are: Macedonian-Thracian Association of Tourist Agencies (MTTAA), Macedonian-Thracian Association of Hotels, Hotel Associations of Thessaloniki, Association of agro tourism, Association of tourist guides, office of the Ministry of Tourism. Then, there are two regional tourism organizations and tourist police (http://www.pbase.com).

In addition to these subjects there are offices global reservation system Sabra and Amadeus, courier service Tavladiru, four chambers of commerce. As in Athens, also in Thessaloniki there are offices of relevant ministries and offices of all the factors that are directly or indirectly involved in tourism.

4. TOURIST TURNOVER

Tourism turnover in the Thessaloniki district is based on the results of operations in tourism industry, which can be traced through changes in: the number of tourists, number of nights and average length of tourists. In addition, it can be said that the number of tourists, in this part of Greece, increases from year to year.

Table 2. *The number of tourists in the Thessaloniki district*

	Number of tourist					
	Hotels			Other accommodation		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2004.	467.807	185.849	653.656	187	95	282
2005.	581.939	215.670	797.609	4.039	1.329	5.368
2006.	620.708	246.273	866.981	-	-	-
2007.	663.304	279.300	942.604	2.393	1195	3.588
2008.	650.391	282.156	932.547	2.877	1.688	4.565
2009.	671.519	283.425	954.944	2.280	1.767	4.047
2010.	615.418	275.414	890.832	2.333	1.783	4.116

Source: www.statistics.gr

Tourist turnover in the Thessaloniki district, in 2004, recorded 45.585 tourists who realized 96.166 nights. This number makes 38.9% accommodation occupancy. So the average number of nights would be 2.1 per tourist. In 2004, most tourists was in September 10.406, which realized 22.631 overnight, that is 2.17 nights per tourist. Most of them were in hotels with two stars 6.264, and have made 13.034 overnight stays. Most of them were in hotels with two stars 6.264, who have made 13.034 overnight stays. None of tourists has been recorded in hotels with three stars, while the five-star hotels recorded 621 tourists. For September occupancy was 44.66%. Besides from September, November is the one who recorded 10.042 tourists, i.e. 20.964 overnight stays. The average number of overnight stays amounted to 2.08 per tourist. In November, most tourists came in four-star hotels, 6.659 who realized 12.094 nights. The average occupancy in November is reached 39%. These two months are proving the fact that the seasonality of the leisure tourism, as well as price advantages, is the best in September, while in November turnover increased primarily in MICE. Tourism, of which the most prominent is trade shows in Thessaloniki.
In 2005, tourist traffic recorded 58.786 tourists and 121.628 overnight stays. The average number of overnight stays amounted to 2.07%. Yearly, the average, the occupancy rate was 41.97%. Compared to the previous year 2004, the number of tourists has increased by 13.283, that is to say 25.462, while the average rates fell by 0.3. Availability is .increased by 3%. In 2005, most tourists were in May, 19,175, and they have made 39.073 overnight stays. In May, most were tourists in hotels with four stars due to international congresses and conferences. The number of tourists in a four star hotel, was, 9.484, who realized 18.633 nights. The average number of overnight stays was 1.96, which shows that it is a business tourist. During this period, the occupancy rate for May stood at 48.32% on hotels with four stars, which are 47.92% for the entire month. In the same month, 54.62% occupancy was recorded in hotels with five stars, that is, 4.179 tourists who realized 8.364 overnight stays.

Table 3. *Number of overnight stays in the Thessaloniki district*

	Number of overnight stays					
	Hotels			Other accommodation		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2004.	918.516	417.295	1.335.811	259	322	581
2005.	1.112.376	483.553	1.595.929	32.524	3.928	36.452
2006.	1.192.130	529.360	1.721.490	-	-	-
2007.	1.293.073	610.725	1.903.798	62.131	4.006	66.137
2008.	1.271.698	608.252	1.879.950	75.698	8.198	83.896
2009.	1.324.695	628.473	1.953.168	74.863	7.833	82.696
2010.	1.210.081	589.662	1.799.743	65.811	6.952	72.763

Source: www.statistics.gr

Thessaloniki district earns about 10% of the total earnings from tourism in the whole Greece. For the period from 2006 earnings, for the whole Greece amounted to 11.356.700 euros. This profit was achieved approximately 890.000 tourists who have stayed in Thessaloniki, other words 15.226.241 for the whole Greece. Annual turnover amounted to 310.627.492 euros, of which direct investments were 26.714.179 euros. Of the total turnover, 33.674.954 went to salaries and wages of workers, which were 14.866.
Bus transport in the Thessaloniki district is very well developed. The entire district belongs under the administrative center located in Thessaloniki. It covered 24 bus companies, which are found throughout the Aegean Macedonia. The center itself is called "Macedonia center". It is located 5 km from Thessaloniki and is the second largest in Greece, behind Athenian. Opened in September 2002 and cost 23 million euros. The size is 2.200 m^2. It is located in a network of European road terminal. It contains the 23 cashiers, office administration, resort for drivers and 11 shops and restaurants. In these facilities it operates: bookstores, perfumeries, gift shop, coffee bar, ATM machines, lost and found, a fast food restaurant, a shop of mobile phones. In addition to the building there is parking for 2.500 cars and taxi station. The fleet includes 2.000 city buses. In the center there are 41 platforms.
When talking about big ships, cruisers, then being calculated the number of domestic and foreign tourists. Tourists, who come by plane, move on to Halkidiki, as the final destination. Until now, hotel accommodation was not able to record the participation of these tourists on the tourist market.
Table 4 shows the international tourist arrivals by boat and plane. Most tourists were recorded in 2008, when most arrived in August. Total number of passengers was 1.376.000. From these number majority passengers arrived by plane. Their number is 1.187.000 which represents 88%. Other passengers are domestic tourists, while other, foreigners, comes on large ships (cruise ships). The total number of tourists, which arrived on ships, is 104.000. Most of these tourists have used the airport in Thermi, but they do not stay in Thessaloniki district, they headed to Halkidiki.

Table 4. *International tourist arrivals by plane and cruisers to (millions)*

									Airport	Seaport	Cruisers
Year	Total (000)	%	Airport	%	Seaport	%	Cruisers	%	%share	%share	% share
2004.	1.169	2,9	1.060	2,9	85	2,6	24	-7,5	90,7	7,3	2,1
2005.	1.207	3,3	1.100	3,3	102	19,9	6	-74,8	91,1	8,4	0,5
2006.	1.219	1,0	1.151	1,0	60	-41,5	8	32,8	94,5	4,9	0,7
2007.	1.339	9,9	1.251	9,9	56	-5,5	32	295,9	93,4	4,2	2,4
2008.	1.376	2,7	1.272	2,7	56	0,4	48	50,1	92,4	4,1	3,5
2009.	1.284	-6,7	1.187	-6,7	58	3,6	39	-19,5	92,4	4,6	3,0
2010.	1.133	-11,8	1.075	-11,8	42	-28,4	16	-58,4	94,9	3,7	1,4

Source: www.hvs.com

5. TYPES OF TOURISM

Thessaloniki district has a leadership role in tourism in Aegean Macedonia. Exceptional natural landscapes, the environment, with its exceptional, natural conditions, social benefits and a rich cultural and historical heritage, gave sufficient conditions for the development of various tourism forms and activities. Seasonality is evident in the summer. Here, in the first place, and overall, quoted the most widespread form of tourism, that is, leisure tourism.

5.1. Leisure tourism

This form of tourism is the most widespread form of tourism in the Thessaloniki district. The beaches of the Thessaloniki district are managed by the Greek National Tourism Organization. Some of the beaches have been awarded with “Blue flag” as a symbol of exceptional purity and beauty of beaches and excellent tourist amenities. Moving from south to west, across the beautiful and long sandy beaches with crystal clear sea water, will be arrived on the beach Asprovalta (Ασπροβάλτα), which is the largest city in the Bay of Strimonas. It is situated near Vrasna and Stavros, and is 80 km from Thessaloniki. It is situated on the international road Egnatia, between Thessaloniki and Kavala. Today, the destination is connected with the New Vrasna, and makes one municipality, which is called Saint George. Length of beautiful and neat beach is 2.000 m. On the beach can be rented props for swimming and bathing, to make the experience complete. In Asprovalta operates over 100 restaurants and 300 shops, which can meet the 100.000 visitors who come to the municipality of Saint George. (https://www.hvs.com).
Near to Asprovalta and Vrasna is the place Stavros (Σταυρος). This is a very popular place for tourists from Serbia. From Thessaloniki is 75 kilometers away and is on the road Thessaloniki-Kavala, as well as on the way to Mount Athos. This two, together with the municipality of Saint George and the three municipalities make up the municipality of Volvi. It is located below the mountain Stratonikos (909 m). From this mountain Stavros receives drinking water. Also, from this place mountain winds blow, which in a collision with the sea winds allow to Stvaros the status of air spa. It consists of the Upper and Lower Staros. The first is the old part of which is located in the mountains, and the other on the coast. Same as Asprovalta, more specifically as a whole Bay of Strimonikos due uniqueness of the blue sea and clean water, with beautiful sandy beaches, receives every year the award "Blue Flag of Europe" (Blue Flag of Europe).
Sports enthusiasts can engage in sports and recreational activities in numerous courts for handball, tennis, basketball, beach volleyball, mini golf. For extreme sports enthusiasts, there is paragliding. For children, throughout the season, is set amusement park, while the tour of both parts of the city, provided tourist train, which runs every day in the afternoon.One of the most popular beaches is Holy Trinity (Agia Triada) beach. It is located on the road Thessaloniki - Halkidiki, with a distance of 25 km from the center of Thessaloniki and belongs to the municipality Thermaikos. It is connected with the beach

promenade Perea. Excellent organization and decoration contributes to the natural beauty of the beach. Clear sea and its purity have been awarded with the famous European prize "Blue Flag", which guarantees the quality and purity of the sea. The beach is 2.100 m long. In addition to high quality hotels, offer is completed with a multitude of restaurants, cafes, discos and taverns, which stretch along the sandy coast, offering guests superb Greek cuisine, fresh fish and the famous Greek wines, as well as fun and entertainment in the evening. (http://www.gnto.gov.gr/)
On the twenty-third kilometer from Thessaloniki, near the Thermaikos, there is a beach Nei Epivates. Its length is only 200 m, but has unbelievable natural beauty. Overgrown is refreshing and fragrant greenery. It has a "Blue Flag". Besides swimming and sunbathing, offers a variety of water sports. In it there is even a summer outdoor cinema which completes a fantastic day on this beach. Another beach with blue flag is Galaksis. It is located in Termaikos near Thessaloniki. This beach resort has a four-star, and extends along the coast to the city of the Holy Trinity and Nei Epivates.
Angelohori Beach is located 30 km from Thessaloniki. It is particularly popular among surfers, because in windy periods has beautiful high waves. Aretsou Beach is located near Thessaloniki. Rich content of the bars and cafes on the beautiful sand. In addition the city is a small harbor, where yachts and boats dock. It's great for those tourists who prefer a quiet evening with good food and sunsets by the sea. Besides these beaches, the most popular are: Milies, Perea, Epanomis.Nearness to the city center, allows accommodation in hotels of Thessaloniki, but there are accommodation facilities on the beaches. Tourists may also do various water sports (skiing, sailing, and diving) and other sports activities. For this purpose there are matching sport grounds, as: tennis, volleyball, basketball. (https://www.asprovalta.com).

5.2. Sports and recreation tourism

This form of tourism in the Thessaloniki district is improving throughout the year. This form of tourism should pay attention because it attracts equally, sports enthusiasts, amateurs and professionals. In Thessaloniki district, there are 15 Olympic swimming pools that are used for international competitions. In Thessaloniki there is a swim team that each year achieves excellent results. All clubs for water sports and sailing club have a long tradition in this city. In addition to the pools, there are numerous outdoor and indoor sports facilities, in which exercising, both professionals and amateurs. There are different clubs in different sports such as hiking, archery, paragliding, water sports.
In Thessaloniki district, famous football, basketball and volleyball teams are located in Thessaloniki. These are: PAOK, Iraklis, Aris. All teams are participants in the first division of Greece. PAOK was founded in 1925 in Constantinople (Istanbul). Stadium capacity is 28.700 spectators and was founded in 1959. PAOK was twice champion of Greece and four times winner of Cup of Greece. Iraklis is the oldest club. Iraklis was established in 1908. Iraklis stadium can accommodate 27.770 spectators. Iraklis was winners of the Cup of Greece. Aris is the third club, which was established in 1914. The stadium capacity is

22.800. Aris was a three-time champion of Greece and one cup champion. (http://www.wikipedia.org)
Travel agencies offer tourists to try the many sporting activities: gliding, paragliding, cycling, hiking, winter sports activities, which are realized on the mountain Hortiatis and Vertiskos.

5.3. Nautical tourism

Nautical tourism is one of the represented forms of tourism and devotes his attention since it attracts large numbers of tourists. The highly developed countries in Europe invest in the renovation of the coastal area for nautical tourism. Although it is a small percentage of the participants, their consumption is high. In this way, receptive country makes profits. In Thessaloniki there is a nautical club founded in 1931. Besides rowing and sailing teams, nautical club has five tennis courts and a part of the Greek Tennis Association.Thessaloniki Marina is categorized with a rating of "A". According to the European transport network, it categorized with "A" port - port of international importance. Through this terminals must pass an annual burden of at least 1.5 million tons or 200,000 passengers and must being part of the European TEN-T (terrestrial transport networks). In average 680 passengers and cargo ships, annually agreed in Thessaloniki (https://www.voria.gr). There are developed links among Thessaloniki and the rest of the Mediterranean. They connect Thessaloniki with: Cyprus, Athens and the region of Dodecanese.

5.4. Excursion

Excursion is a form of tourism that is widespread in the local tourist agencies. The offer usually includes a combination of touring villages and beautiful scenery in the mountainous environment and surrounding districts. On the slopes of Horitiatis and Vertiskos Mountain are small rural households. In addition to the stunning scenery, these villages offers holiday in rural surroundings and contact with local people. Very interesting are the excursions to wine regions on the mountain slopes Vertiskos, in Volvi and Koronia, with the opportunity to enjoy the taste of quality Greek wines. From historical and cultural monuments unavoidable are archaeological site of Stagira, located in the neighboring region Halkidiki 30 km from Stavros and church of Saint Marina, in Maditos.
Thessaloniki district has all the prospects for the development and promotion of sports and recreational tourism, which is partly promoted and used for tourism purposes.

5.5. Cultural tourism

Greece as a country of rich cultural heritage, attaches to cultural tourism a great importance. Modern tourists expressed interest and desire to learn cultures of other nations. Advantages of our time are huge information technology, media, especially internet, which allows visitors to get information and develop cultural needs. Besides, an adequate protection is required in order to preserve cultural monuments from decay over time. This is a very important issue, and monuments have been largely protected, equipped and put in function of tourism. Under such conditions, we can speak of pilgrimage, MICE, which consist of species of cultural tourism. Some forms of cultural tourism in the Thessaloniki district would be:

- Sightseeing tours of cultural monuments of the city of Thessaloniki,
- Sightseeing tours around the city (the archaeological site of Stagira, as a monument antiquity)
- Visits to museums of the city and the entire province,
- Cultural circular travel trips.

5.6. MICE tourism

MICE tourism has a long tradition in the Thessaloniki district. Numerous events, festivals, congress attract a large number of participants and visitors. International character of the festival and the maintenance period in the main, summer, tourist season enables the combination of this kind of tourism with leisure tourism. MICE tourism attracts rich tourists. Thessaloniki district can fully meet these needs of modern tourists, and among different cultural and artistic content of the festival can satisfy every taste. This complementarity of the offer is the richer content of stay, an extension of stay of tourists and more tourist consumption. However, it should be noted that the events in Thessaloniki attract those tourists who come to satisfy their cultural needs. Thessaloniki, as an economic and cultural center of the entire district, is the venue for numerous seminars, conferences, congresses. Material base meets the needs of this type of tourism and most of the hotels have conference and congress halls with equipment (computers, projectors, audio and video equipment). The most important material basis is fair building Helexpo. Hotels have a presentation on the Internet, where you can see all the details and make reservations and mainly propaganda carried out in the direction of combining business activities with relaxation, fun and other details provided by Thessaloniki.

5.7. Pilgrimage

Pilgrimage in the modern world attracts not only pilgrims, but a large number of tourists who out of curiosity, cultural needs and other reasons, moving to see sacred objects. Thessaloniki district has a large number of monasteries, churches, in which they organized numerous events and feasts in honor of the saint. This is, of course, was reason enough to include this type of tourism in the tourist offer. The monasteries and churches have large tourist turnover, but a central place occupies Church of St. Demetrius. National Tourism Organization of Greece promotes religious tourism offering, "the paths of the Apostle Paul through Greece". This trip includes places which passed Apostle Paul preaching Christianity (Kavala, Philippi, Thessalonica, Veria, Athens, Corinth and Cephalonia). In addition to ecclesiastical significance, these cities have many cultural riches, so that the offer includes visits to religious buildings, archaeological sites and other historical and cultural monuments. To tourists are available to receive a brochure with all the necessary information and important phone numbers and a map with marked routes and places of detention Apostle Paul. This publication contains numerous photographs, superior design is translated into three languages (English, Italian and Russian) and is part of a promotional program of church tourism Greece. (http://www.gnto.gov.gr/)

5.8. Transit tourism

This form of tourism, in addition to leisure tourism, is the most developed form of tourism in this area. Thessaloniki district transit hub, as a tourist and geographical position, in which the district is located, is a historical trajectory of the former, but today's world. The position on the Egnatia road, which connects Europe with Asia, and the port city, are the two main conditions for the development of this branch of tourism. The largest turnover of tourists is in the summer, when many tourists moving eastward towards Turkey and numerous daily ferries go to famous Greek islands.

5.9. Spa tourism

Spa tourism is developing in areas where there exist natural conditions. Greece is rich in mineral resources and invests a lot in this branch of tourism which includes increasing the number of participants. In Thessaloniki district there are five thermal springs. The most famous source is situated in Apollonia, 55 km from Thessaloniki, in valley of Migdonia. The medicinal water is used in the post-operative purposes, of lung, gynecological, and renal diseases. In the surrounding area there are hotels, rooms for rent and numerous restaurants, which are in Asprovalta and Stavros. Spas do not yet have the complete infrastructure and are not included in the national statistical records. So, if we speak about spa tourism, it could be developed as a complementary offer in cooperation with affirmed leisure tourism in the surrounding municipalities.

5.10. Rural tourism

Rural tourism has long been present in the world and has a tendency of further development. Greater part of the Thessaloniki district, is located in the "rural environment". More specifically, the greater part of the territory was not inhabited. Most of the population is "merged" in the city, the urban area. In the villages of the Thessaloniki district, specifically in the municipalities Koronia and Hortiatis, there are rural households where you can try taste of local products.
In Thessaloniki district there are many villages, mostly in the mountainous part, with potential for rural tourism, but it has not been expressed. In Korinia and Hortiatis are villages Lagadas and Stivos, which are known for the production of wine and olive oil. This type

of tourism could serve to extend the season, after the end of the leisure season, and thus achieve additional benefits and attract other segments of the tourist demand.

5.11. Eco tourism

This kind of tourism is based on the principles of sustainable development. This form of tourism increased in the Thessaloniki district, because of the natural beauty and landscape. This type of tourism offers visitors the opportunity to explore the beautiful parts of the district. Thessaloniki district has a national park and nature reserve on the slopes Vertiskos, municipalities Koronia and bladder. In addition, there are parks and rivers Vardar, Ludias, Galikos and Bistrica, which is a nature reserve for many plant and animal species. In addition of this, river deltas are placed under state protection. Eco-tourism is becoming increasingly popular in the ponds of St. Basil and the delta of the Vardar, Ludias and Bistrica. Moreover, these rivers are the main sources of water in the region. Lakes Volvi and Koronia are also offered for fishing and water sports, as well as bird watching.

6. CONCLUSION

Thessaloniki district, as stated in the introduction to the work, are very even and ideal tourist geographical territory, which is characterized by a rich natural and social grounds. Such grounds or fundamentals are supported by adequate material base, as, infrastructure and superstructure. The rating is obtained by synthesis of all the mentioned and influencing factors. As are theme of this work is moving, it also moves the mark on the scale. According to previous information processed data, it can be seen that the Thessaloniki district has a medium-developed tourism sector. It should start from the real, long-term value. Thessaloniki district needs to development and improvement mentioned herein forms of tourism. People do not need to be mass merges into the urban environment of Thessaloniki, but to remain in their seats, if not prevented. In these places should promote values and to make tourist attractions. In this direction should move the economy of the Thessaloniki district and the whole of Greece. It is important to note that only the town center of Thessaloniki is differentiated from other municipalities, because in it there are all developed forms of the tourism supply and demand. The main problem in Thessaloniki is to regulate public transport and the fear of the completed construction of the metro. In the city there are hundreds of hotels, of which the greater part of them are insolvent, so care must be taken, for the purpose of business performance and participation on the supply side. Shipbuilding industry, namely industrial plants, should displace, or those that are already stifled, converted into functional structures, so as not to spoil ambience. Focus on the arrival of tourists by boat, and to adapt port for tourist purposes. Thessaloniki, among other municipalities, has a rich material base for the development and promotion of MICE tourism. It must be done seasonal events throughout the year. Guidelines in this regard provide a promising tourist image of Thessaloniki. Cultural and historical heritage with its rich offer, which represents in the traditional way, it can be divided in proportion to their potential. As part of this heritage, tourist can meet a variety of events and manifestation. This has contributed to Thessaloniki, and the entire district, recognizable image in the Christian world. In many cultural and historical sites, monasteries and churches are the relics of saints, and in the future tourism market move towards pilgrimage. Leisure tourism is the largest source of revenue and the biggest reason for tourist arrivals in the county. The district administration still has to make efforts and improve accommodation services, food and complementary activities. Ecotourism and rural tourism are at the beginning of in Thessaloniki district. Environment around the Vardar should be used in domain of ecotourism. Rural tourism throughout the district has a very little progress. Tourism workers need to be educated first in the direction of rural tourism and to know offer to tourists local produce such as olives, olive oil, grapes, dairy products.

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HEALTH TOURISM - SPECIAL HOSPITAL ČIGOTA

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Abstract: *Travel as a form of medical tourism are undertaken in order to maintain, stabilizing and possibly restore the physical and mental well-being, using natural healing factors, medical services, sports - recreational and wellness facilities outside the place of permanent residence. The aim of this trip is as long as health and improvement of the current health condition of the individual. The paper presents forms of health tourism at the Special Hospital Cigota.*

Key words: *Medical tourism, Zlatibor, Special hospital Cigota*

1. INTRODUCTION

Tourism is voluntary and free-time activity that is often perceived as a reversal from everyday life and as time of hedonistic pleasures without obligation and external constraints. In this regard, tourism is a complete contrast to medical therapy and hospital treatment. Travel as a form of medical tourism are undertaken in order to maintain, stabilization and, if possible, restore the physical and mental well-being, using natural healing factors, medical services, sports- recreational and wellness facilities outside the place of permanent residence. The aim of such a trip is long preservation of health and improvement of the current health condition of the person. Within the scope of the term "health tourism", and with similar means of satisfying of their own health (and tourist) needs, two groups of tourists are extracted:

- consumers of medical tourism in the narrow sense (medical tourism);
- Consumers of health tourism in the wider sense, because they, besides using natural healing factors, want and other types of activities (sightseeing, tours, socializing etc.).

2. MEDICAL TOURISM

In the REFERENCES there are different author's views on the concept of health tourism, especially in terms of what this form of tourism involves and what does not. According to some authors, "medical journey" include:

- persons traveling for medical examination and diagnosis;
- persons traveling for shorter or longer treatment;
- persons who accompanied patients;
- persons traveling for the check-up examination;

- Persons traveling for medical rehabilitation.

"Medical tourists" refers to the individual who travels to another country for treatment (often combined with annual vacation will), as well as the person on holiday in the same destination take advantage of the opportunity to obtain certain medical services. At the level of medical factors influence on the visitor's motivation, compared to the tourist motivation, the division of tourists was made:

- Treated tourist is the one who had to receive medical assistance due to unforeseen health problems;
- The real tourist is the person which visit includes tourist activities and medical treatment, which, however, had no influence on the travel choices. This category belongs to the tourists who come to the destination in order to use medical services while spending vacation, as well as one that during his stay on the spot, he decided to use some medical services.
- For patients on vacation, travel is a function of the treatment, but incidentally may also use some tourist facilities (typical for people recovering after surgical intervention).
- Finally, a real tourist - patient visits a destination only for medical treatment and do not use the opportunities that provides destination to the all other tourists.

Services of medical tourism can be divided into three groups:

- Invasive procedures performed by specialists in certain fields, for example, dental services (implants, crowns, bridges, etc.);
- The treatment is relatively short, the patient recovered quickly and has the opportunity to enjoy as a tourist in selected, often exotic destination;
- Diagnostics include analysis of blood count and lipid status, bone density test, electrocardiogram, heart load test and a variety of ultrasound examinations;
- Touristic medical "lifestyle" services have a wide range and are related to: wellness, dietetics, stress reduction, weight loss, and anti-aging. In this case it is often traditional techniques (such as yoga) combined with cutting-edge technology (various exercise equipment).

Medical tourism is one of an important sector of medical tourism: journey to a destination where the participant is subjected to medical treatment, surgery or intervention by doctors - specialists.

Medical tourism involves surgery in hospitals and clinics (plastic surgery, dentistry, urology, etc.), and various types of therapy where tourists, as the patient is subjected to the treatment of specific health problems (diabetes, obesity, depression).

It can be said that this form of tourism in practice has two basic forms - surgical and therapeutic, and medical wellness may also be added to this forms.

Surgical tourism takes place mainly between developed countries, countries in developing and transition, because patients from the most developed part of the world, traveling to destinations such as India, Thailand or Indonesia, where medical services are cheaper.

Therapeutic medical tourism is different from surgical, primarily in the fact that demands a longer stay or multiple visits to the destination. These trips are usually post-operative or for accepting some, and often long-term therapy. While for surgery is unnecessary departure to the clinic, therapeutic journey it can be based on accommodations in a hotel or medical resort or sanatorium. For the tourist some medical destinations include certain risk, which is not peculiar for the developed world: different epidemiological situation in comparison to the West, primarily gastrointestinal infectious diseases (hepatitis A, dysentery), and infection carried by mosquitoes, tuberculosis and other diseases. On the other hand, given that tropical countries report high rates of infectious diseases such as HIV (AIDS) or typhus local doctors are perhaps even more skilled in the diagnosis and treatment of their counterparts in the West, where such diseases are perceived as "rare" and often are not detected in time. Based on the documentation, medical specialists give their opinion and suggest therapy. Patient reviews the costs, chooses a clinic or hospital, as well as the destination. After signing the contract he receives a recommendation. Based on recommendations, he can obtain a visa in the embassy of the selected country. Then, hi will travel to destination, where will be provided to him the person (personal assistant) who takes care of the accommodations and any other technical details of the stay. According to share, and the data of the World Tourism Organization in June 2015 (Figure 1), under which the health tourism classified in the category with religious tourism, visits to relatives or friends, and as such occupies the second place, by aim of journey, with a share of 27% of the tourist market.

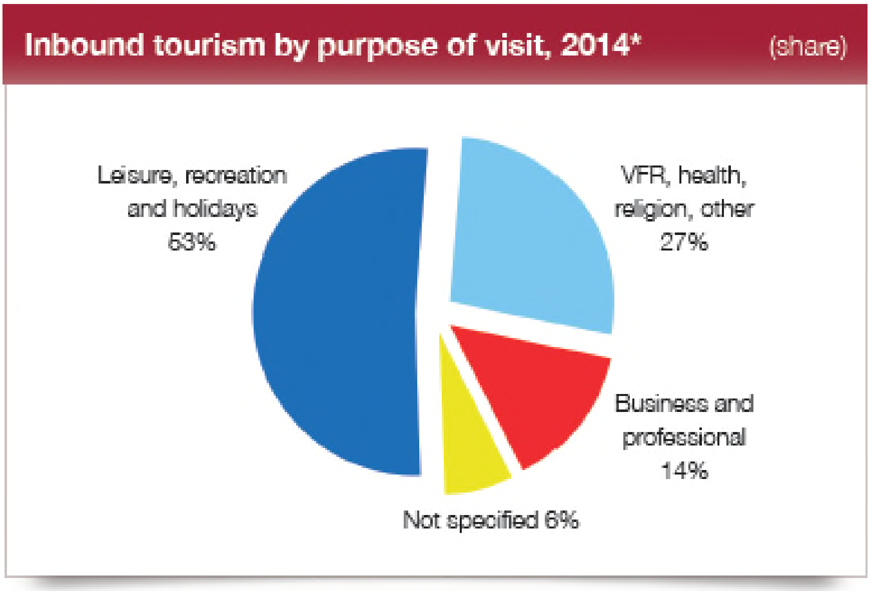

Figure 1. *Inbound tourism towards forms of tourism (www.unwto.org)*

Wellness tourism began developing in the mid-90s of the 20th century. It developed from a range of therapies that exist in health tourism (hydrotherapy, thalassotherapy). It integrates a wide variety of components (a holistic approach to health) that affect the improvement of quality of life. The whole concept of preserving and improving health: movement, physical exercise, a balanced diet, relaxation and overcoming stress, but also the feeling of pleasure and satisfaction. Fields of wellness programs are:

- Disease prevention and health protection;
- Physical exercise and fitness;
- Beauty programs.

Basic elements of wellness:

- Natural agents: Water Sea, air, sun, herbs;
- Exercise: morning exercise, targeted exercise, corrective exercise, aerobic exercise;
- Anti-stress programs: autogenously training, massages, baths, yoga, sauna;
- Therapy - Diagnostic and therapeutic treatments, post-operative programs, rehabilitation, psychotherapy, a healthy diet;
- Beauty programs: beauty treatment, pedicure, manicure, anti-cellulite treatment and other programs.

3. MOUNTAIN ZLATIBOR

Zlatibor is vast rolling plateau in the Western Serbia, the average altitude of 1,000 meters. It is intersected by numerous rivers, streams and gullies. There are beautiful landscapes, undulating hills covered with pine, fir and spruce forests, meadows decorated with white narcissus and other vivid flowers, very pleasant and mild climate, many sunny days, unpolluted air and other amenities.

Under the tourist concept of Zlatibor means the vast plateau of debt thirty and twelve kilometers wide, with the direction of propagation northwest-southeast direction, bordered by mountain peaks of Gradina, Crni vrh, Cigota, Murtenica, Tornik, Vijogor and the upper stream of the river Susica. In this area at the turn of this century, beginning to develop tourist resorts: Ribnica, Kraljeva Voda, Palisad, Oko and Cajetina.

The highest mountain peaks are: Tornik (1496 m), Brijac at Murtenica (1462 m), Cigota (1422 m), Konjoder (1337 m), Cuker (1359 m), Kobilja Glava (1176 m), Gruda (1140m), Gradina (1149 m), Crni Vrh (1177 m). Zlatibor plateau has an inclination towards the north and northwest, which caused all the water goes into the Black Sea, by rivers: Drina, Djetina and Moravica. Rivers and streams are rich in various kinds of fish: chub, gudgeon, trout, grayling and sapling. In the southern part of Zlatibor, runs river of Uvac with deep trough and very beautiful canyons. Under the northwestern peak Murtenica, under the Carsko polje springs river Crni Rzav and flows through the central part of Zlatibor plateau. In some parts there are very beautiful and interesting canyons. In the northern part of Zlatibor there are no large rivers except river Susica, which is named because in the summer, their water disappears in limestone. It springs below Gruda peak and flows into the Djetina. Veliki Rzav flows along the eastern border of Zlatibor.

On the Zlatibor there are two artificial lakes. The larger one is in Ribnica on the river Crni Rzav. It covers an area about 10 square kilometers. It is rich in various kinds of fish: chub, gudgeon, trout, carp, trench and catfish. In the center of the tourist settlement, there is a smaller lake, built for tourist purposes. It is surrounded by pleasant paths for walking,

benches for guests, those who in the summer can swim, sunbathing, and in winter, can skate on the frozen surface of the lake.
The climate on Zlatibor is sub-alpine. Temperature differences are minimal and there are more than 2,000 hours of sunshine a year. The average annual temperature is 7.5 degrees centigrade and the average daily temperature is 18 º C. The highest daily temperature was 33.6 degrees centigrade in 1962 and the lowest -23.1 degrees centigrade in 1954. The winters are quite long, cold and negative temperatures; in April and October completely normal. There are about 100 snowy days suitable for skiing. Summers are warm with cool nights and limited to the period June - September; the hottest days are in July and August. Fog is infrequent, especially in the central part, and if it appears it does not stay long. But it happens that the clouds descend low and covered mountain peaks, which are taller than 1,000 meters. Relative humidity varies during the day. The maximum is about 7 hours, and the minimum is around 14. From the medical point of subalpine climate is favorable for the treatment of bronchial asthma and other allergic diseases.

4. SPECIAL HOSPITAL "CIGOTA"

The idea to build a hospital in Zlatibor occurred in the late 19th century, and was implemented in the second half of the twentieth century. Zlatibor localities selected on the basis of the study which was prepared by a team of professionals: doctors, climatologists, architects. The results of treatment were much better compared to earlier exclusively drug therapy, so that this institution has become a unique center for the treatment of diseases of the thyroid gland in the Balkans. Since the establishment, the tendency was to raise scientific and professional level, which a major contribution was cooperation with the Institute for Endocrinology, Diabetes and Metabolic Diseases, University Clinical Center in Belgrade. This cooperation has enabled this institution to become the Medical School, which inside of it was developed scientific, educational and specialized work. By the decision of the Serbian government, was founded specialized sanatorium for the hyperthyroidism, which began its work on 1 June 1964 in the health center in Cajetina, from 1 April 1966 as an independent institution located in a villa "Cigota" and "Beograd". Originally sanatorium was renamed the "Institute for prevention, treatment and rehabilitation of diseases of the thyroid gland".
Thanks to the great enthusiasm, especially doctors, whose hard work developed and improved this institution Institute in 1997 it became "Institute for thyroid gland and metabolism". The decision on the establishment of the Special Hospital for Diseases of the thyroid gland and metabolism "Zlatibor", Cajetina adopted by the Government of the Republic of Serbia.
Special hospital is engaged in a complete diagnosis and therapy of thyroid disease, diagnosis and therapy of cardiovascular diseases, osteoporosis diagnosis, therapy children and adolescent obesity, diagnosis and therapy of diseases of bone and joint system.
The main activity is providing medical services from endocrinology, nuclear and physical medicine, and is also known for its well-known and recognized program for regulating

body weight, "Cigota program". The offer includes other wellness programs: manager, anti-cellulite program and program for thyroid gland.

The facility has 360 beds in 30 apartments, 67 singles, 79 doubles, 9 triple rooms, 2 quadruple rooms that is 186 units. On the second floor is a restaurant with 370 seats and a cocktail bar which has 90 seats. These two spaces are easily transformed into a theater with 450 places for formal lunches and dinners. On the same level is the restaurant "Zlatibor Sky" with 150 seats. In the vicinity of the pool and sunbathing area, are garden and a cocktail bar with 50 seats. Next to the reception there is a coffee bar with a terrace of 60 seats. Hotel has ideal conditions for wealthy recreational holiday.

The offer includes closed semi-Olympic pool, measuring 25 m x 12.5 m with leveled bottom depth, starting from 1.20 m to 1.80 m, fitness room, gym and outdoor sports facilities for sports. For more eventful stay are also available libraries, galleries, beauty and hair salon, relax center (2 Finnish saunas, steam bath with aroma therapy, 2 hydro baths and solarium). During the tourist season, special attention is given to organizing cultural events (REFERENCES evenings, theatrical performances, concerts, art exhibitions).

Special Hospital has adequate conditions and spaces for organizing conferences, seminars and meetings. For congresses, symposiums and seminars are available: a conference hall with 365 seats and exhibition space in front of it and 2 small halls with 60 and 50 seats. Halls have all the necessary technical equipment (sound system, video projectors, and flipcharts). The most common presentations are in fields of medicine, pharmacy, computer science, technology, catering equipment, household chemicals. In Belgrade, at St. Sava 43, is the tourist agency "Cigota" specializes in spa, health and school tourism, as well as the sale of airline tickets, transport, and organization of excursions.

Also excursions are organized:

- Sargan - the most attractive tourist - museum railway in Europe
- Tara National Park - one of the most beautiful national parks in Europe
- Drina Rafting
- Sirogojno ethnic village - a museum under the open sky
- Gostilje village
- Potpec cave
- Village Zlakusa - known for its International Colony of Art Pottery "Zlakusa"
- Uzice - the cultural center of the Zlatibor District

4.1. Cigota program – example of the touristic health package

Cigota program is a popular dietary and recreational program that helps to during the stay on Zlatibor rid of excess weight, to rest, refresh, and renew physical fitness. Cigota program is already 26 years successfully fighting against obesity and related diseases that occur as a result of an association between multiple disorders and bad habits which are mostly the result of urbanization. The program is aimed to establishing balance between energy intake and consumption, weight reduction and reducing factors of cardio-metabolic risk, maintenance of achieved weight loss, prevention of obesity, improving physical ability and aesthetic appearance, regardless of age and gender. As noted, the program "Cigota" was founded on 18 November 1989. Until today, in the program was participated around 40,000 users.

Program includes:

- a well-balanced dietary plan;
- strict rules and dosed physical activity;
- create a group, positive atmosphere;
- educational lectures;
- motivational-emotional aspect of an individual (user program);

Dietary treatment is individually prescribes, and all are hypo calorically, with preserved nutritional value of food and a balanced relationship between nutrients. Daily energy intake is between 1,000 and 1,500 kcal (diet I - 1000 kcal, diet II – 1200 kcal, diet III - 1500 kcal). Daily energy intake is distributed to 5 meals - three main and 2 brunches.

The food is carefully selected and prepared with an emphasis on quality food, but also on the aesthetic component. If for some reason the user does not use certain foods (intolerance, allergies to certain food ingredients, for religious reasons) or his daily calorie needs of the basal metabolic rate due to the extreme obesity beyond 1500 kcal, in consultation with a dietitian-nutritionist, shall be implemented the individual diet and shall be created a menu tailored to the individual.

Table 1: *Schedule of meals and physical activity*

Breakfast	8h
Walk + stretching exercises	8:30h-9:30h
Exercises in the pool	10:15h-11h
Brunch	11h
Lecture	13:00h
Lunch	14h
Walk + stretching exercises	14:30h-15:30h
Brunch	17h
Exercises in the hall	17:30h-18:30h
Dinner	20h
Animation	

Source: *Special hospital Cigota*

Physical activities are strictly defined, implemented 3-4 hours a day and include long, leisure walks, exercises in the hall and exercises in the pool. Each activity lasts from 45-60 minutes and is conducted under the control of the professor of physical education.

If the user, due to health conditions (comorbidity), extreme obesity, poorer physical condition or is elderly, is not able to be assigned to one of 3 groups of physical activities, in consultation between doctors with professor of physical education, shall be determined

individual daily plan of physical activity, which is implemented under the supervision of pprofessor of physical culture and/or nurses.
The intensity of physical activity increases gradually with increasing of physical condition, and thereby prevents possible adverse events and muscle fatigue resulting from the physical lack of preparation.
Nature walks are classified into 3 groups, strictly defined length (3-7 km, depending on the group), and last 60 minutes and are conducted twice a day. Walks are implemented under the control of a professor of physical education, accompanied by a nurse.
Exercises in the hall and exercises in the pool are composed of a combination of exercises that include all muscle groups, divided into 3 groups according to the intensity and controlled by the professor. All activities are accompanied with music that favorable and stimulating effect on the trainees.
A positive group atmosphere that allows the harmony, improves mood, stimulates the will, motivation and belief that they can succeed in a new and healthy lifestyle. Information about the importance of proper diet during the course of weight loss, held a series of lectures on the importance and type of diet, physical exercise, their dosage and things like that. Thus conceived program Cigota, in duration of 7 or 14 days, is safe and effective way to regulate body weight, providing beneficial effects to health, but it is also just the first step in complete and permanent weight control and the prevention of harmful effects of obesity.
Zlatibor has many years of experience in the treatment of obesity in adults, extraordinary climatic and geographic-transportation facilities, as well as the necessary conditions for the provision of medical services.

4.2. Statistical data of the Cigota program

According to internal statistics SB "Cigota" through the program annually pass about 1,400 users. From that number, about 55% are new to the program and about 45% of the returnees. The average number of days on the program is 14 days and the longest residence time, continuously, is 6 months. If we look at the representation of users by gender, about 75% of users are women. At the beginning of the program, in the first year of operation, there were 89.5% women and 10.5% men. According to age, the most common are the users of the age between 50 and 60 years (28.5%) and between 40 and 50 years (25.5%). There is a significant trend increase in users over the age of 60 (16%) compared to the first year of the program where it was 5.5% of elderly users. The oldest is the lady with 83 years. Based on the results of anthropometric measurements, ECG, biochemical analysis, and after clinical examination and insight into the health of the user, shall be determined the type of diet and the level of exercise, which the user will be subjected to during their stay. Average weight loss for two weeks stay in the program is 5.6 kg, with an average of 5.2 kg losing for women and 6 kg for men. A user, who has had the greatest weight upon arrival at the program, was a gentleman who had a 296 kg on arrival, and after 6 months of stay lost 64 kg. The absolute record-holder is the gentleman who for 280 days stay managed to lose 84 kg.

Table 2 shows data for the period between 2009 and 2014. In 2009, the total number of patients was (1.537). Three times more were females (1.078) than males (494). From this number, new users there were (1.028), while the returnees were (545). As far as the demographic structure of the users of the program, most of the patients who have more than 50 years (456). Persons between 35 and 50 years there were (364), while (162) people belong to the structure of persons who have between 20 and 35 years. Persons up to 20 years and most of them adolescents, there were (593). However, most of these people belong to "Cigotica" program, which is intended for children from 12 to 18 years. From the total number of patients, who came from 1 to 5 times, were (1.569) patients, while more than 5 times were 4 patients. The average number of stays is 1. The highest number of stay is 6, i.e. 270 days. The average length of stay of patients was 14. Most used programs are those which are sold as a seven-day or fortnightly. During that time, the average amount of lost weight for men is 5.54, while for women 3.53. Record lost weight for 2009 is 64 for men, i.e. 13.3 for women.

Table 2: *Number of users of the program for the period 2009-2014*

2009.	2010.	2011.	2012.	2013.	2014.
1.537	1.604	1.689	1.450	1.445	1.367

Source: *Special hospital Cigota*

In 2010, the total number of patients (1.604), twice more were females (1.101) than males (504). From this number, there were new users (985), while the returnees were (545). Regarding the demographic structure of the users of the program, most of the patients have more than 50 years (422). Persons between 35 and 50 years there were (353), while (163) people belong to the structure of persons who is between 20 and 35 years. Persons up to 20 years and most of them adolescents, there were (666). However, most of these people belong to "Cigotica" program, which is intended for children from 12 to 18 years. From the total number of patients, those who came from 1 to 5 times, is (1.602) patients, while more than 5 times were 2 patients. The average number of stays is 1. The highest number of stay is 5, i.e. 322 days. The average length of stay of patients was 14. Most used programs are those which are sold as a seven-day or fortnightly. During that time, the average amount of lost weight for men is 5.11, while for women 3.60. Record of lost pounds in 2010 was 30 for men, i.e. 24.5 for women.

In 2011, the total number of patients (1.689), twice more were females (1.143) than males (546). From this number, there were new users (1.072), while the returnees were (617). Regarding the demographic structure of the users of the program, most of the patients have more than 50 years (442). Persons between 35 and 50 years there were (331), while (173) people belong to the structure of persons who is between 20 and 35 years. Persons up to 20 years and most of them adolescents, there were (743). However, most of these people belong to "Cigotica" program, which is intended for children from 12 to 18 years. From the total number of patients, those who came from 1 to 5 times, is (1.688) patients, while more than 5 times were 1 patients. The average number of stays is 1. The highest number of stay is 5, i.e. 131 days. The average length of stay of patients was 14. Most used programs are those which are sold as a seven-day or fortnightly. During that time, the average amount of lost weight for men is 5.05, while for women 3.52. Record of lost pounds in 2011 was 30.90 for men, i.e. 41.6 for women.

In 2012, the total number of patients (1.450), twice and half more were females (1.005) than males (445). From this number, there were new users (882), while the returnees were (567). Regarding the demographic structure of the users of the program, most of the patients have more than 50 years (412). Persons between 35 and 50 years there were (318), while (164) people belong to the structure of persons who is between 20 and 35 years. Persons up to 20 years and most of them adolescents, there were (557). However, most of these people belong to "Cigotica" program, which is intended for children from 12 to 18 years. From the total number of patients, those who came from 1 to 5 times, is (1.448) patients, while more than 5 times were 2 patients. The average number of stays is 1. The highest number of stay is 5, i.e. 150 days. The average length of stay of patients was 13. Most used programs are those which are sold as a seven-day or fortnightly. During that time, the average amount of lost weight for men is 5, while for women 3.41. Record of lost pounds in 2012 was 25.90 for men, i.e. 44.2 for women.

In 2013, the total number of patients (1.445), twice more were females (1.013) than males (589). From this number, there were new users (859), while the returnees were (586). Regarding the demographic structure of the users of the program, most of the patients have more than 50 years (412). Persons between 35 and 50 years there were (303), while (150) people belong to the structure of persons who is between 20 and 35 years. Persons up to 20 years and most of them adolescents, there were (504). However, most of these people belong to "Cigotica" program, which is intended for children from 12 to 18 years. From the total number of patients, those who came from 1 to 5 times, is (1.440) patients, while more than 5 times were 5 patients. The average number of stays is 1. The highest number of stay is 8, i.e. 226 days. The average length of stay of patients was 12. Most used programs are those which are sold as a seven-day or fortnightly. During that time, the average amount of lost weight for men is 4.27, while for women 3.05. Record of lost pounds in 2013 was 23.5 for men, i.e. 35.7 for women.

In 2014, the total number of patients (1.367), three times more were females (979) than males (388). From this number, there were new users (775), while the returnees were (592). Regarding the demographic structure of the users of the program, most of the patients have more than 50 years (463). Persons between 35 and 50 years there were (329), while (143) people belong to the structure of persons who is between 20 and 35 years. Persons up to 20 years and most of them adolescents, there were (432). However, most of these people belong to "Cigotica" program, which is intended for children from 12 to 18 years. From the total number of patients, those who came from 1 to 5 times, is (1.362) patients, while more than 5 times were 5 patients. The average number of stays is 1. The

highest number of stay is 8, i.e. 714 days. The average length of stay of patients was 13. Most used programs are those which are sold as a seven-day or fortnightly. During that time, the average amount of lost weight for men is 4.58, while for women 3.20. Record of lost pounds in 2014 was 24.1 for men, i.e. 20 for women.
Based on these figures, which are given for the previous five-year period, it can be concluded that the average occupancy is approximately (1,400). Most among these guests are women. Due to the obvious effectiveness of the program, a large number of patients are returnees, which takes an average of 10 days. The price of a seven-day program amounts to 400 euros and includes all of these procedures and activities within the program. The large number of guests, coming from Serbia (85%), the former Yugoslav Republic (10%), from abroad (5%), and most of them guests from the Russian Federation.

5. CONCLUSION

Health tourism on Zlatibor increasingly records growth on the international map of medical tourism. International congress for: internists, cardiologists, endocrinologists, contribute to this goal. In addition, the Special Hospital "Cigota" is a European center for treatment of thyroid and metabolic diseases (sugar, obesity). It is also open Office for Cooperation with the Russian Federation, dealing with promotions tourism and trade, because most of the guests come from Russian-speaking countries. Many of these visitors come to SB "Cigota" for the use of its products.
The natural environment, suitable climate, professional staff and a tradition of 50 years, make the sanatorium "Cigota" a leader in the treatment, preservation and promotion of health in the field of metabolic diseases, in the Balkans, and certainly in Europe.
That role was recognized by foreign guests, who, due to the above factors, primarily due to favorable pricing policy, coming to this institution in order to satisfy their medical needs. Also in SB "Cigota" there are different health programs "for each". The most famous, the commercial program is "Cigota" program. Already 26 years successfully treat the disease of obesity. This program can be classified as wellness as "healthy life".
The program annually counts around 1,400 payment guests. In addition to this most famous program, there is a program "Cigotica", which is the same as "Cigota" only, made for adolescents. This program is supported by the Ministry of Health of the Republic of Serbia, whose expenses are partly borne, while the other parts of the costs are borne by the participants of the program. On an annual basis, the average number of adolescents is about 550. In addition to these programs, there are programs in sports medicine, as well as the treatment of thyroid gland.
Most visitors come from the Russian Federation to the treatment program of the thyroid gland. Their number amounts to 150 per annum. The average cost of the program for the treatment of thyroid disease, for foreign guests, is 1.400 euros. The average time of stay of those guests is 10 days. In addition to these revenues, SB "Cigota" has other income, but not a "tourist" acquired. Although the hotel was a factor in the tourist offer side, it is still a

special hospital. Patients over government health care funds are coming to prevention and treatment to SB "Cigota". They cannot be classified as tourists, because the fund bears the cost of health insurance. In other words, to SB "Cigota" there are commercial and noncommercial guests and programs. Given the current and future economic situation, SB "Cigota" will need to become more involved in the commercial part, because funds will not transfer money anymore in the future, and the costs will be increased. With its mentioned benefits and commercial programs, "Cigota" may be more competitive than other - private wellness and fitness centers.

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BLOOMING CYANOBACTERIA IN THE RESERVOIR VRUTCI

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Abstract: *The aim is to show the general appearance of flowering water in the reservoir for water supply Vrutci and pointing to the importance of cyanobacteria and their toxins in the water supply Vrutci in terms of the impact of cyanobacteria on human health. It is also an analysis of epidemiological data related to the number of patients suffering from diseases of skin and subcutaneous tissues and gastrointestinal diseases.*

Key words: *Cyanobacteria, water blooming, drinking water*

1.INTRODUCTION

Cyanobacteria, also known as blue-green algae, are a diverse group of prokaryotic photosynthetic organisms. Their age is estimated to be around 2.3 to 2.9 billion years (Olson, J.M., 2006). In terms of morphological organization, among cyanobacteria are representatives of the unicellular, colonial and multicellular, trichal level of development of the talus (Holt, J.G., 1994). Cyanobacteria and plants have photosynthetic pigments. In addition to the pigment chlorophyll and they possess carotenoids and phycobilin (phycoerythrin and phycocyanin). They multiply by simple cell division, hormogonias and heterocysts, sexual reproduction is not represented or movable stages in the cycle of development. These are cosmopolitan organisms are widespread and inhabit saltwater, freshwater, brackish water and terrestrial ecosystems. Cyanobacteria as genetically very diverse group of microorganisms, produce a wide variety of secondary metabolites of low molecular weight, which is the biologically active substance (BAM) (Simeunović, J., 2009), among which the most important cyanotoxins. A large number of species of cyanobacteria, especially planktonic representatives of aquatic ecosystems, produces various types of toxic substances. It is believed that 150 known cyanobacterial genera at least 13 are known as producers of toxins (Simeunović, J. , 2010). Within cyanobacterial representatives noted that more than 80 different toxins isolated from various aquatic and land ecosystems (Carmichael, W.W., 1996). Cyanotoxins during cell growth generally tied to the cell. Until their release into the environment occurs during the cell lysis of cyanobacteria. To lyse the cells comes naturally, and mechanical or chemical treatment to purify water (Bettina, A., 2000). On the basis of the chemical structures of cytotoxic agents are classified in: alkaloids, peptides, and the cyclic lipopeptides. According to the mode of action, ie by type of toxicity-causing in humans and animals, cytotoxins are divided into four classes, namely: hepatotoxicant (microcystins nodularini and Cylindrospermopsin), neurotoxins (anatoxin and saxitoxin), dermatotoxins (aplysiatoxins, debromoaplysiatoxins and lyngbyatoxins) and lipopolysaccharide endotoxins. The most commonly found in freshwater ecosystems cyanotoxins are hepatotoxicant, then neurotoxins (Chorus, I., 1999). Cyanobacteria are a big problem when increasing the amount of organic matter in aquatic ecosystems, the main indicator of eutrophication of aquatic ecosystems. In such conditions, microalgae and cyanobacteria may show high levels of reproduction which leads to a sharp increase in total biomass. Rapid increase in cell mass and develop algal and cyanobacterial biomass, which manifests itself as visible deposits on the surface of the water or the lack of providence with pronounced blue-green color, is a blooming water (Svirčev, Z., 2001). If the phenomenon expressed blooming algae and cyanobacteria associated with negative consequences for the environment, disturbance stability of ecosystems, wildlife mortality, negative impact on the food chain, the production of very toxic substances, etc., then it defines as dangerous algal blooming (eng. "Harmful algal blooms "- Habs) (Carmichael, W.W.,1993). Blooming of algae and cyanobacteria is easy notice and manifested by the appearance of surface foaming, water turbidity and visible clumps on the surface of water in the form of a coating, can form thick and lumpy formations up to several centimeters. Blooming may be blue, light blue, blue-green, green, light green, red or darkly. The conditions that most often lead to the appearance of blooming cyanobacteria are lack of mobility of water, stable water column, the water temperature from 15 to 30 ° C, neutral to alkaline environment (pH 6 to 9 and above it) and in particular the increased concentration of nitrogen and phosphorus. Although it is known that cyanobacteria producers of potent toxins, not all toxic cyanobacterial bloom (Chorus, I. , 2001).

But given that cyanotoxins can be lethal in small amounts, every flowering must be treated as potentially dangerous. Toxic flowering is associated with a disease of people, pets, domestic animals and wildlife, and are registered and deaths (Codd, G.A., 1999). Five genera of cyanobacteria are the most common causes of a toxic bloom all over the world: *Aphanizomenon*, *Microcystis*, *Anabaena*, *Oscillatoria* and *Gleotrichia* (Sivonen, K., 1999). In Serbia, the most flourishing *Anabaena*, *Microcystis*, *Planktothrix*, *Aphanizomenon* and *Oscillatoria*.

1. CYANOBACTERIA BLOOMING

A large number of aquatic ecosystems in Serbia observed the flowering of cyanobacteria. Out of 83 tested aquatic ecosystems, in 58 it was found that in over a longer period of time in a state of flowering (Svirčev, Z., 2007). In a study of surface water in Serbia on the appearance of flowering (Svirčev et al., 2007) in most reservoirs such as Bovan, Bresnica, Brestovac, Celije, Garasi, Grliste, Grosnica, Gruza and Pridvorica was found flowering water surface as a result of eutrophication.

Increased levels of risks to human health are caused by the ingestion of significant quantities cyanotoxins during acute exposure, or in contact with small doses over a long period in chronic exposure. Ways and means of exposure (Svirčev, Z., 2011): a chronic intake by drinking contaminated water, swallowing water, inhalation of droplets and contact with nasal and other mucosal membranes during recreational activities, dermal contact during swimming, water skiing, rowing and other activities related to the flourishing water, food contaminated fish and seafood, cyanobacterial supplements, irrigation can lead to an accumulation of toxins in or on the edible parts of plants and special exposure modes in dialysis clinics.

The World Health Organization (WHO)is in order to establish safe levels of toxins that arrives to human through drinking water and food, using Guidelines for drinking water quality (WHO, 1993), determine the tolerant daily intake (TDI), or the amount of potentially harmful substances that a person can consume daily throughout life with a negligible risk of side effects. The recommended TDI value was 0.04 mg/kg body weight per day for microcystin-LR (WHO, 1998; WHO, 1999), while the limit value (LV) for consuming microcystin-LR from drinking water throughout the entire lifetime is 1,0 µg /l.

City of Uzice is used for water supply water from the hydro-reservoir Vrutci, which was created by building a dam on the river Djetinja 1986. Problems in water supply Uzice are caused by the appearance of blooming (intensive development) type *Planktothrix rubescens* and its domination. Blooming was observed i December of 2013 in the village of Banja, village Vrutci, when it is observed the red stain at the surface of the reservoir, which was located about 7 km from the water intake position. After the sampling and water analysis, it has been determined the presence of cyanobacteria *P. rubescens*, in the number of about 10,000 cells/l in purified water, and about 1,000 cells /l in a sample of water from the supply network. It was also noted the presence of MC-LR, but with a value less than recommended by the WHO, less than 1 µg /l (Figure 1).

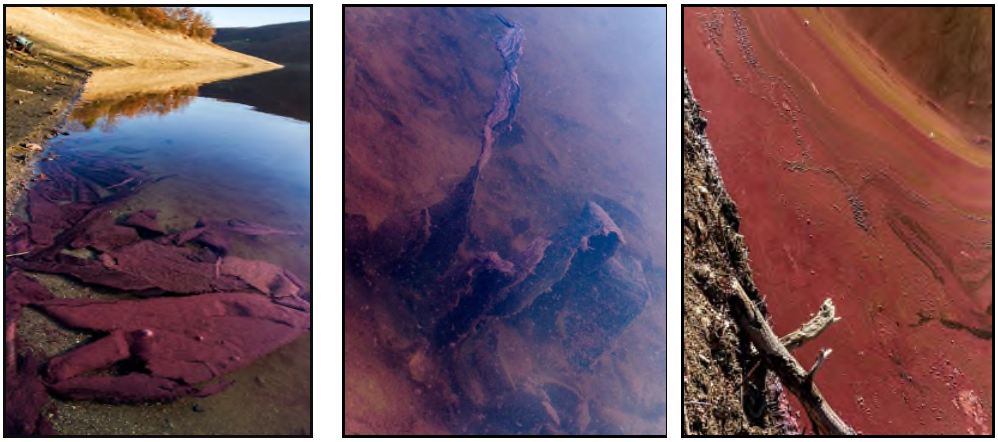


Figure 1. *Blooming of P. rubescens in reservoir Vrutci (https://scontent-b-ams.xx.fbcdn.net/)*

2. RESEARCH RESULTS

In order to analyzed the influence of cyanobacterial blooming at the reservoir Vrutci, on the human health, in cooperation with the Institute of Public Health of Uzice, it was collected statistical data on the incidence of certain diseases that may be associated with the consumption of unsanitary water from reservoir Vrutci.
This data expressed occurrence of diseases during the observed period in different age categories. For the observed period was taken years from 2008 up to and including 2013.
Analysis and sampling was performed at different depths at three locations (Table 1): at the dam (near the water intake (marked A)) where there is a significant accumulation of floating formations, in the central part of the reservoir (B) and the entrance to the reservoir (C). The color of the water was dark purplish-red, not only on the surface but also along the water column. It was concluded the total water circulation with homeothermy conditions, because the water temperature was homogenized from the surface to the bottom of the reservoir (5,6 °C in the surface layer of water, and 5,5 °C at a depth of 30m).

Table 1. *Number and biomass phytoplankton and P. rubescens in reservoir Vrutci (The Agency for Environmental Protection)*

Sampling locations	**Sampling depth (m)**	**Number of *P. rubescens* trichom (trichom ml^{-1})**	**Cell number of *P. rubescens* (cell ml^{-1})**	**Total number of phytoplankton (cell ml^{-1})**	**Biomass of *P. rubescens* (mg/dm^{-3})**	**Total biomass of phytoplankton (mg/dm^{-3})**
A	0,5	266	88312	89104	9,53	10,64
A	3,0	228	75696	76368	8,17	10,11
A	6,0	250	83000	83276	8,96	9,64
A	10,0	298	98936	99252	10,68	11,66
A	15,0	248	82336	82848	8,9	10,28
A	20,0	201	66732	67008	7,20	7,98
A	27,0	140	46480	46852	5,01	6,08
B	0,5	262	86984	87208	9,39	9,89
C	0,5	325	107900	109414	11,64	14,13

Sampling locations: A - locations near dam, B - the central part of the reservoir and C - at the entrance to the reservoir.

2.1. Analysis of gastrointestinal diseases in Uzice in the period 2008-2013 year

Figure 2 graphically presented number of registered children (ages 0 to 6 years) and youth (ages 7 to 18 years) with diseases of the digestive tract in the time range of 2008-2013 year.

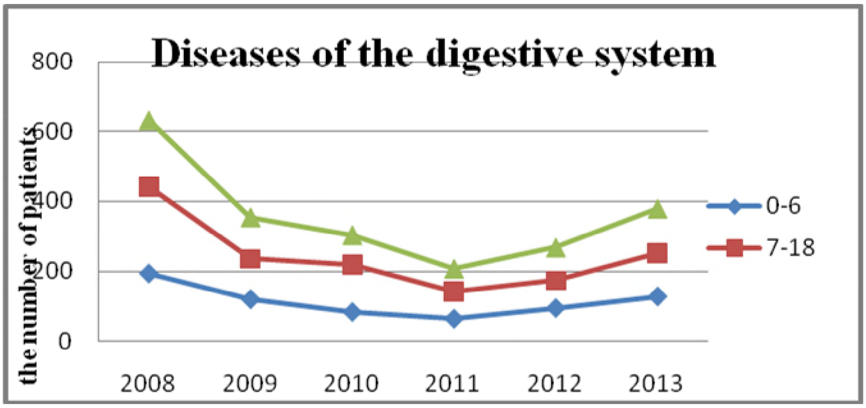


Figure 2. *Diseases of the digestive system in children and adolescents*

The results shown Figure 2 shows that in 2012 and 2013 there has been an increase in the number of patients in both age groups, relative to number of patients in 2011.
The same disease are followed in group of adult population in the same time span of five years (Figure 3).

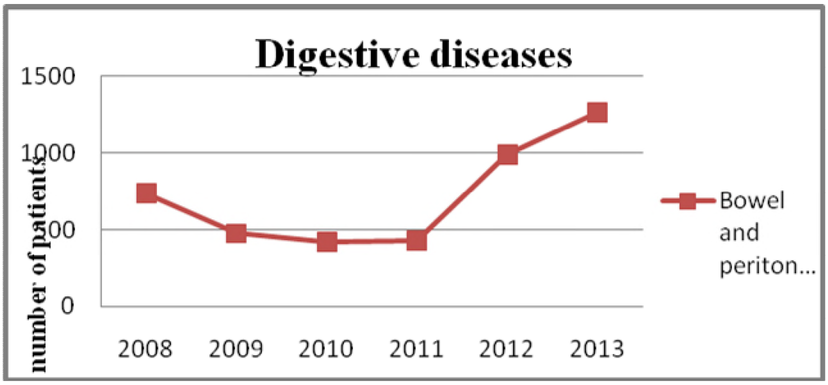
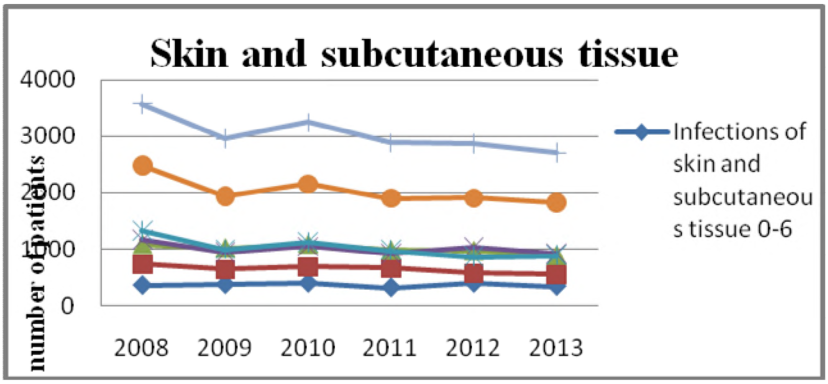


Figure 3. *Digestive diseases in adults*

Results presented in Figure 3 show that the number of patients increased significantly in 2012 and 2013. There is an especially large increase in the number of patients with 990 in 2012 and 1,265 patients in 2013.

2.2. Analysis of skin and subcutaneous tissue disease in Uzice in the period 2008-2013 year

The incidence of skin and subcutaneous tissue diseases was monitored in children and adolescents for the time range of six years, from 2008 to 2013 (Figure 4). Data on the number of patients were observed while providing primary and secondary health care, in outpatient and inpatient treatment, and notes the relatively uniform number of patients over the years in both age groups.



Fugure 4. *Skin and subcutaneous tissue disease*

According to the graphic in Figure 4, relatively equal number of patients over the years in both age groups are notice.
Figures 5 and 6 presents the data on the frequency of the number of patients suffering from diseases of the skin and subcutaneous tissue in the adult population of Uzice, recorded when providing primary and secondary health care.
Figure 5 shows changes in the number of patients with infections of skin and subcutaneous tissue diseases and other skin and subcutaneous tissue, quarterly for each year, without the total value at the end of the year.

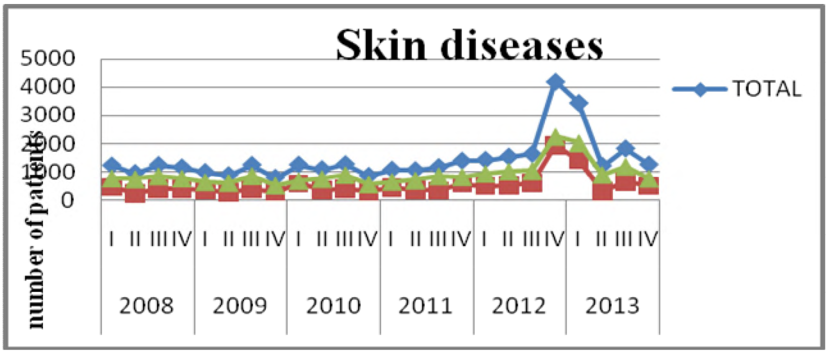


Figure 5. *Skin diseases in adults (primary health care)*

Based on the graphic in Figure 5 we can see an increase in the number of patients since 1948 in the last quarter of 2012.

Figure 6 shows the total number of patients at the end of each year, where we can see a substantial increase in the number of patients who at the end of 2012 was 8785, and at the end of 2013, it was 7740.

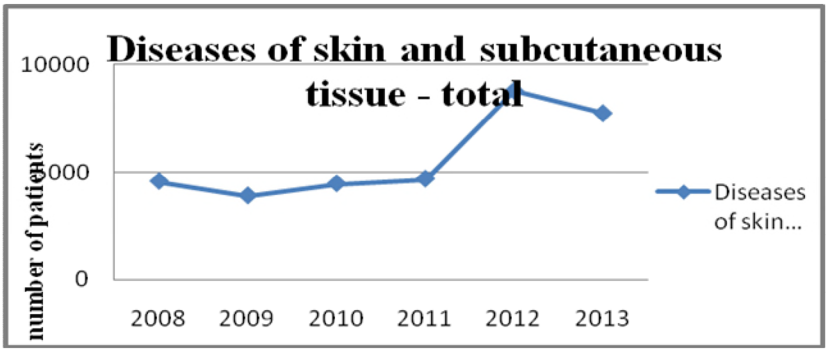


Figure 6. *Skin diseases in adults (primary health care), the total value*

Figure 7 shows the total number of patients, who were treated at the General Hospital in Uzice clinic for skin venereal diseases. It was observed increase in the number of patients in 2013 and at the end of the year the number was 5141.

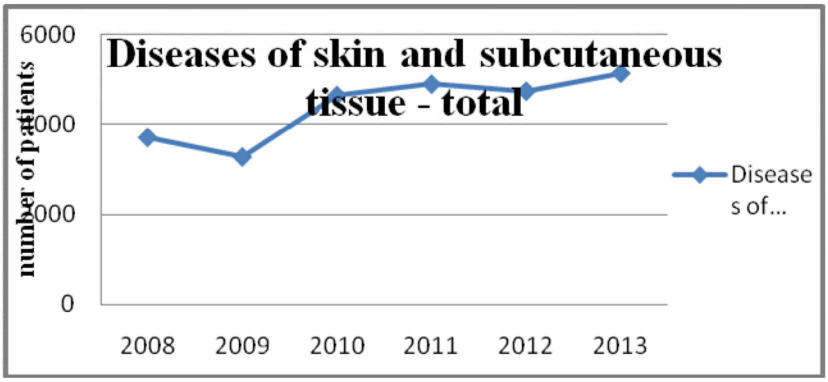


Figure 7. *Skin diseases in adults (General Hospital Uzice - clinic for skin venereal disease), total value*

2.3. Analysis of the incidence and number of cases of cancer in Uzice in the time period of 2002-2012

In Figures 8 and 9 is a graphic that showing the number of cancer patients, according to sex, in the period from 2002 to 2012.
The main analyzed parameter was the liver, because the liver cells are particularly sensitive to the effect of MC-LR, which leads to disruption of the structure and function of the liver, necrosis of liver cell and at the end the hemorrhage. Presentation of the results painted at

Figure 8 and 9, it can't be seen significant changes in the incidence of liver cancer, except in 2010, two years before blooming cyanobacteria, when was notice 12 diseased men, which is twice more than the previous year. However, it is important to emphasize that for the occurrence of cancer as a result of cyanotoxins, it is necessary chronic effect or many years of exposure to cyanotoxins.

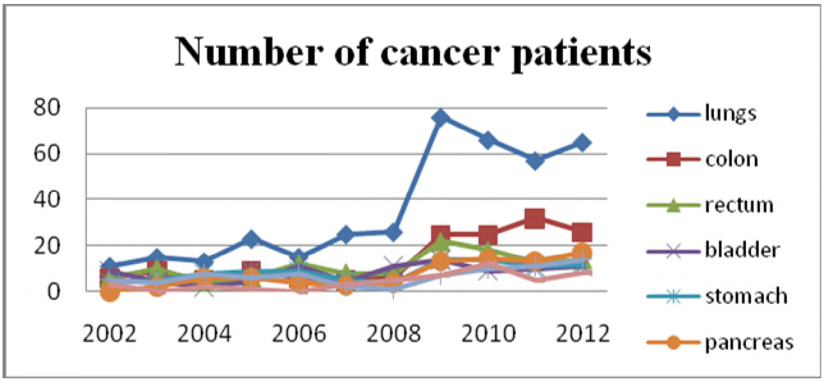


Figure 8. *The number of cases of women and men with cancer (total)*

Figure 8 is a graphical representation of the summed number of affected women and men from cancer. The photo shows a general increase in the number of patients with all types of cancer, but especially by their increase in the number of patients with lung cancer in 2009, when 76 people were affected. It is observed that the increase in the number of patients with colon cancer in 2009.

In Figure 9, presented is the number of female patients with breast cancer, uterus, cervix and ovaries and the number of male patients of prostate cancer, pharynx, kidney, and leukemia.

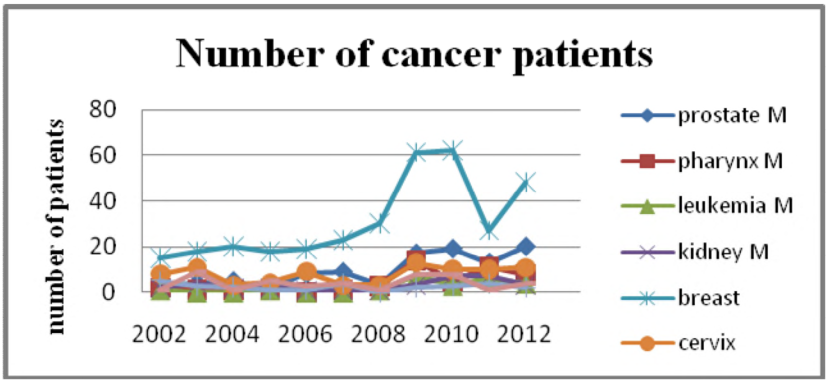


Figure 9. *Number of infected women and men with cancer (separately)*

From Figure 9 it can be seen relatively equal number of patients without fluctuations. Particularly noteworthy is the number of patients with breast cancer who in 2009 was 61 and in 2010, 62 women were suffering. Slightly larger increase in the number of patients seen and prostatic cancer.

3, DISCUSSION OF RESULTS

3.1. The analysis of epidemiological data

A review of data pertaining to the number of children with diseases of the digestive tract, aged 0 to 6 years and youth grows from 7 to 18 years in the time range of 2008-2013 year, even noticed the lack of uniformity in the trend of increasing number of patients. It is notice the largest number of patients in 2008, a total of 634, while from 2008 to 2011, that number decreases significantly, even to 207 patients in 2011. Then follows enlarge the number of the sick in the next two years, until 2013, when the number of affected children is 380, which can be linked to the blooming of cyanobacteria, considering that *P. rubescens* bloomed in Vrutci in the winter between 2012 and 2013.

When it comes to diseases of the digestive tract in the adult population, the situation is different. The average number of patients in 2009, 2010 and 2011, was approximately 440 patients. Already in 2012, the number of patients noticeably increases, more than two times, and come to 990 patients. In 2012, the number is increasing especially in the fourth quarter, when it recorded 609 patients, while in 2013 that number increases two times and at the end of the year amounted to 1,265 sick. Thus was observed that the number of patients from 2011 to 2013, almost three times magnified, which can be associated with the emergence of cyanobacteria bloom, but for such a conclusion needs more research.

Analyzing the incidence of diseases of the skin and subcutaneous tissue in children and adolescents, there has been noticeable decline in the number of patients from 2008 to 2013. In 2008, the provision of primary health care, there were 3572 patients. This number refers to the total number of sick children in both age groups together. In the coming years the number is constantly decreasing, and in 2013 it was 2703. In providing secondary health care for diseases of the skin and subcutaneous tissue as the main cause of hospitalization, also a decrease was observed in patients with both age categories. In 2008, expenses for hospital treatment has been withheld 43 children with the mentioned diseases, while in 2013, 24 children were hospitalized. Looking at that data it can't be observed the correlation between the number of patients and the emergence of cyanobacteria bloom at Vrutci. The assumption about the potential impact of cyanobacteria bloom on children's health starts with the possible exposure of children to contaminated water when bathing and recreation, but the statistical data denied that, saying even reduce the number of patients in 2013, with outpatient and inpatient treatment.

Looking at the frequency of skin diseases in adults, it is concluded enlarge the number of patients from 2008 to 2013, by more than one-third. The average number of patients from 2008 to 2011 was 4400, but in 2012 it's recognizing particular increasing the number of patients, and patients is 8785, which is twice more than in the previous year. In next year, the number of patients has decreased by 1000. If it is assumed that a certain percentage of people suffering due to the use reservoir Vrutci for recreational purposes, primarily for bathing, then it decreased the number in 2013, compared to the previous year can be explained moderate in summer, with not such high temperatures, greater rainfall, and thus reducing the recreational water activities.

Reported number of patients suffering from cancer depends on many factors, when the patient turned to a doctor, in which stage of the disease, whether undergo treatment and in any way, do you ever see a doctor etc. Then, very important are the conditions in which the patient lives, habits and way of life (eating habits, alcohol consumption, smoking, etc.).

Based on data collected in Uzice, we see that the number of patients suffering from liver cancer was in the range of 1 to 12 for men, while the number of female patients was significantly lower and amounts to 1 to 2 ill women annually. Incidence in women have not significantly changed during the period from 2002 to 2012, while in men popping observed in the number of patients in 2010 when there were 12 patients and as early as next only 4 ill. On this basis, it can not be concluded with certainty that there is a correlation between liver cancer and blooming cyanobacteria in Uzice. It is well known opinion that the exposure and other risk factors, such as liver cirrhosis, hepatitis B or C, aflatoxins in food or excessive use of alcohol, decisive for the development of liver cancer (Ueno, Y. , 1996). As in Uzice mentioned risk factors, ar'nt further tracked, we can not bring the most reliable conclusions on the occurrence of liver cancer.

Although the main target of MC is the liver, it can also affect other organs such as the colon (Humpage, A.R., 1999), rectum, brain , heart, kidneys and reproductive organs (Li, H., 2009). In Uzice based on the data observed increase in the number of male patients of lung cancer, and in 2012 amounted to 50. It is especially noticeable increase of 56 patients in 2009, which is more than double increase compared to the previous year when it recorded 22 ill man.

Increase in the number of patients with colon cancer was detected in women and men. A particular increase was recorded in 2011, 20 male patients and 12 female, unlike in 2008, when recorded, 3 ill men and 3 women.

There was also a change in the number of patients with rectal cancer in 2009, as identified 14 sick men, more than double the previous year, while the average among women from 2009 to 2012 was about 9.

A noticeable step forward can be seen in the number of female patients with breast cancer. Especially increase seen in 2009, 61 ill women, which is two times more than in the previous year. From 2005 to 2008, the incidence was average 23 women per year, while the number was much higher in the period from 2009 to 2012 and was approximately 50 women per year. A slight increase of female patients of brain cancer has been seen in the period from 2009 to 2012.

After reviewe collected data can be observed that there is a likelihood of the impact of cyanobacterial bloom at reservoir Vrutci to the health status of the population Uzice who mentioned water used for drinking water and recreation.

Indications that health of population of Uzice was threatened by consumption of unsanitary water, exist, but such as for epidemiological research on the effects of chronically exposure to cyanotoxins takes a lot more time, we leave room to prove it in future.

4. CONCLUSION

Blooming of *Planktotrix rubescens* in December 2013 at reservoir Vrutci endangerd the water supply of the town of Uzice. According to official results analze water from the reservoir level microcystin-LR, produced by *Planktotrix rubescens* exceeded the allowed dose of 1 mg /l. Epidemiological studies in the city of Uzice where used water from reservoir for water supply and recreation, pointed to the increasing number of patients suffering from diseases of the digestive system and diseases of skin and subcutaneous tissue. Increased number of patients suffering from diseases of the digestive system can be observed in children in both age groups, and among the adult population. In particular, the significant increase in 2012 and 2013, which can be linked to the blooming of cyanobacteria in the reservoir. Number of patients with diseases of the skin and subcutaneous tissue was not significantly changed in the younger part of the population, but in adults recorded a remarkable increase in the last quarter of 2012 and 2013. The present results suggest a possible link between the increased number of patients with unsafe drinking water, due to the blooming of *P. rubescens* in the reservoir for water supply.

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HUMAN RESOURCES DEVELOPMENT IN AGRICULTURAL SECTOR

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Abstract: *This paper presents research results referring to strategy of human resources development as a managing factor in both the agricultural sector changes and development of agriculture and food production which are necessary elements of Serbian economy and society as a whole. The paper also presents the situation in the Serbian agriculture, the condition of human and material resources, technologies, machinery and raw materials applied from one side and, from the other, relations among social factors striving to attain an adequate regulative environment and incentives for agricultural production through implementation of economic measures. Research has shown that specific activities of human resources managements are required for competitive and eficient agricultural development. Further, it requires permanent training and education of human resources for rural development, along with development of standards, procedures and practices at all levels, starting from private individuals, rural properties, companies, national economies to the global level.*

Key words: *human resources, agricultural sector, quality system*

1. INTRODUCTION

Serbian agriculture has got a vast economic potential; it is the base of economy and the driver of rural development. Climate conditions in Serbia, together with its geographic and physical features, are key factors for touristic and economic potential. They are also crucial for development of multifunctional local economies in rural parts of the country. In these parts (municipalities with population below 150 inhabitants/km^2) major part of natural wealth is concentrated, with reach eco-systems and biological diversity. Significant amount of human resources, economic activities and cultural inheritage is found in these places.
An analysis of the current conditions in agricultural sector shows that above mentioned potentials are not adequately utilized; investment activity is at low levels, recruitment opportunities are reduced – therefore, the results are below European average (RS MPŠV, Strategic Plan for Rural Development, 2009-2013).
The reason for this is a slow reformation of economic structure, insufficient demand for human resources, i.e. insufficient job opportunities. Such a big share of rural population

employed in agricultural sector is the reason why Serbia is classified into the most ''agrarian" European countries (www.europe.ec). Exports from agricultural sector have got a dynamically rising trend, thanks to open marketing with regional and EU countries (Autonomous Trade Preferences, 2000.; South-Eastern Europe Free Trade Agreement, CEFTA Bucurest, 2006.).

Agriculture has been recognized as one of the basic means for strategic development at all levels; most of the population, both urban and rural, consider agriculture the major opportunity for development of Serbia. Agriculture is an economic branch which at length can produce more goods thus being able to contribute to development of the country and help ease the transition processes - in a short term, at least.

With the current human resources employed in the agriculture, the same cannot be competitive in the environment which Serbia tends to belong to. The past period was featured by the conflict of the role of agriculture in economic development and its social component. There are but slow changes in the agriculture, rather as a feedback to market processes than as a clear governmental strategy for development of this sector. Institutional and legislative reforms play a special role in such development – these reforms are foreseen and commencing, but are not finished yet. Agricultural sector cannot be developed faster without a direct influence of the State. A competitive and efficient Serbian agriculture can help Serbia get involved in development processes of both the Region and the EU.

On this basis, it made a strategic document titled Strategy for Agriculture and Rural Development of the Republic of Serbia for the period 2014-2024. year. The development of this strategy was motivated by the need to be a new concept of agricultural policy responds to internal and external challenges, such as:

1) The need to reduce the lag in technological development for competitive countries and allow a more efficient agricultural sector cope with the effects of climate change;
2) To increase the efficiency of the food chain and the competitiveness of the agri-food sector;
3) Ensuring a stable income and business environment for farmers and other entrepreneurs;
4) The realization of economic, environmental and social goals of sustainable development, in which multifunctional agriculture and rural development have a special place
5) Willingness to respond to the demands arising from the process of joining the World Trade organmizaciji and the European Union.

In the period when the Republic of Serbia entered into a new phase has already begun the process of European integration, this strategy MPZŽS expresses its readiness and capability to continuously, gradually and consistently adopts elements of the European model of agriculture and introduces them to his political practice, thereby securing the long-term the greatest benefit to Serbian farmers, legal entities and entrepreneurs, as well as residents of rural areas.

2. FEATURES OF ECONOMIC STRUCTURE OF RURAL AREAS AND HUMAN RESOURCES

Economic structure of rural areas of The Republic of Serbia is very much dependant on primary sector and, in particular, on agriculture. It is based on exploitation of natural resources. A big share of agriculture, food industry, mining and energy and a small share of tertiary sector in the GDP accomplished are basic features of economic structure of the Serbian rural areas. In terms of performance, the diversification level is similar to the one accomplished in surrounding countries. It is limited by almost identical factors: unfavourable situation of agrarian sector and rural areas in terms of development policies, unfavourable capital market and insecure investment milieu, limited market for products and services, insufficiently educated human resources and a low level of private enterprise.
Agriculture in the gross national income accounts for about 21%, employing more than 10% of employees, while exports accounted for 26%. The structure of farms is very unfavorable with an average farm size of about 3 hectares, and only 5,5% of the total of 778,891 treated over 10ha. Although the absolute expressed employment in agriculture recorded high rates of decline, the share of agriculture in total employment in the Republic Srebiji is still very high, among the highest in Europe. This can be explained by a high share of employment in seasonal and temporary jobs in agriculture, which during the crisis is very sensitive to fluctuations in the labor market.

Table 1. *Macroeconomic indicators Contribution of agriculture to the national economy*

	2008.	2009.	2010.	2011.	2012.	2013.
GVA of agriculture, forestry, fishing and hunting (mil. RSD)	237.475	218.005	245.128	292.919	279.126	344.320
The share of agriculture in total GVA (%)	10,4	9,3	9,9	10,5	9,7	11,4
Employment in agriculture, forestry, hunting and fishing (000 persons)	706,0	622,7	533,0	478,1	467,1	492,0
The share of agriculture in total employment (%)	25,0	23,8	22,2	21,2	21,0	21,3
Exports of agricultural and food products (million euro)	1.336	1.395	1.700	1.956	2.131	2.104
The share of agriculture in total exports of goods (%)	18,0	23,4	23,0	23,2	24,1	23,4
Imports of agricultural and food products (million euro)	1.056	991	819	1.053.1.22 1	1.177	
The share of total imports of goods (%)	6,5	8,7	6,6	7,4	8,3	8,2

Source: RSO (Republic Statistical Office)

The main challenges to be dealt with in order to incite the development of rural areas are: food production, globalisation, environmental protection, economic issues, territorial approach, diversity and simplification of agrarian policy. In this way, a stable food supply at reasonable prices would be secured. This way of development of rural areas would be in compliance with the EU rules and practices which intend to provide a long-term sustainability of rural life through unique agrarian policy for all of its members. Agrarian measures would be accordingly adjusted in order to attain the following:

1) to increase the productivity by promoting technological development and optimum utilization of all production factors and, in particular –of labour force;
2) to secure suitable living standard for agrarian communities;
3) to meet the market stabilization requirements;
4) to secure availibility of supplies;
5) to provide food at favourable prices for consumers.

Bearing in mind the experience of surrounding countries, the agriculturists participating in the EU programme are facing strict criteria and demands; therefore, it is necessary to immediately start with education of all the interested users and to start preparing projects which should meet such strict criteria. Human resources in agricultural sector must be educated, i.e. they must be integrated into formal concepts of education processes. Furthermore, human resources must get access to specially organized trainings. All these measures are necessary in our country, as professionals from the field following trends and applying the latest achievements in agricultural theory are still a minority in comparison to those who are involved in agriculture in an inadequate manner.

The existing structure and system of transfer of knowledge are not effective enough and fail to adequately meet the needs of dynamic technical and technological restructuring of the agricultural sector. The necessity of linking knowledge creators with direct beneficiaries is ignored in different system solutions - from a legal framework that regulates the work of scientific organizations and PSSS (agricultural extension and technical services) to the lack of any incentive to this cooperation. Consequently, there are no functional network of specialized centers of knowledge, knowledge is not systematically stored and difficult to access the necessary information._The quality of the equipment and overall technical conditions for research lags behind the European average. However, existing scientific organizations and educational institutions have relatively good quality staff who developed numerous results recognized and acknowledged in the world (new varieties, races, strains, scientific works and technological solutions). Knowledge creation works with some difficulties of a material nature. This problem has contributed to some scientific organizations disappeared or lost their status of scientific institutes in the period after 2000, which weakened the development of science within the Republic of Serbia.

3. DEVELOPMENT PROSPECTS

It is a common talk in Serbia that agriculture is our national opportunity and that it should be the base for a strong food industry. According to data, Serbian agriculture has got as average yield as 50% of the real potential, with the number of employees being terribly low. It is estimated that domestic agrarian field has the capacity to employ further 300,000 people in order to increase the GDP for 2-3 billion EUR. If the situation of agrarian field is improved, if the yield, income and employment are increased, it would have a beneficial effect on downstream processing industry (food industry in the first place), on one hand, and on the other, it would have the same effect on attached services and economy. In this sense, it is necessary to change the conditions in which the agrarian activity is carried out; economic policy of the State must be changed - the agriculture must become a priority. To develop a competitive national agriculture, it is necessary to make investments in new production technologies, materials and resources. Apart from this, human resources must be educated, quality standards must be adopted in order to keep up with the European competition. Agricultural reforms, organization and financial incentives for production, together with expertise and help provided for farmers and other agriculturalists (in form of suggesions, consultations, application of new technologies), all this can create the milieu for a faster development of Serbian agriculture.

In order to develop agricultural properties and villages which are almost abandoned causing a higher concentration of population in the cities, it is necessary for all social and economic subjects to contribute to changes in rural areas. This activity would make villages become operative and defined units which would be interconnected with closer and wider environment through road and public utilities. If rural areas are developed, if they get new living and operative contents, agricultural production would be increased and an added value would be made.

4. CONCLUSION

For agricultural development, the farmers' expertise must be raised at higher levels through systematic education and training for application of the latest achievements of agricultural theory and practice. Seminars and trainings dealing with this topic must be organized. These training packages must be classified according to content, volume, working and examination methods and adjusted to the requirements of the trainees. Such trainings would certainly help increase the employment rate in agriculture; furthermore, they would improve the quality of products and living standard of the rural population.

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THE IMPACT OF ELECTRONIC MEDIA MESSAGES ON THE IDEA OF THE REALITY OF THE TOURISM

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Abstract: *The question is who controls a variety of media and how they can be trusted. The fact that the print media, including radio and television under the control of their owners and are depending on their interests and create the appropriate media messages that attempt to affect the performance of the tourism reality, and the acceptance by the public of some personalities, parties, ideas, activities and so on. Since the Internet does not have an owner, it is expected that in the future that it becomes perpendicular media which will be the most trusted, that is where the most objectively examine the tourist offer, event, person, problem, etc. .*

Key words: *electronic medium, the message, tourism.*

1. INTRODUCTION

Even when no one has the intention to deceive us nor hold a certain delusion, one and the same landscape or tourist spot, one and the same shows tourist event, will be equally understood by many recipients of the same media message. Media messages, namely, include: the form, the content of the message and intent i.e. what you want to say to the recipient.
From the way the message recipient interprets = fooled, resist, understand, read between the lines the intention of the sender (media messages) will decide whether the intended message that will be successful, whether the intention to receive. In this area you send a message, and the interpretation of its intentions is room for manipulation and for media education that would not have been manipulated. In a meeting with various media are constantly in a situation where different interpretations of the intent and meaning of the message.
Act of communication media and recipients are based on communication theory, which is based on a chain consisting of the sender, message and communication

channel by which it is transmitted, and a recipient. Messenger or channels through which a message is transmitted media.
The message, in turn involves two elements: tagging (sign in or form - what we send, we present) and labeled (the meaning, content - what we want to send a message). But character can have multiple meanings and to different or multiple interpreters. In the sphere of ambiguity characters hiding space for manipulation. For instance, the TV commentator words can not express your disagreement with a phenomenon, but the trace files that accompany his words to do it for him. Such manipulations are very efficient and can be carried out via the Internet thanks mainly to various techniques and modern presentation of multimedia content on the World Wide Web.
The premise of this paper is: What are the media in their reporting prone to some tourist destinations, activities or people, it is their acceptance by the public increased. It can be said that the importance and influence of the media in recent years has grown to unprecedented proportions. This influence is reflected in all spheres of human life and behavior. It is the media with their reporting may be prone to some tourist areas and facilitate their acceptance by the public. It is therefore necessary to examine the extent to which the media can their objective or even more frequently biased reporting affect the entire public opinion. Also, there is a big question mark under whose influence the mainstream media in Serbia which form an idea of the different spheres of life and how they are generally objective. Noticeable is a great similarity in the writing and reporting of various media, especially electronic media. The aim of this work is to show in what way and to what extent you can trust various media, especially electronic media such as Internet.

2. MASS COMMUNICATION

Mass communication is such a form of communicative practices in which information from the communicator, via the mass media point to several recipients at the same time. Unlike interpersonal communication that is realized between two or more persons who are located, the dialog interakcijskoj connection (which, if it is not a monologue, any person may take over the role of communicator and the recipient thereof), in mass communications positions of the parties communication are totally different, which is conditioned by the technique and technology of this kind of communication, which in this sense impose certain restrictions.

Communication takes place in a much broader context of social networks and usually at much greater spatial distance between the communicator and the recipient thereof, than is the case in interpersonal communication. Participants in mass communication are mutually anonymous and their identity is difficult to determine.

The most important characteristics of mass communication are as follows:

1. Mass communication is organized and institutionalized. The above indicates that the activity of mass communication organized socially and institutionally (legal) codifies functions that perform professionally materially and technically equipped and authorized social organizations press, radio, television, the Internet as a global worldwide network and others.

2. Communicating through the mass media is a public communication. Encoding (writing) and encoding (sending) the information is publicly dedicated to all groups recepijenata in public, and therefore as such is subject to appropriate public oversight. Communicating via the mass media is not private character.

3. Communicating via the mass media is current. Communicators and public media coverage of what happens in the reality, and then to interpret the set, audience appropriate manner, stating pushing more or less information.

4. The public mass media is numerous and usually heterogeneous - by age, education, social status and similar determinations, and anonymous. This does not mean that certain radio, TV show or newspaper articles can not be changed and the narrow circle of interested parties, but it is basically only a "tactic" editorial policy, because the mass media are, as the name says, designed for a mass audience.

5. Communicating through the mass media is basically a one-way communication. Some communicologists believe that it can not a priori entirely accept, because in mass communication there is feedback (feed-back) which can be realized through the letters of readers and viewers, through programs such as "open studio", etc.

Mass communication has its advantages and disadvantages.

The main advantages are: economy (because of the relatively short time to inform a large number recepijenata) and modernity (used various technical advantages).

Drawbacks include inability detailed control performance communication, domination of generality at the expense of specificity (thus reducing the effectiveness of communication) and insufficient knowledge of the recipients (as all the necessary conditions, and sometimes indiscriminate and improper homogenization of different groups of recipients, in order to effect action was massive).

2. ELECTRONIC MEDIA MASS COMMUNICATION

Information and telecommunication technologies (ITT) have fundamentally changed the nature of marketing and mass communication. Impact of information technology are visible on the traditional methods of marketing, but it is also possible to speak and completely new kind of marketing -ELECTRONIC marketing. The impact of ITT on marketing can be displayed in three ways:

♣ Direct ("visible") impacts on the instruments of marketing actions and technical assistance (use of mobile networks, SMS / MMS / GPRS / UMTS, as well as new promotional media).

♣ The impact on the organization and marketing management of the company (Customer Relationship Management - customer relationship management).

♣ fundamental influence ("invisible") on the concept and systematic approach to marketing.

Due to the possibility of mutual communication segments of the large number of interested consumers through the Internet or the Web, it significantly affects the formation, maintenance or change of image. Many organizations running their environment and its specific atmosphere on the Web so that Internet consumers interested in creating a sense of presence even though they are physically remote. Web provides new opportunities for the expression of personal experiences and marketing public relations. Theory and practice of traditional marketing is relatively difficult to solve the problem of transferring the same image to different segments, which means the web much easier to solve.

Model of integrated Internet marketing consciously or intuitively applied significant number of large companies in the world. Thus, for example, using different Internet technology companies communicate with customers, media, marketing channels, investors and the like. One of the features of the site's impact on enhancing the image of the organization, which is achieved symbols (text, logo, image, color, etc.) While the message may also make sound. It contains a variety of information such as. Announcements reporters on the date of future press conferences, information for creating article, reports or statements to investors about its financial situation, recording annual general meeting of shareholders, and more.

Direct marketing is a form of marketing that seeks to marketing messages sent directly to consumers, using communication channels such as letters, phone,

Internet. The increase in the online marketing campaign, and are increasingly present and e-mail and SMS campaigns.
The basis of good tourism online marketing campaign is clean, a competitive and high-quality base members which will be sent to the campaign. Due to the increase of spam, this is a very sensitive issue. Ways of collecting members must therefore be based on voluntary registration, through promotion, registration with partners, sweepstakes, etc. Each marketing message of this type should contain footer with a clear description (why the message was sent) and with the possibility of deregistration from the list of members.

3. METHODS OF REPORTING OF ELECTRONIC MEDIA

The mass, as well as general market communication, represent the unity of informative content encoded advertising or informational messages (which can be shown with text, pictures, speech, music, sound) and the substrate on which a message is present (eg, paper, textiles, glass, sheet, film and-loop tape, the television screen, computer monitor, etc.). Means of mass communication are the main carriers of advertising and informational messages and should be distinguished from the media through which communication is carried out. It can be said that television and print media (intermediaries), and specific promotional and other messages that are delivered to the target market through them - is structured in different ways - the means of mediated communication.
Since the mass and general market communications have very many considering the constant innovation that are present in their creation and encoding, it is difficult to give a completely accurate classification of all existing resources. There are many criteria for their division but are two basic - according to the material of which the real and the media through which they are transmitted to recepijenata.
Mass media can be grouped according to certain criteria of kinship:
• printed mass media (ads, reports, articles, printed information, etc.),
• projection means of mass communication (propaganda films, videos, slides, filmstrips, TV spots, etc.),
• Sound (acoustic) mass media (propaganda songs, propaganda speeches, radio messages, via loudspeakers, tape recordings, recordings from vinyl records, audio cassettes, compact discs, etc.)
• direct mass media (leaflets, brochures, catalogs, advertising letters, postcards, greeting cards, brochures, calendars, stickers, emails, etc.)

• commercial mass media (business letters, envelopes, invitations, letterheads, folders, decorative covers, blocks, business cards, etc.)
• representative (occasional) mass media (badges, key chains, badges, plaques, flags, mascots, souvenirs, bags, bags, plates, cups, glasses, coasters, pens, lighters, ashtrays, stands, T-shirts, caps, hats etc.),
• foreign mass media (Company name - embossed or glittering, hanging banners, ads on boards, messages on bulletin columns, advertising balloons, messages written on public transport vehicles, etc.),
• multimedia mass media (permeation, ie, combining the propaganda film, photographs, electronic graphics, speech, music, sound effects, games and all the other elements provided and that will only provide a highly developed area of electronic technology, especially computers).

4. IMPACT ON MEDIA TOURIST FACILITIE

The owners of various media (newspapers, radio, television, Web sites) can affect the safe in a certain way affect the tourism facilities which are published in the media and which are trying to influence the performance of the tourist reality. Of course that this influence is not good and desirable, and he certainly does not lead to the truth and real coverage of a tourist town, country, event, person, situation ... Also, it is observed that in most of the media content that is published identical or very similar. This is particularly evident on the Internet, by inertia, a vest or say a statement transmitted to a large number of places, or Web sites. Such flooding the media once the same or similar information which is only interpreted in any other way can only contribute to visually appears that there are a variety of information about an event, and fundamentally, is this just one more. So the quantity of information about an event or person can not contribute in this way, quality reporting and reaching the truth.
It is amazing that what is commonly referred to as "independence of media," there is almost equally on the Internet and in traditional media. Respectively, and on the Internet it is noted that there are very few independent media that objectively and impartially reported on a tourist event or, for example, the individual.
The Internet has created a virtual and global market unlimited in time and space. Contributed to a change in the form of marketing, from traditional (mass) with the "average consumer" customers and adapted marketing instruments mix to an individualized, customized (customized), target (one to one) Marketing. The new form of marketing is focused on individualized Internet consumers through direct interaction. Marketing communication adapts to changes dictated from the environment and the needs

of a new segment of Internet users. Instead of mass marketing the internet involves marketing mass of individuals, while advertising shifts to choice of information.
Not by accident, but because sometime in the mid-twentieth century electronic mass media are masters of our free time and started to seriously threaten the operation time and sleep time. Numerous empirical studies show that no other activity that so threatens our effective care and also to the time spent in the reception of mass media contents swift catching / leapfrogging all other dominant individual and group activities of a man. Even that dream vacation and assume the mass media and that appears a new kind of psychopathology - mass-media addiction.

5. CONCLUSION

The science of communication constituted himself mid-twentieth century by exploring and studying various aspects of the first unit of mass communication, which, thanks to the development of electronic mass media - radio and especially television and the Internet, it has become one of the central structure of social relations in modern society.
Internet is slowly but surely becoming the dominant means of mass communication, which assumes the position of television, and that its technical characteristics simply "pulls" all other means in itself: it is now, in fact, the Internet can be read daily and weekly newspapers, listen to the radio , watch countless TV channels and movies, listen to music tracks and albums. Also, some people who for whatever reason can apply to "substantial", via Internet blogs has the option of leaving their own messages or texts which express their value judgments, and later the messages and texts other people can "comment" ("comment "It is also possible on the Web pages of informative character - the people have the possibility of" leaving comments "on a new vest). On the other hand, the Internet is not only a means of addressing a mass audience, but also serves to Interpersonal and intragroup co-cation. In this regard, we should mention the thousands of Internet forums through which they connect people who have some common interests (tourism, art, culinary, sports, technological, scientific, religious and any other).

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TOURISM IN ZLATIBOR, ETHNO VILLAGE SIROGOJNO

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Abstract: *In order to keep tourism in Serbia maintainbale, it needs to respect principles of relying ecosystem, since each part of ecosystem in which tourism offer is planned can be maintained only with preservation of total ecosystem in the area. Serbia needs to make strong and reliable shift to new approach of aligning of tourism development which has minimum negative effects on the environment. Characteristics of Serbia and its natural and artifical values are very good model for contemporary model of maintainable tourism. Serbia includes traditional programs of spa, mountain, country tourism while it is still under the influence of "total static vacation".*

Tourism is mostly explained as the largest industry in the world according to contributions to global brutto product, working places. Tourism participates at the domestic market with 11 %, employs over 200 millions of people and transports nearly 700 millions of international travellers annually. The doubling of mentioned indicators is expected by the end of year 2020.

Key words: *tourism, environment, sustainable growth, ecosystem*

1. INTRODUCTION

Zlatibor is a mountain which is spreaded on the surface of 1000 km2. Its length is 30km, and width is 15 km. Zlatibor is placed at the direction NW-SE. The highest mountain top is (1496 m). Zlatibor includes area between 43° 31' N and 43° 51' N, and between 19° 28' E and 19° 56' E. It is famous place for summer and winter vacation and also climate resort. Zlatibor is at the north part of area known as Stari Vlah which is border between Raška, Hercegovina and Bosnia. It is placed in areas of communities Čajetina, Užice, Nova Varoš and Zlatibor county. The old name for mountain of Zlatibor is Rujno (Rujan) which originates from bushy plant Ruj (Rhus cotynus). This plant was highly developed in this area and it was used for tanning and dyeing of leather. The medieval Serbian state included District Rujno, in which Zlatibor area was placed. Within Turkish registers from 15th and 16th century the name which appearead was Rujni batra, which means "red mountain", rujno/red hill. There was dukedom (then captain area and county) Rujno after Serbian uprisings. Such name for theritory-administrative unit was in use by the first half of 19th century, when it changed into Zlatibor County. There are also another two opinions on the origin of the name Zlatibor, beside before mentioned assumption. However, these opinions are logically meaningless so the assumption that the name originates from Zlatibor white gold pine tree (Pinus silvestris var. Zlatiborica) cannot be accepted due to fact that name

Zlatibor was in use before discovering of this kind of tree. It is well known place for summer and winter vacations and also climate resort. Zlatibor is placed at the north of area Stari Vlah, which is border between Raška, Hercegovina and Bosnia.It is placed in areas of comunnities Čajetina, Užice, Nova Varoš and Zlatibor County. The administrative centre of Zlatibor is Čajetina community. According to census from 2002, Zlatibor included 19433 citizens. During previous census, this number was 20793. Population density varies, and it is averagely less then 20 citizens by km². The nearest area includes famous localities of touristic and educational character: Sirogojno, Gostinje, Mokra Gora and Mecavnik.

2 .THE TERRAI

Zlatibor is a wavy plateau and it belongs to range of Dinara Mountains. The average above sea level is cca. 1000 m, while highest peaks are Tornik (1496 m), Brijač on Murtenica (1480 m), Čigota (1422 m), Čuker (1358 m), Konjoder (1337 m), Vijogor (1281 m), Kobilja glava (1176 m), Gradina (1149 m), Jelova gora (1147 m), Gruda (1140 m), Crni vrh (1177 m) etc. The highest peaks are at the south part of Zlatibor, while above sea level decreased by moving to the north. Larger areas without significant peaks are known as fields at Zlatibor. The greatest fields of this kind are Braneško polje nearby villages Branešci and Šljivovica, Markovo in Mokra Gora, Rasnica and Sjeniško in Sjeništa and Rožanjsko in Rožanstvo. Zlatibor hills are mostly conical shaped and very steeply to rivers and streams, from where they move upward and make tight cliffs.

2.1 .Climate

Zlatibor has sub-alpic climate. The mean annual temperature is 7,5°C. The coldest month is January with average temperature of –2,5°C, while the warmest month is August, with average temperature of 15°C. The average daily temperature on Zlatibor is 18°C. Also, the average number of sunny hours per year is 2000. Rainfalls in this area vary from place to place. The average rainfall rate per year is about 880mm at Palisad, 990mm in Ljubiš and 940mm in Čajetina. Southeast areas have these values slightly larger than 1000 mm. Rainfalls mostly appear in May and October while March is the month with less amount of rainfall. Rains fall during the entire year, burg falls during warmer periods (from May to September), while snow falls from October till May and keeps on the surface during next hundred days. It often tends to fall beside this period. Summer falls are in form of heavy rains with storms. They develop erosion. Fogs are rare in this area, especially in central part of Zlatibor. However, in case of their appearance, they do not last long since there are no larger valleys in which they could attain. However, it is often that clouds get down and cover mountain tops at the height larger than 1000 m. The air humidity is averagely highest at 7:00 and lowest at 14:00 during the day. It is never less than 75%. Most often and fastest winds on Zlatibor are those from Southwest and Northeast. The northeast wind is the most often and the strongest wind during the whole year. It is especially intensive during the period from October to May. It lowers the air temperature during all seasons.

Southwest and south winds usually appear from autumn to spring and bring relatively warm air, so they mitigate the coldness during the winter and enchance the air temperature during the summer. Zlatibor climate is favourable for treatment of bronchial astma and other allergies. “Winds rose” spreads above the Zlatibor. Summers are warm and winters are mild. Rains are relatively often while the snow is present from October till May. Zlatibor has its own sources of natural mineral water. One of them is Vapa resort, nearby village Rozanstvo whose water is healthy for skin and eye diseases.

2.2. Structure of Zlatibor Soil

Almost entire Zlatibor soil includes serpentines. Stublo and Semegnjev include layers of younger limestone while southeast parts of Zlatibor include large amounts of trias limestone. There is a lot of underground strams and caves among which largest are Stopića pećina, Rakovička and Mumlava cave. Streams also include alluvial parts which are mostly developed by crushed serpentines from stream coasts and limestone in certain areas. There are 142 speleokogic objects on Zlatibor in total: 98 caves and 44 pitholes. Zlatibor includes large amounts of Magnesit which is exploited for ceveral places. Nearby, Čajetina, Semegnjevo and Šljivovica include areas of Chrome. Semegnjev includes certain areas enriched with Limonite and Opal while this content is not determined yet. Mokra Gora includes smaller amounts of Nickel.

2.3. Waters of Zlatibor

Zlatibor is aimed to the north and northwest so most of rivers move to that way. All rivers flow into Black sea – via Drina, Đetinja and moravica. Waters are moved to Drina from south and central part of Zlatibor by Uvac and Crni Rzav; from north and northwest, Sušica moves water to Đetinja; from east, Veliki Rzav moves water to Moravica. Zlatibor is famous by drinking water, while some of them are the best in Serbia. Most healthy (and coldest) water is in Hajdučka česma and Hajdučica in Murtenica, Zaugline under Čigota, Jovanova voda in Alin Potok, Dunjića vrelo in Stublo, Pašića vrelo in Čajetina, Oko, Kulaševac and Đurkovac in Kraljeve Vodame, Đurovića česma in Tornik, Ćirovića česma in Mušveteand Bukvića well in Zova.There are no natural lakes in Zlatibor. The center of Kraljeve Vode includes artificial lake developed in purpose of tourism while Ribnica includes lake which provides water for Zlatibor area. Uvac includes several artificial lakes. However, Zlatibor includes numerous springs of mineral water. Most famous springs of such kind are Bele vode in Mokra Gora, banja Vapa in Rožanstvoand memorial well in Oko. Water from Zlatibor mineral water springs is healthy for eye and skin diseases, it can be drink, but not in great amounts. Many places in Zlatibor includes hollow trees, mostly beech trees full of pure spring water. These springs are known as stubline. Their bottom includes fine rocks which filtrate the water.

2.4. Villages and houses in Zlatibor

Zlatibor contains the most developed kind of wide village. These villages include large theritories which are sometimes 5-6km long and separated to smaller villages. Houses are made of pine and oak tree and they are known as chalets or osaćanke. They are builded with hand tools but very precisely and placed at the low stone basis. Windows are small while there are always two doors, placed on opposite walls. Houses mostly include two or three rooms. The kitchen with ingle at the middle is called house, and it does not include floor or attic. The room is followed from kitchen. This room has floor and attic. Beside these living houses, a household in Zlatibor includes additional objects, such as spaces for dairy, stables, etc. The most beautiful and most preserved examples of old houses in Zlatibor are moved from all villages to Sirogojno where the opened ethno museum is developed.

2.5. Flora and fauna

Above the sea level, large rainfalls and sunny hours influenced on very lavish vegetation. Mostly included ecosystems are grasslands or meadows on which 120 of different herb species grow. Many of these herbs are healing. Deciduous species (beech,oak,birch, linden, ash) are included at 600m above the sea level. The level higher than 600 m includes hardwoods (black and white pine, fir, spruce).It is known that Zlatibor was covered with forests. Nowadays, meadows are mostly remained while names of some hills without forest explain exactly the opposite (Bučje, Česte, Šumatno brdo). It is not known which caused such disappearing of forests. However, it is likely that these forests were mostly destroyed by a large fire in year 1800. Fauna in Zlatibor area is also diverse. Zlatibor has numerous kinds of wolves so their annual extermination has become traditional – Famous Zlatibor chase for wolves. There is not too many bears in this area, while wild pigs, foxes, rabbits, martens, badgers, quails and squirrels are usual animals for Zlatibor, even nearby towns. Sky above Zlatibor is the only area where you can see free flying of griffon vulture and eagle crusier, nearly extincted species. There are numerous fish species: trout, shoots.....

2.6. Sport Tourism

In last years, Zlatibor has completed its touristic offer with numerous and various contents. Many sport fields are builded, opened and closed pool are developed, including ski lifts and ski paths. The lake is also arranged. Also, new shopping center, bus station, market are builded. There are numerous new hotels, resorts and restaurants. Zlatibor offers conditions for vacation and recreation through different kinds of recreative, sport, health and congress tourism. About 200.000 of visitors provide 1.000.000 daily arrangements per year. Zlatibor is very beautiful mountain. Spacious lawns, lush grasslands, rivers and air, include this mountain in the most beautiful mountains in Europe.

3. ETHNO VILLAGE SIROGOJNO

This mountain in the southwest part of Serbia was a vacation resort of wealty people since the middle of 17^{th} century, temporal residence of those who were looking for health, peace of nature and place for vacation and energizing. However, real tourism has developed when Aleksandar Obrenovic king of Serbia came to Zlatibor. At the beginning, the place known as Kraljeva Voda/King's water was the famous. It is the place where king usually had lunch. Sooner, other Zlatibor heights became famous: Palisad, Ribnica, Oko.Then, another Serbian king, Petar Prvi Karadjordjevic came to Zlatibor to improve his health in 1905. After his vacation, first large objects were builded: hotel "Kraljeva voda"/King's water–nowadays congress center "Srbija" - villa "Čigota" and bakery.Zlatibor is at the "center" of Serbia. Distance between this mountain and Belgrade is 230 km while Novi Sad is 300 km away which is equal as distance to Adriatic Sea. There is a highway through Zlatibor which leads from Belgrade to the sea coast while direct bus lines are developed with Novi Sad, Belgrade, Nis, Jagodina and other cities. The railway Belgrade – Bar goes through Zlatibor also.
Livestock breeding is the most developed agricultural activity in Zlatibor. Spacious grasslands are suitable for breeding of sheep and cattle. There are also famous sweaters made of sheep woll from Sirogojno. Farming is less developed. Plums are mostly used kind of fruit. Handicraft is the most developed in Rozanstvo where men still make tubs for cream and cheese, mainly for tourism purposes. Meat processing is mostly developed in Mackat where famous Zlatibor ham is made, among other meat specialties. Other Zlatibor specialties are famous and mostly dairy products such as sour cream and cheese. However, tourism is mostly developed among all other industries. Following tourism, catering, traffic and trade are also developed. Zlatibor is on very favourable geographic position – it is on a half way from Belgrade to Montenegro coast, important highways and railways pass through Zlatibor and there is a plan for construction of the airport nearby town Zlatibor. Winter tourism is especially developed in Zlatibor. People from Zlatibor are known as people with great intellectual abilities. They are funny and clever and they use these qualities more for fun and less for interest. They always manage to outwit each other. There is very often use of jokes and proverbs.Zlatiborci are also known as Starovlasi regarding the area where they live (Stari Vlah), and Ere, which is the name brought from homeland of many Zlatibor families, Herzegovina.

3.1. Ethno Tourism – Sirogojno

Ethno village Sirogojno is 32km far away from Uzice and 24km from Zlatibor. It is on 900m of above the sea level. It was firstly mentioned in Turkish cadastral survey from 1476. During 70s in the last century, Sirogojno became famous by production of handmade sweaters. “Moda Sirogojno” was become famous all around the world: Paris, London, Brussel, Tokio, Moscow... Nowadays, „Sirogojno SO“ continues with production of high quality exclusive models for domestic and international market under the name “Sirogojno Style” which can be bought in sales place “Sirogojno CO”. Ethno village Sirogojno is a unique museum under the sky which presents traditional material and spiritual heritage of Serbian village. Buildings are authentic and placed like in old times. There are 50 original Zlatibor cothages with over 2000 exponates. For numerous visitors of the Museum, special complex of buildings for relax and refreshment is developed. Museum works every day and it has over 100 000 visitors per year. Sirogojno is also famous by its sweaters and knitters. Ethno village includes large number of old houses brought from all parts of Zlatibor. Also, ethno village is builded in 1979, on land of 4,5 ha. Among all industries, tourism, catering, traffic and trade are mostly developed. One of the most significant touristic objects is Museum „Staro selo“ in Sirogojno. This museum is famous in the whole world. It is unique since it is in opened space, under the sky. It is ethno village which includes large number of old houses brought from all parts of Zlatibor. It is the unique kind of the museum in Serbia and Montenegro. Monumental complex of the Saint apostoles Piter and Pavle church from 18th century and opened Museum are under the protection of law as a cultural heritage – cultural monument of great significance. The institution of Museum on the open is constituted in 1992 for the purpose of further preservation and presentation.

Museum present traditional material and spiritual heritage of Serbian village. Fifthy original Zlatibor cottages with over 2000 exponates preservate spiritual heritage of Serbian village in mountain area. These exponates create unique experience of Sirogojno. By cherishing traditional way of cooking, everyday offer includes: cheese, sour cream, ham, pie, black flour muffins and other specialties which make Zlatibor recognizable. Also, traditional kinds of drink are offered of domestic herbs and rakija/brandy. Nowadays, Museum presents special touristic destination embedded into wider program of touristic offer of Zlatibor and place with numerous visits. The center of the village includes several restaurants and bars. The village Gostinje is 12km away and there is a waterfall on the river Katusnjica and birth house of Dimitrije Tucovic.

4. POSITIVE INFLUENCE OF TOURISM DEVELOPMENT

Tourism is mostly described as the largest industry in the world according to contribution to global brutto product and numerous working places. Tourism involves in domestic production with 11%, it employs over 200 millions od people, and transports over 700 millions of passengers per year. The doubling of these indicators is expected by 2020. Tourism presents one of leading export branches for 83% countries in the world. Positive influences of tourism development are following:

*environmental and material protection

*development of parks, maintaining of rare herbal species and flowers

*opening of new working places, increasing of individual benefits, organization of institutions engaged in tourism and related activities
* increasing of bruto domestic product, tourism encourages development of homemade products
* benefit from tourism can be used for protection of environment, culture and tradition

5. NEGATIVE INFLUENCE OF TOURISM DEVELOPMENT

Development of tourism is one of main components for environmental protection. Acters of tourism development should be exclusively oriented to environmental protection. Negative influences of tourism development to environment are following:

- Tourists often damage environment and problem of large number of tourists is often obvious in objects with limited space capacities.
- Tourism presents a great danger for biodiversity and some most sensitive ecological systems in the world. Tourism development is usually fast and unplanned while as a consequence, there is total transformation of area in a short time which hase further negative effects on biodiversity. Special problem are mountains, protected areas or high biodiversity areas.
- Most importan problem is lack of soil. Process of tourism development is not planned from aspect of integration with environment. Large population complicates management of environmental resources.
- Socio-economic aspect is relatively low, which also can be said for average payment per citizen. There is a high level of unemployment. All of that are factors which have additional negative effect on environmental protection. Increasing of living standard and employment influence on development policy based on use of natural resources which ends with damaging of environment quality. Economic development influences on environment according to intensive use of environmentally valuable territories.
- Overuse of energy also contributes to air pollution and global climate changes.
- Available water is also one of problems. Also, overuse of water by tourists is a problem since they spend more water than local citizens.
- Waste water, hotels and other touristic objects contribute to soil and water pollution which leads to infections and disseases.
- Collection and disposal of waste is very important while inadequate disposal can lead to air and soil pollution.

6. CONCLUSION

Main objectives of plan for tourism development including preservation of environment are following:

- Quality of the environment, as an important aspect of development
- Protection of nature as a component of quality of creation of geographic area image

- Preservation of biodiversity
- Support (enhancing of awareness regarding necessity of environmental protection) via media and campaigns
- Integrating of issues related to environment into all dimension of public policy
- Touristic organizations can use their activities to make position regarding social environment management (to influence on their image)
- Increasing of brutto product of a country
- Opening of new working places, increasing of revenues of individuals who are engaged in tourism
- Tourism encourage development of homemade activities.

In order to keep tourism in Serbia maintainable, it needs to respect principles of ecosystem since each part of ecosystem where touristic offer is planned can survive only with preservation of the ecosystem of the entire area. Serbia needs to make strong turn to new approach of alignement of touristic development which minimally jeapordises environment. It includes traditional programs of resort, mountain, village tourism although it still uses stereotype of "total statical vacation". Using its potentials, Serbia can completely fulfil demands of modern active tourism and represent itself through "1000 touristic programs for 1000 touristic destinations" aligned with maintainable development and preservation of environmentally protected areas. It is important to plan long term development of modern and ethno tourism through rational use, protection, improvement of spaces, resources, natural resources and to increase the role of country in areas of infrastructure, financing and communication.

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SPECIFICS OF PROJECT MANAGEMENT IN THE FIELD OF TOURISM BUSINESSES

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Abstract: *Economic, social and cultural processes taking place on a planetary scale models and changing facilities in the tourism area.Menagers who are working on projects in tourism need to know these processes to be successful in their business.*

Keywords: *Tourism; Project management; New customers; New approaches to the market; Innovations in tourism and marketing;*

1. INTRODUCTION

As business characteristic and recognizable tourism determination has specific, that this economic and social activity differentiate from other branches and activities of social creativity. The fact is that tourism has not only had a national and planetary mega-business classic definition of business, focused on the acquisition of proffit of business owner. Turizam, the next economic activity that has numerous other social functions. It is a funcional cultural, sports, health, religious, humanistic, ideological-political, security and other attributes. These determinations with the development of economy and society, continue to diversify and multiply. The above outlined points to the fact that a comprehensive project management in the field of tourism business has certainly many of his specificity, that this management discipline - to a considerable extent - differentiated in relation to the main areas and management models in other social management activities. The differences are not only methodological, but also contents and substance and conceptual character. The above indicates that in the training of tourism managers and also their daily work and the liquid The strategic work should permanently incorporate certain innovative content, to causal, touristicbusiness-as an important field of human creativity to rise even higher level compared to the level at which is specified.Mentioned conditions and the current very changeable environment, within which the more you realize less successful tourism projects and ventures.

2. THE NEW ENVIRONMENT OF DEVELOPMENT OF TOURISM ACTIVITIES

Before pointing out the direction and content of innovative commitment in the field of tourism business in terms of control, should be processed today, particular attention indicates some interesting trends in the development of economic and social character, and feature a classic tourism are changing in a number of facts. It is about the trends that are transforming not only economic and commercial but also cultural and image of the modern world and consequently the role and tourism as relevant economic and social activities. When it comes, tourism should point out the fact that this is an activity that autonomously or in cooperation with other activities and their part further contributes to the manifestation of the changes mentioned above.

Without going into a detailed explanation of each of the relevant facts, which - as we have already pointed out, directly influence a change in the situation in the tourism industry in general and the development of tourism activities, listed in abbreviated form of some relevant tendential changes that are already happening.

1. The process of globalization, which is becoming increasingly taking place on a planetary scale is connecting the world in terms of tourism and domain in various ways. Consequently, we can expect rapid detection and "for penetrating" new tourist destinations in the regions and countries, which until recently were not treated as a tourist area. Examples include the Republic of Albania, which is more massive and convincing advertised as "newly discovered tourist pearl of the Balkans".pening in the world highter and highter.

2. The process of economic and social stratification, which is also characteristic of the whole world, especially for the European continent, proven led to the rapid emergence of the so-called, the middle class of the population. Under the influence of the whole set of interrelated factors that synergistically (multiplier) act on each other, a minority of wealthy you become richer, and the majority of the rest of the population becoming poorer. The above has a direct impact on the transformation and development of tourist activities. Opportunities for development of so-called. "Mass tourism", aimed at the middle social of the population, according to the above is rapidly decreasing, we remember that this form of tourism activity saw its highest level at the end of the last century - more precisely the 60s until the end of the 20th century.Now are created and offered to the market tourism projects for the super-rich and the remains of the middle class layer, which is the price offered travel arrangements factor faceless determinations, whether they would go for a summer or winter vacation.

3. Accordingly, as in the previous presentation, pointed out, we should point out another process, which in the relevant domain changes the content and image of tourism events in the beginning of the third millennium. It is about putting out the so-called union of tourism that during the period of socialist development, particularly in the former Yugoslavia as well as in other countries, so-called. socialist community, was very developed. With the execution of the process of "privatization," "deregulation" and "corporatization" most former large resorts union stopped working. As well as other economic entities and these resorts are ownership restructure cease being inexpensive base union summer and winter. The middle social population - which anyway is disappearing, thus losing another plausible tourist stronghold.

4. We reiterate the statement that the specific factors that are slowing the development of classical (current) tourist activities are institutionally performed the process of property privatization and deregulation processes of state responsibilities and the processes of corporatization of state functions in the field of economy and socijanlnih jurisdiction. Deregulation is otherwise ideologically and institutionally defined process of lifting and shutting down of numerous national state responsibilities in the field of economy and social rights and responsibilities and the transfer of these responsibilities to the world of national and / or European organizations, and the private sector of economy. Transfer of the above authority and responsibilities to the private sector called corporatization. Processes of this type are taking place both in countries in transition and in the old capitalist countries of Western Europe, where the state until recently had substantial equity participation in a number of real estate private and or social caracter.

But without going into the debate whether the processes of privatization, deregulation and corporatization - the way it was conducted, positive advancements of civilization, at this level of economic and social development (as pointed out by the apologists of these processes) or anti - developmental process imposed on countries by the world's centers Financial and political power (as pointed out by proponents of the so-called. "conspiracy theory", the fact is that these processes directly affect the progress of the national and planetary tourist flows. This effect is achieved in Europe in several aspects and domains:
1) The number of working-age unemployed, especially the young and educated population, to which - due to the lack of personal income may not count as a serious tourist clientele.
2) Deteriorating social status of employees wage workers and small entrepreneurs, who are working permanently extends the time in which their vacations - if any are used, are getting shorter. Specified the categories of the population hampers , often impossible, to use the former several weeks vacation at some commercial tourist destinations.
3) At the beginning of the third millennium comes to exceptional social changes related to family life mass population.In economically developed countries, especially in the north of Western Europe, where it still maintains a relatively satisfactory level of employment is increasingly one-member unities (singles). It is also more and single mothers, and perhaps fathers, living without a spouse and raise their children alone. The above causes the specified family and restructuring must adapt and tourism organizations in the field of supply. It should be also point to another, to almost uncommon and seemingly strange phenomenon. The fact is that under the influence of the official social highlight civil rights of marginalized (minority) groups of the population, in particular by non-governmental organizations - funded a substantial share of sponsors from abroad, especially the so-called points. LGBT (gay) population as particularly vulnerable. For this population is also seeking special privileges in expressing their sexual orientation and sexual peculiarities. Bearing in mind that a significant part of this population has adequate higher education, to have well-paid jobs and to live alone, ie. to support itself, it can be concluded that this part of the population above average financial situated. As such, this segment of the human population is plentiful factor of tourist demand, and as such becomes more interesting and tourist organizations. These organizations, for this segment of the population to create and offer attractive and expensive tourism experiences. On a planetary scale is continuously increasing the number and content of the tourism programs of this type - a special hotels and other accommodation facilities, a special cruise on the expensive cruise ships (large tourist boats intended for a tour of the exclusive tourist locations), special shops, special artistic performances and more.
Due to the popularization and diversify tourist programs, whichparticulary in Western countries offer gay tourists, obviously that tourist organizations that create applications and content of tourism, found the target clientele, that they were financially more interesting.

3. DIRECTIONS OFDEVELOPMENT OF INNOVATIVE PROJECT MANAGEMENT IN THE FIELD OF TOURISM ACTIVITIES

In the preceding sections of this paper are given certain relevant macroeconomic and macro social processes, which in turn directly affect the models and content of the application of project management in the field of tourism and touristic activities. It is about change and redirection operators tourism in several relevant domains.

1. Instead of promotional directions of tourist organizations in similar population groups - which had previously been linked to the trade union and mass tourism, the situation has changed nowadays and y basis. Target orientations are individuals who are financially well off, and who have special and specific perferences to desired tourist experience.
2. Target clients of tourist offer - the disappearance of the middle class layers, cease to be a massive contingents of the population of the (secondary) social layer. New clients are looking for and are in the economic and social layer other demographic definitions - male and female, business people, members of the gay population, athletes, cultural or health identified faithful clients and other clients in the field of tourism demand.
3. Travel destinations, according to their specificities, contents of tourist offer and the prices offered arrangements, thereby differentiate the two groups of sites:
- on the site offers a sophisticated, for a special type of tourist customers, with high prices arrangements; and
- the locations of cheap and somewhat mass tourism, where tourism come and stay still remaining members of the middle social layers of the population.

We don't needto emphasize that the location and content of tourism in the first group of exclusive programs increases, while the number of sites and content of tourism from other groups gradually and then rapidly replaced.

To compensate for losses for losing mass clients, by tourism organizations and public authorities with the emissive areas of demand, increasingly propagated travel arrangements near residence - In the home country, which include: rural tourism, summer and winter resorts near the place of living, and others content offers, which should fill the capacity of national hotels and other accommodation capacities within the country.

4. CONCLUSION

Previously a brief discussion of the demonstrated macroeconomic and macro-social changes that are rapidly taking place in the field of tourism activity, clearly indicate that tourism management project type gets some new forms, content and tasks. These changes primarily occur with a change in the target clients and its tourist will and financial possibilities. In accordance with the changes in the area of demand is also changing forms and activities of tourism. It goes without saying that under these changes alter the model and content of the organization and operation of tourism managers. These are - whether we want it or not want, with these changes must constantly adapt. It is in the areas of project management turist holds an ancient proverb that states: "Everything is changeable, only the changes are permanent."

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FINANCIAL ACCOUNTING ANALYSIS AND MANAGERIAL ACCOUNTING IN BUSINESS HOSPITALITY

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Abstract: *Management of hotel companies in the market conditions, requires that management continually adapting to changes in the business requirements of the customers. Success in achieving business goals, is viewed with the help of global indicators and financial position of the company. Based on this indicators, management may consider the extent to which the company successfully in the implementation of business strategies appointment and take the necessary corrective measures.*
This paper aims to point the domain of information ratio analysis, as the most important instrument of financial - accounting analysis, to gain knowledge about present and desired economic changes, their causes, and ways of further development of the business of hotel companies. Special attention will be devoted to consideration of the potential indicators of information tailored to the needs of managerial accounting in this area of business.
Keywords: management accounting, hotel and tourism businesses, ratio analysis

1. INTRODUCTION

The hotel market is characterized by dynamic development and expansion of offers both at the hotel corporation, and the level of hotel brands. Hotels management is a very dynamic process and cannot be imagined without adequate information support. The management of these companies must be agile in making business decisions. Governance, regardless of the activity of the company, includes three groups of activities: planning, decision making and control. Successful implementation of the above activities require adequate information, accounting and financial matters.
Management of the company is directly in charge and responsible for achieving business goals, which can be achieved by optimizing investments and their structure, the total sources of funding and their structure, relations between the parts and the parts of investment sources of funding under the relevant financial qualities, income, expenses and results too.
Data on the above mentioned goals of the company are included in the income statement, balance sheet, statement of cash flows, the Annex and report on operations. However, to maximize the utility value of the financial statements, it is necessary to perform a detailed analysis of the data contained in them. This is achieved by crossing and supplementing data from financial statements, and comparing the thus obtained indicators with indicators

related businesses, branch averages or indicators of enterprises from previous periods. The application of tools of financial analysis shall be determined causation and interdependence and principles in the relations related to individual business segments enterprise, which is important for making business decisions the company's management.
In this paper we will analyze information Ranges of ratio analysis, as the most important instrument of financial and accounting analysis. In particular, we look at the indicators that are adapted to the specifics of hotel business and are indispensable tool of the highest management levels of the hotel.

2. INDICATORS AS A BASIC INSTRUMENT OF FINANCIAL ANALYSISI AND THEIR PROPOSITIONALN POWER

Hospitality is one of the most dynamic areas of business, which in market economies contributes significantly to the creation of the gross domestic product and further development. Management of hotel companies requires a complete picture of business activities of these companies. Make sure that the global data and information on economic, financial and profitable position of the hotel included in his set of financial statements. By applying the appropriate tools, methods and techniques of financial analysis, management of these companies, refines the information contained in the financial statements and come up with important information about the business, financial and investment activities of the hotels in the previous period, which provides making rational business decisions that are oriented to the future business. Therefore, financial analysis, management companies transforms financial data into information, which are necessary for the consideration of the profit, financial and property position of the company. In the financial analysis are commonly used ratio-numbers, net working capital and cash flow.
Net current assets are intended to indicate the financial ability of the company in the long term. Net current assets are the part of the working capital that financing of long-term sources. It has the function of protecting companies from various business risks and is considered reserve liquidity. In addition, rates of profitability, sales and procurement policies, relations of own and borrowed capital, the conditions of use of long-term borrowed sources, the required level of net working capital affected by the type, size and activity of the company. Hotels and other companies engaged in services, typically operate freely with a low level of net working capital, as these companies have no need to hold high inventories, which is typical for companies engaged in production activity.
Cash flow analysis management to make business decisions regarding the ongoing need for cash, but also in regard to future business. The analysis of cash flow management looks at the amount of cash generated from operating activities, the company's ability to settle obligations towards maturity, as well as the ability of companies to pay dividends to shareholders. Also, this way we are looking at cash flows arising from investment and

financial activity. Scope of cash flow analysis is to identify the liquidity and solvency of the company, with the evaluation of the ability of companies to achieve a positive net cash flow in the future (Knežević G., 2007).

Ratio analysis is based on indicators that are obtained by correlation of two functionally related positions from the balance sheet, income statement or the balance sheet and income statement. Indicators derived from the balance sheet are intended to provide insight into the financial position of the company, which can be seen on the basis of the structure and the relationship between individual categories within the assets and liabilities separately, as, and on the relationship of selected assets and liabilities. They are based on the principles of financial policy, the financing rules and to use the planning balance sheet, as well as other insights that can be reached within the set tasks. Indicators based on the income statement are for the purpose of research: the amount of achieved results and the factors affecting their achievement, the degree of business success based on the relative proportions of the results achieved by category of inputs, whether it is during the accounting period held capital structure success achieved by birth regions through its elements. Indicators on the basis of a balance sheet and income statement are indicators of the overall effectiveness of operations, which are of great importance for the assessment of achievement of key company goals. They are few in number, but of great importance for decision-making. Apart from the division in terms of the financial report on which it is based, we can divide them on the basis of the specific objectives pursued in the analysis, so that the difference between:

- Indicators of financial structure and safety
- liquidity ratios
- Indicators of profitability.

Indicators have little practical value to the management and other beneficiaries, if it is not seen in relation to the desired or undesired results, respectively, compared to a standard or a representative value. As a standard can be used a sector average, but the question is of its representativeness, because the average value of the indicators included hotel companies of the same type that do business around the world, which causes the differences in their environment (the salary, cost of living, family budgets). Due to these factors, it is possible that there are significant fluctuations in the values of certain indicators, many hotels that operate in different geographic areas, which will thus make irrelevant the average standard, unless forests into account the influence of the environment in which the hotel operates. Also, as a standard can be used comparable indicators of competitive enterprises with similar characteristics. In this case it is necessary in addition to simple comparisons of indicators between competing hotel, consider the causes that have affected their value. In addition, the movement, the indicators can be followed over time, as in measuring the trend in the hotel business in one segment. Temporal analysis of hotel operations should also be applied carefully, because dynamic environments that characterize this type of industry can affect restrictive. Consequently, it is certainly one of the most reliable methods for evaluation of achieved results of companies based on indicators of ratio analysis, comparing them with pre-defined standards, which would take into account the impact of internal and external factors in the hotel business. Thus defined standards can be used in the process of business planning, in order to monitor the success of the hotel to achieve the set goals (Jagles G. M., 2004).

3. INDICATORS OF FINANCIAL STRUCTURE AND SAFETY

Under the capital structure is considered to be a combination of different securities which the company uses in order to obtain capital and finance its investment activities. The capital structure, is regarded as the ratio of own capital and borrowed sources in total sources of assets (Đoković F., 2013).

The ratio of borrowings to total funding sources, shows how the share of short-term and long-term debt in total sources of financing. At the same time, we should bear in mind that first arise spontaneously and cause no explicit interest expense, which is not the case with the other. It is therefore necessary to consider the relationship of long-term debt and own resources. This indicator expresses the level of financial leverage which examines the effect of financing from foreign sources on the profitability of its own capital. Also, for the same purpose ratio is used of long-term debt to long-term sources.

Changes in the capital structure of the hotel industry, resulting implementation of investment decisions, which define the method of obtaining funds to businesses. Company management in defining the optimal capital structure, should take into account the ability to pay its dues. We should also consider the risk of financing, as it will reduce the volume of business primarily affect companies that have greater financial and business risk. At the same time, the cost of financing affects the types of assets, given that in times of crisis financing costs highest for those companies whose value depends on intangible assets. These companies will borrow less compared to those with material possessions. In addition to the above factors, the decision on financing affects access to cash and the conditions under which the company may engage funds from foreign sources. In addition to considering the financial security of the company in the short term, during the evaluation of business operations, it is necessary to examine the ability of enterprises to establish long-term financial balance, using the coefficient of financial stability. This indicator is placed in relation to long-term assets and equity plus long-term liabilities. It is believed that the company has established long-term financial balance if the value of this ratio is less than one, because then one part of short-term assets financed by long-term sources i.e. working capital.

3.1. Indicators of liquidity

The ability of companies to pay their due term liabilities can be estimated using the indicators of liquidity. Current ratio indicates the company's ability to meet its current obligations. This indicator is obtained by correlation of funds with short-term liabilities, and shows how many units of funds are covered by each pennies short-term obligation. Quick ratio is computed as the ratio of cash and receivables to the amount of short-term obligations. It is believed that in order to maintain the current liquidity of the firm must have monetary units quickly realizing the property at least as far as the amount of short-term obligations, and the value of these obligations must be one or greater than one. As hotel companies have significant resources related to inventories, and in the structure of current assets is dominated by cash and receivables, the value of the quick ratio should be between one and two. In addition, these indicators are not rare for the consideration of the liquidity of companies, the current ratio is used (current ratio), which should be two or above two. According to this indicator, if the company wants to maintain current liquidity, it is necessary that each unit of short-term liabilities the company has at least two monetary unit of current assets. Certainly, that the value of this ratio is affected by the activity of the company. In the hotel industry, it is considered that the liquidity to be satisfactory if the value of this indicator is 1.5, while in the motel and hospitality facilities current liquidity may be at a satisfactory level and at the value of 1, because of the small share of inventories in total assets of the company.

However, it is generally acknowledged that even though the company operates with a positive result does not mean that it will have sufficient cash to settle the debt. Therefore, in addition to overview the value of the indicators are based on the balance sheet and income statement, it is necessary to consider in assessing the liquidity and timing of cash inflows to outflows. In addition to classic indicators, when analyzing the liquidity of the company, it is necessary to take into account the indicators are based on cash flows. As the most important ratio numbers used for the purpose of assessment of liquidity are given fine cover current obligations, and financially cover the total liabilities (Žager. K., 2008). The first number represents the ratio relationship between cash generated from operating activities of the company and current liabilities, and shows how many units of funds from operating activities is covered each pennies current liabilities.

The second indicator shows how many times cash flow from operating activities cover the amount of total liabilities. The higher the value of these indicators, it is the higher the level of short-term solvency of the company. Investigation into the US suggests that this indicator should be at least 20%, and for financial coverage of current liabilities to 40% (Gulin D., 1998).

3.2. Indicators of profitability

In assessing the profitability of the company, we use the ratio numbers that can be divided into partial and global (synthetic) indicators. The first belongs to rate business and net profit, while others include the rate of return on total assets, return on net assets.

EBIT margin is the ratio of business net income and income from the sale and represent the share of business income to sales revenue. The net profit is calculated as net income divided by revenues from sales and refers to the share of net income to sales revenue. The rate of return on assets is computed as the ratio of business net income to average operating assets. This indicator shows how many units of business profit realized on average 100 units engaged in operating assets. It should be viewed in the context of time and space analysis, and its analytical message consists in the fact that with minimal investment in business assets realize greater volume and sales revenue.

The rate of return on equity is computed as the ratio of net income and the amount of the average own funds, it is determined the effect of investing their own funds in the realization of net income. This indicator is also considered in the context of temporal and spatial analysis. As it was case with the previous indicator the goal is to achieve a greater net gain with minimum investment of own funds.

In assessing the success of the company it is necessary in addition to the indicators that are based on the flows of profitability and balance sheet to take into account cash flows. With regard to the income statement drawn up on an accrual basis and cash flow statement based on cash inflows and outflows, the indicators are based on cash flows respect the difference between the two reports. The indicators that take into account cash flows when assessing profitability, are indicators of the quality of sales (revenues) and quality of earnings. The indicator of quality sales shows how many units of currency inflow from sales realized in each unit of sales revenue. If the value of this indicator is over than company charges for its services or products in advance. In contrast, if the value of this ratio is below one, company probably sells its products or services on credit. Detailed evaluation of the quality of sales requires observing the value of this ratio in combination with other instruments of financial analysis, primarily, the coefficient of debt collection i.e. average number of days receivables. The ratio of quality business profit shows how many units of the net cash flow from operating activities is covered pennies business profit. It is desirable that the value of this ratio one or greater than one, since a significantly lower net cash flow from operating activities indicates that the company is not successful in generating cash, which will have a negative impact on its liquidity.

4. INDICATORS OF FINANCIAL AND ACCOUNTING ANALYSIS TYPICAL FOR HOSPITALITY BUSINESS

Business results in the previous period should be information basis for predicting its future. The subject of interest the hotel manager are, in addition to annual reports, reports that are oriented to shorter periods of time (half-yearly, quarterly, monthly, ten-day, weekly, or even daily). Hotel management is particularly interested in evaluating the productivity of their employees, but also to predict their future performance. Hotel managers are responsible for safeguarding assets, minimize costs and maximize profits.

Ratio analysis is the main techniques that managers use to monitor the operations of the hotel in order to determine whether the intended goals are achieved. Some indicators are used for daily monitoring of efficiency of operations, identification of current liquidity and so on. To evaluate the success of the hotel has been applied rate of return on investment, which indicates how many units of revenue per unit achieved in each unit of investment per room. However, the disadvantage of this indicator is the inability to assess the effectiveness of the use of property deals. For this purpose, previously was used low occupancy. It was considered that the efficiency and effectiveness increased, if the occupancy rate at a higher level. Later, the efficiency of operations was assessed using ratio of total income and the total number of occupied (sold) room. In this respect, the ADR (Average Daily Rate) shows how the average room price per day, ie. how much revenue are generated in a sold room.

However, the selling price of the rooms depends on demand and may be modified during the accounting period. For this reason there is a development Revenue Management approach, where the most important indicator used RevPAR (Revenue Per Available Room). Now the average yield per unit is expressed by crossing two indicators: total revenue per occupied room and the number of occupied rooms by total available rooms. Applying Du Pont model incorporates the use of two of Indicators ie. cover margins and the use of the property, and there is a synthetic indicator of the profitability of hotels as well as the relationship between income and the number of available rooms (Chouliars V., 2012). This concept allows optimization of the relationship between selling prices and occupancy, as he wanted to achieve maximum profit.

RevPAR indicates the performance of the hotels taking into account only the basic form of generating revenue - the issuance of rooms and aims to present the general market trends. It does not take into account the operating costs, and therefore all the ways by which it can be to generate revenue (food, drinks, etc.) (Younes E., 2003). Therefore, more and more in financial analyzes hotel business uses GOPPAR (Gross Operating Profit Per Available Room), which shows how much gross profit achieved per available hotel room. In addition, GOPPAR unlike RevPAR does not favor the smaller hotels, which might have greater value REVPAR, because of the greater degree of availability. The GOPPAR takes into account the total operating costs (fixed and variable). Although overall costs are higher in larger hotel capacities, due to economies of scale these costs per unit are at a lower level compared to the smaller hotels. So GOPPAR presents underlying operating profit of the hotel, and a deeper indication of its potential earning power (Younes E., 2003).

Lack of GOPPAR, as indicators reflected in the fact that it is impossible to compare hotels of different sizes ie. hotels that have different participation in sales of food and beverages in the total gross profit. Therefore, this indicator is used for reviewing business firm may, taking into account the dynamics of its size over time. In order to offset the effect of firm size and different share of revenues from the sale of food and beverages in total revenue, instead of rooms, it is possible to measure the efficiency of business using ratio of revenue from rooms with a number of sales room REVPSR (Sold Revenue Per Room), or profits and available rooms GOPPSR (Gross Profit Operating Sold Per room).

Also, for measuring the success of the hotel is used and the ratio of net profit to the number of available rooms NOPPAR (Net Operating Profit Per Available Room). This indicator implies off taxes on income and deferred tax expenses from the gross profits of the hotel, and as such provides a more realistic picture of its operations. However, in order to obtain a complete picture of the performance of the hotel, especially for hotels near the overnight stay offer and restaurants, wellness and other services, in addition to NOPPAR it is necessary to monitor the values and other indicators of success.

In addition to the indicators that are based on the storage capacity, and because of the importance of income and expenses that arise on the basis of food and drinks, the total operating result for performance evaluation of the hotel, are developed indicators that are used to monitor these categories appears. Thus, to monitor performance in the food and beverage control system applied by margins. The spread, or difference in price shows how much profit on each unit sold products sector, food and beverages, and indicates the profitability of certain products. Be sure to increase the value of this indicator is a positive development, while its reduction requires a review of the causes that have led to a decrease in the profit ie. increased participation costs of food and beverages in revenue per unit sold product.

Also, in consideration of productivity of employees used revenue per currency. Revenue per currency is obtained by putting the ratio of income from the sale of meals (beverages) during the period (day, week, month, quarter, year) with the number of employees in serving. Staff productivity is valued in relation to the pre-defined standard or based on the value of this indicator over time. Finally, the most important rationale for monitoring the contribution of business sector of food and hotel business success story, there is an average amount of spending per serving meals and / or drinks in the function of income. The average amount of spending per serving food and / or beverage as a function of income, placed in relation to income realized on the basis of the food and / or beverages in the number of meals served (drinks) (Radivojević T., 2011). The ratio numbers from the sectors of food and beverages, to be compared with standards or with the projected values obtained on the basis of operational plans. Thus, the way the hotel management gets essential information for its daily management and taking corrective measures.

5. CONCLUSION

Although primarily externally oriented, the financial statements present a very significant data base necessary fosuccessful management of the company by the top management. Based on them, it is possible to look at profitability, liquidity, solvency and stability of specific companies, but also give an assessment of its future growth and development. In this regard, a special role when it came to the process of business management, have short-term planning and accounting reports and statements, which provide ongoing management control and monitoring of changes in enterprise performance. As in the balance sheet accounting information stated in absolute amount, we can say that their analytical importance of small and is needed to provide additional information on financial position and performance of the company.

This is achieved through the financial analysis reports, which through research and quantification of relationships between functionally related balance sheet positions, performs a process of transformation of accounting data in the accounting information. In the hotel industry the most commonly used indicators of liquidity indicators of long-term financial stability and financial structures, as well as indicators of profitability. However, the hotel business is characterized by a large number of services provided to clients. For this reason, there are a large number of developing operational indicators specific to this industry, taking into account individual business segments of the hotel. The application of operational indicators managers come to find information about how to use the assets and contribution to specific areas of the overall business results, allowing the adoption of rational business decisions and planning for future activities and for further growth and development of the hotel.

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IMPORTANCE OF MANAGEMENT OF INVENTORY IN BUSINESS FINANCE OF TOURIST DESTINATION

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Abstract: *Management of inventory is a permanent task of securing enough raw material types, quantities and quality to ensure business continuity and desired quality of tourism products. The complexity of inventory management arises from the need for the provision of the necessary funds, with minimum investment in inventory. Investing in its, has to leads to blocking certain amount of funds, causing certain costs. Optimum level of inventory in the tourist destination will be discussed in this text.*

Key words: *management of inventory, business finance, tourist destination, optimum level of inventory*

1. INTRODUCTION

Inventory management is a very important and complex task for the management of tourism destinations. It is important, causes the quantities of materials, raw materials, work in progress and finished products to ensure continuity of operation of a tourist destination at the same time a minimum investment of financial resources inventory. The aim of inventory management is that they are efficient and economical. The efficiency of the inventory is one that provides supplies by type, quantity and quality on time, so that the work process takes place without delay. Cost of inventories includes keeping optimal inventory in the warehouse - the warehouse in order to thereby achieve a minimum investment of funds in inventory of these principles in practice it is very difficult to match. It is important to realize the principle of the procurement quantities of stock to ensure the continuity of the tourist destinations with minimal engagement of funds with the lowest possible costs.

The tourist destination is more or less rounded geographical entity that has an attractive, communicative and receptive factor, natural, social, anthropogenic, cultural, historical, traffic and assumptions for accommodation, food, leisure, recreation and entertainment of tourists (Avakumovć J., 2013).

Tourist destination exists only if there are three elements that make up, namely: abstract, accessibility and conditions of stay. These elements or groups of elements, and form one destination, and combinations thereof, constitute destination product.

The characteristics of the tourism product are:

- Heterogeneity,
- Multi functionality,

- Pronounced seasonal character,
- Inability possession of tourism products,
- The accessibility of tourism products in the greatest possible extent,
- The dependence of certain factors (economic situation, natural and social factors).

The basic elements that make up an integrated tourism product are:
- Attractiveness,
- Accessibility and
- Conditions of stay.

These three elements are interdependent and are mutually reinforcing.

2. THE COST OF INVENTORIES

Demand of inventory is in the fact that the continuity of sales in the area does not suffer shortages. As it is impossible to time the absolute coordinate procurement torque with torque requirements, inventories are inevitable. For inventories engage working capital, and with it, causing a series of cost. Therefore, the whole tactic of inventories is reduced to holding inventory at the lowest level that does not endanger normal business destination. This level of reserves provides it easier to get good financial stability, and thus the ability to pay in addition to financing costs and keeping inventories down to the lowest possible level (Bakić, O., 2008).

The cost of inventories is usually divided into 3 (three) groups:
- The costs of acquiring the inventory,
- The cost of holding inventory, and
- The cost of a inventory.

The cost of acquiring the inventory formed by replacing the spent stocks for production purposes, but also replacing its own stocks of finished products for sale. These expenses include:
- Costs related to market research procurement, in connection with negotiations with suppliers,
- The cost of the reception, control and housing Inventory,
- The costs of purchase invoices, and
- Missed quantity discounts.

These costs are fixed per order. The cost of holding inventories is representing costs that are a consequence of the housing Inventory in the area. These expenses include:
- The costs of storage,
- Insurance costs,
- Depreciation, amortization and obsolescence,
- Costs related assets in stocks that make up the most significant part of the cost of holding inventory.

These costs are proportional character. The cost of a inventory occurs when there is a lack of inventory to meet orders tourists. This affects the decrease in its market reputation (goodwill) and total profit destination.
The goal of management is to place the expenses caused by reduced inventories at possible level. To achieve this goal, decisions are made:

- Obtain as much inventory in one order,
- How often should obtain supplies.

3. INVENTORY OPTIMIZACION

In the formation of inventories should be guided by the principle of purchase of inventories (goods) in quantities that ensure the continuity of supply of goods destination with minimal engagement of funds with the lowest possible costs. It is necessary to determine the optimal amount of inventory in the warehouse, which are given by the most economical operating conditions.
It is necessary in every tourist destination is constantly working on introduction and upgrading of inventory optimization and provide such a level of inventory that will enable the continuity of the destinations with minimal inventory costs.
The optimization of the determination comprises (Bojović, P., 2014):
Determination of material and goods destination to plan funds for the purchase, storage and restocking. In this way promotes the rational and economical use of funds.

3.1. **Minimum inventory** (Imin)

Business takes place in a number of different business risks, which may lead to depletion. It is necessary to ensure the holding of minimum reserves, by which we mean that amount below which the stock level must not fall, because it would endanger the continuity of operations. Minimum reserves are reserves that stocks should ensure the functioning of business destinations.
In determining the level of minimum inventory (Imin) should have the following sizes:

- Daily consumption (DC)
- The time of purchase (TP)
- A safety factor (SF).

On the basis of these values is determined by the minimum inventories as a product of daily consumption, the time of purchase, increased by a certain value of the safety factor:
I min = DC * TP + SF

3.2. Optimal inventories (Iopt)

Optimal reserves are that reserve, which ensures continuity of production at the lowest cost of holding inventory and the minimum overall cost of ownership.

Optimal inventories have two parts:

- A fixed part minimum supply which must exist at all times, and
- A variable component, caught part of an optimal inflow of inventories, which provide continuous acquisition economical quantities.

3.3. Average optimal inventories (Iaopt)

Average optimal inventories levels are average inventory levels during the year and are calculated according to the following forms:

Iopt = Imin + Q/I or Iopt = (Imin+Imax)/2

where are:
Iaopt ... average optimal inventories,
Imin ... minimum inventories,
Imax ... maximum inventories,
Q ... the optimum quantity purchases.

3.4. Maximum inventories (Imax)

Maximum inventories are the highest possible level of inventory, and are equal to the sum of the minimum inventory and the optimum quantity purchases. Maximum inventory incurred at the moment when it arrives optimum quantity purchases.
Imax=Imin+Q

3.5. Signal inventories (Isig)

Signal inventories in the warehouse shall be determined on the basis of the established time of purchase (TP) and the trend of consumption inventory per unit per day (DC) and the size of minimum inventory (Imin) according to the following formula:
Isig = Imin+ DC * TP, or Isig = 2* DC * TP + I fix
Most often it is assumed that the signal level of inventories is equal to twice the amount of minimum stocks. During the procurement are starts from the moment when the inventory level reaches the level of signal stock. At the time of arrival inventories of new orders are at the level of minimum.
The warehouse should be filled in different time intervals, when inventory fell to a minimum size (Imin), which excludes the possibility of full consumer inventory.

3.6. Determining optimal amount of the supply

The optimal amount of purchases (Q) is conditional on the costs of procurement (CP) and the cost of holding inventory (CHI). We need to find that amount of inventory that will

form the best supply in terms of cost-effectiveness and profitability destinations. The direct method of determining has to done the optimal scope of supply.
To identify the individual elements, should be used the following symbols:
Q ... the amount of goods ordered,
Cord... the amount of costs orders,
P ... purchase price per unit,
D ... demand / consumption of goods (known constant)
CHI ... rate annual cost of holding inventories.
According to these elements, we have:
- The number of annual orders in D / Q
- Annual purchase costs (D / Q) * Cord
- The value of orders Q * P,
- The value of the average stock (Q * P) / 2
- The annual cost of keeping inventory [(Q * P) / 2] * CHI
The calculation of the minimum amount of material (Qmin) or economic quantities orderable (EQ) represents one quantum in which the sum of the cost (Csum) and (Cd) is the lowest.
Csum +Cd = [(D/Q) * Cord] + [(Q*P) / 2] * CHI

3.7. Managing of inventory performance

Managing of inventory performance, expressed coefficient craft store. The coefficient of inventory turnover shows the number of inventory trades in a specific period, usually one year. Coefficient trade is calculated as a ratio of the use of inventory with an average inventory for either total Inventory or their particular segments. It is useful to measure the efficiency of the total Inventory and individual groups of it, because we can get a clearer picture of performance inventory management.
Based on the coefficient of crafts is possible to calculate the number of day's sales in inventory, which shows the average number of days spent material inventories. The number of day's sales in inventory is calculated as a ratio of the number of days in a year with a coefficient of trades (Krasulja, D., 2004).
Total inventory turnover days = number of days in the billing period / turnover ratio of total inventories

4. CONCLUSION

The World Tourism Organization (WTO) worked forecasts of tourism development until 2020. Based on these data we can see that tourism in the future will have even greater significance for the entire world economy. Tourist destination is a key element of the tourist system, which in one place leads to interdependent relationships all tourist entities: the tourist offer, tourist demand, transport, supply and trading.

One segment of the tourist destination and inventory management with management complexity stems from the need for the provision of the necessary funds with minimum investments in Inventory. The most expensive are those inventories actually investing in destinations that are not there or the dissatisfaction of tourists offering (destinations that do not want).

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STUDENTS' PAPERS

WAR TOURISM

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Abstract: *The history of the world is the history of warfare, although it lookslike a little possible. The progressiveness of technology does not mean peace. On the contrary, world counting more and more wars by the youngest group of people. Nobody talksabout the planning of war and real makers. Media and REFERENCESs giving to us just information about during the war, alleged cause and consequence, physically warring parties and dates. And those are in sign question. Many truths are hidden. And forbidden. And, then the youngest group have one more way for earn. War tourism. Education for tourists or something else? We'll never be better if we keep quiet about it and talking just about nice things. On this way, we just support the makers of war and war tourism – to build themselves temples on our ruins. We have to and we can to stop their crimes and we have to wake up! This paper deals with war, war tourism and truth, in aim to peace and development of normal forms in tourism.*

Keywords: *war tourism, war tourist arrangements, war, makers of war*

1. INTRODUCTION

Life is a constant struggle, a constant war. War is in everything and everywhere.„Man, as a conscious human, first of all, tried to understand world and to know out more about reality that surrounds one." (Djuričić, R.M., 2012) But, he will understand it, just before, if he understand himself, his reasons, intentions, actions and concessions, himself game of light and darkness, without submitting to others. And, of course, without copying the famous „criminal are returns to the place of his crime, always.
Therefore, if „war is a philosophical problem" (Moseley, A., 2002), conflict of interest (financial and territorial), absolutely unnecessary, then we should understand war tourism as like as imposing of offer that reminding on evil committed, suffering people and countries and that they could realize additional earns, which are not negligible. But, it is not fair-play. Not for tourism. Military and Police academies, the Law faculty, as well as anti-war and anti-war-touristic campaign is existing for that, as a form of education and battle against same. Knowledgeable people say that battlewith „windmills" is impossible mission. But, if we continue keeping quiet and living to pass the day, a year goes by, then we don't think about our children, then we don't love our children. Because that, we have to stand up and make rebellion, but peacefully. We have to be smarter then these „windmills".
Because, as Clausewitz said, war is the continuation of politics through conflict of interest-political, military and economic distribution of various resources. And, war tourism, like a part of dark tourism, and then part of morbid tourism, reminding on time and place of suffering, death, genocides, rapes, destructions, snatching way, false and incorrect

accusations... If war tourists, in spite of these, see themselves as a brave and compassionate personality, we must disillusion them and warn that it is heavy industry which „one stone killing two flies“ – taking money and destroying them. Tourists can, as a keepsake, take along just corporal and mental illness from these destinations. And that is the aim of makers of war and war tourism. Is this our aim, too? If we want to destroy us, we have not right to destroy our children. How they will live tomorrow and will they? Therefore, that our children could live of correct tourism tomorrow, struggle with „windmills“ should to start here and now. Do you think?

2. WAR

Everyone in this world was born for some reason, to realize some mission, some task, to leave a trace, good trace, which be usefully to future generations. Just like proverb says: „ What you plant, you willreap it“. And group whose plants war and hatred between people, whose building temples on ruins of order people, will responsible for these actions.If not in law way, then nature will do it.
The history introduces to us in war as a struggle for survival, conquest territories and struggle for honour and glory, while closer past and present hide a group of people whose imposes hatred between order people, false accusations and attributing crimes, and with all it conquest whole world.
Citizens whose survived war say: „who loves war, war should be in house of one“. According to all these lines, we can see that only who loves war are state 239 years old of which 222 years leading war beyond themselves borders. At the same time, this state calles oneself peacemaker while makes genocides to civilians and military personnales and destroying other countries, cities, bridges... The biggest power of the world!? And it is not enough for „her“, so developing tourism in areas where brings death. And laughing, enjoying and has big earn, while ordinary people crying, praying, living in pain, suffer and misery.

Picture 1. *An American professional army in Iraq*

„Types of war are: animal’s war (instinctive collective defence mechanism of animals); primitive (surrounded by ritual and magic, transformation of soldiers in various tribes, honor, glory and revenge); political (states formation), modern (an increase of resources, mass production of arms, fast communication); postmodern (info-war, virtual war, attacks on electronic communication systems of enemies using viruses or electromagnetic explosion); nuclear war (after this war, billions of people are susceptible to attacks by disease, damage to the DNA molecule).“(Clausewitz, 1982)

„A realistic politics theory of war presupposes that aim of war is obtaining power, land or some resources. The war just reflects the interest of the state.“ (Moseley, A., 1998) The result of war is the same always: suffering. The history, unfortunately, are story-telling and repeat in present through „wrapped in the form of“ simultaneous change place of lie and truth, and the future, if we think deeper, depends by us, on every steps. Will we wrap up in form or we'll confront with truth and solve the problem? And, problems are not pushing „under the carpet“, the problems are solving. The problem will be solved, but on peace way, after answers on questions: Why? Why were destroyed lives, why genocides, rapes, massacres? Why people were lost their homes, why pride and honor were taken from people and why were broken their heart? Why were demolished bridges and bridges between people? Why was created hatred between people? Why division were made in? Where going on it? And, who is culpable?

That's why we have to talk about this, we have to working on that stopping and we have to reaction. In hope that use of hard metaphor „we can kill snake just if we cut head of snake“ will not be understand incorrect, here are a reasons for stop the war and war tourism. And then, we can talk about healthy life and development healthy forms in tourism.

3. WAR TOURISM

War tourism iscausal-consecutive connection between war and war, extended mission of war in peace, for added earn for next campaign on conquer the world. War tourism is guiding the tourists to think in direction „art of warfare“, the feeling of pain, suffering and fear that they want to be soldiers.

While many people think that war tourism doesn't exist, Henry Gaze, one of the first touristic agent, was started war tourist tour „sightseeing of the battlefield in Waterloo[11], in Belgium“, in 1854. This destination was be main for tourists of travel agency „Polytechnic Touring Association, in 1886. Thomas Cook has been promoted travel to the battlefield of Boer war[12], and bigger group of tourists was followed during of France-Prussian war (on July 19th in 1970 to May 10th in 1871) (http://www.croatialink.com/wiki/Ratni_turizam). These are not only destinations of war tourism, this is just start. There are also Vietnam, concentration camp (Auschwitz, Jasenovac, etc.), Iraq (https://www.youtube.com/watch?feature= player_detailpage&v=aMSZ2ipDqag), Iran, Syria, Libya, Croatia, Bosnia and Herzegovina, Kosovo and Metohia, Serbia, and

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[11] *Battle in Vaterloo – June 18th in 1815., crucial battle between French (emperor Napoleon) and England (Duke of Wllington).*

[12] *Nowday South Africa, where was a war bewteen Great Britain and before settled Europen colonizer, October 11th in 1899 to May 31th in 1902.*

unfortunately, many others. Nobody normal doesn't want it. Neither. So, instead of silence and blindly following the column, let's start to think and working what we should. The right information giving the way of liberation.

So, war tourism is every visit to area which was cover the war, and that use in aim „education" to tourists now, independent that it is main destination or by the way or excursion includes it. Legal or illegal, main or by the way, but it exists. However, victims of war could be kept from oblivion in other ways, not abuse tourism. We know what is the tourism and what is the war. And every who are connected those knows it, but people and activities is not important for them. Just money. They don't care if it hurts someone. They are interested in earning money. More money is better. If we let it continue going on, it doesn't meanthat they destroying us, it means that we destroying ourselves. Is it our way? 'Course not. But, what we can do against them? Nothing!? They are a force, we are just number in deleting. They make action. Is necessary that we make recapitulation and then to understand who is a force, and who is a nothing? Imagine, we could be smarter than them. To live normal forms in tourism.

Life and normal forms in tourism defending oneself with explanation of paranormal inhumane phenomenons:

- War is an arm conflict of politics, in fact, the only possible way that 239 years people's hand „embrace the world around herself waist".
- War is an artificial phenomenonthat nature is winner.
- War tourism is every travelling in a place of suffering, which cause suffering again.
- War makers are the definite group of people on verge of collapse, whose sees its salvation only in the aggression against ordinary people, the destabilization of society, destruction of cities, and conquer same ... People are not important for them. Just money and places.
- Makers of war tourism are the same people whose create war.

Makers of war tourism, unfortunately, have a very large offer: from **ancient wars** (The Trojan war, Peloponnesian, Syrian, etc.), through **the medium** (Crusade, The Hundred-years war, etc.), and **new age** (The Thirty-years war, English civil war, The war for Spanish heritage, American war for independence, American-French war, Napoleonic wars, American-British, American-Mexican, American-Spanish, The Crimean war, Greek's war for independence, Rush-Japanesse war, The Balkan wars, etc.) to **modern** (The First World War, The Greek-Turkish war, The Spanish civil war, The Second World War, The Cold war, Corean, Vietnamese, Iran-Iraq war, The Gulf war, Homeland's war – the disintegration of Yugoslavia – Croatian war for independence, the war in Bosnia and Herzegovina, NATO aggression against Serbia and Kosovo and Metohia, war in Libya, Iraq, Syria, Ukraine),and **postmodern and nuclear war (The Third World War).**

Rude, but truth reality giving the more list of wars, which requires high temporal and spatual devote. Tourists whose accept an offer entering in vicious circle from which they can to get out on difficult way. War tourism giving a smile. The truth will be in touch to tourists, but no one will touch it. Makers giving so „cute" a smile. Action requires reaction. There are ways and possibilities, according to Pablo Picasso: „Who wants to do something, finds way. Who does not want to do anything, finds an excuse.“ We can stop the all more development of war tourism, as far back as history, over recent to, even, tourist arrangement „War Live“. And, if they work in spite of all, we, in spite of them, make a counter-effect in real and truth picture.

3.1. War tourist arrangement „SFRY“

In wish that pain leave us, we say „take a hair of the dog that bit you“. And now, we use it in need to stop the war and war tourism. Or with other way: bad ideas and actions could be eliminated if we or some of us entire into the system. However, access to this system is not allowed, but it is not impossible. Always exist a way. Or we can easier present a realistic picture of the past, present and future, war and war tourism. And, we will realize it with creating tour package „SFRY“.

This arrangement explains born, life and death of SFRY. Brotherhood and unity and vicious circle by lies. „239 years old human arm wants to embrace Balkan around hers waist“. Arrangement in 15 days leading the way to cities of the former Yugoslavia.

The Socialistic Federation Republic of Yugoslavia (SFRY), in the second session of ACNLY, was created on November 29th in 1943. Serbia, Bosnia and Herzegovina, Montenegro, Croatia, Kosovo and Metohia and Macedonia were lived in unit of SFRY, like „a multinational and multi-religious mixture, whose had a strong social politics, and no one be enable to destruction it. Yugoslavs were proud of the economic development after the Second World War, they implemented, with socialist norms, elements of a free market and open borders for tourists. It was thestatethat capitalist couldn’t to tolerate. (Šaran, Lj., 215) Citizens in SFRY lived in normal mixtured religious (Orthodox, Catholicism and Islam) unity. „From 1960. to 1980. Yugoslavia had one of the highest economic growth in the world, a decent standard of life, free medical, Health care and protection, free education and secured a job, mandatory paid vacation, literacy, which exceeded 90% and social stability. Yugoslavia was well-connected transport and her important geo-strategic position for many other states was an eyesore.“ (Šaran, Lj., 2015) The break up of Yugoslavia was initiated and designed by the United States and Western allies, in order to members of Federation incapacitating and „small-big“ group transform to force. „A plan for destruction of the free market economy of independent Yugoslavia was created even during the Reagan administration, and name of this document was „The Directiv of national security 133“. Germany secret service, in cooperation with the secret services of the United States, was established a team of secret agents in Zagreb in 1979. Themselves mission was be support to politicians who will promote ethnic hatred in Croatia and Bosnia and Herzegovina and that will led to the destruction of Yugoslavia.“ (Šaran, Lj., 2015) Mass riots by Albanian population in Kosovo and Metohia announced disintegration SFRY on March 11th in 1981. From this year, intolerance by Albanian to Serbian population, in heart of medieval Serbia, grew go by years and culminated in

numerous attacks on Serbian population, and all thanks to „peacekeeping force“ from America, which formed a military base (Camp Bondsteel[13]) on this territory.World's government wants more, more stronger, more deeper... „Desintegration of Yugoslavia was initiated by declaration independence of Slovenia on June 25th in 1991. in ten-day war against JNA and the declaration of independence of Macedonia (which are separated from Yugoslavia without war) on September 8th in 1991. In the summer in 1991. war conflicts was intensified between JNA and army of Croatia. JNA declares a part of mobilization on October 3rd in 1991. and Croatia proclaims break up all connections with the rest of Yugoslavia, on October 8th in 1991. Armed conflicts in Bosnia and Herzegovina began the second day of the referendum for independence BiH, in March 1st in 1992. The alleged reason for start of war in Bosnia and Herzegovina was kill[14] of the old wedding guest in front of the Church at Bascarsija in Sarajevo.“(Šaran, Lj., 2015) During the war in Croatia and Bosnia and Herzegovina have been many memorable horrors, murders,genocides, rapes, massacres, destructions, demolished of cities, bridges...and end of war, finally, happened on November 21st in 1995. by Dayton agreement in the air force base of Right Patterson in Dayton. This agreement was formally ratified in Paris on December 14th in 1995. All countries became in disintegration SFRY have been through traumatic experience, which bordering to derangement of mind, while disabled mass nations former Yugoslavia just starting to accepts the fact that „less is not more“ and that better life in limited national compress states no space for realized prosperity and economic stability.“ (Šaran, Lj., 2015)
Our tourists will better understand this story in documentary movie „The Weight of chains – Težina lanaca“ by Boris Malagurski, Canadian author. On this way, tourists will find out information about small and incapable countries created by big power in USA, whose shared ethnic hatred, created extremist politicians and with money operated in and around Yugoslavia – taking natural resources and destroying economy. And all this in aim that Yugoslav's residents have become modern slaves.
This is not the end. War and war tourism are continue: NATO aggressors bombed the Republic of Serbia and Kosovo and Metohia from March 24th in 1999. to June 10th in 1999. President of USA in that time and other NATO leaders are not in UN investigation and they are not accused for committed genocides and other war crimes during the bombing of Serbia and Kosovo and Metohia in 1999.
This arrangement will complete documentary presentation:
https://www.youtube.com/watch?feature=player_detailpage&v=9nHWsWOgtiw - Kosovo: Can You Imagine? By Boris Malagurski (2009). And just when we think that is end of war

[13]*Camp Bondsteel, the best known and most famous evil, is main base of USA in Kosovo and Metohia, by the command of KFOR. One located next to Urosevac in the east of southern Serbian province. The base is headquarters of NATO. One enjoys extraterritoriality and subordinated only to the Pentagon... – Ph.Ds Petar Iskenderov,*http://www.ruskarec.ru*, 2013*

[14]*Member of Green Beret, Ramiz Delalic, was killed to father, Nikola Gardovic, of bridegroom at a Serbian wedding in front of the Church in Bascarsija, Sarajevo.*

and war tourism, „Montenegro, in the baton of American diplomats, was separated from Serbia on June 2nd in 2006“[15].However, nor this is the

Picture 2. *War in Bosnia and Herzegovina*

Picture 3. *NATO agression on Serbia*

end of destruction of Republic of Serbia. Because, how we can explain to our tourists, that „desintegration of the SFRY was definited phone numbers: 00381 for Serbia, 00387 for Bosnia and Herzegovina, 00385 for Croatia, 00386 for Slovenia and 00389 for Macedina. In this division was added the „surplus“ of three numbers: 00382, 00383 and 00384. And so on, Montenegro got number 00382 and Kosovo 00383.“[16]Everybody knows when. So, we can see that number 00384 is free. What our tourists should think about it? Maybe this number going to Vojvodina? Or Sandzak? What do you think?
Makers of war and war tourism „broking cake“ still on territories of Europe, Asia, Africa... and prides oneself upon NY Times, for example: „Kosovo is „righteous loot of war“ by US military, taking into account how Kosovo rich in precious metals and mineral enrichment.“ (Šaran, Lj., 2015)
At the end, war tourists will be in able to see completely picture in movies: Nice villages nice flame, Wounded country, Sky hook, War live... that will be present in the cinema in Drvengrad, Mokra Gora, at the end of arrangement. These movies telling about life of ordinary citizens of the former Yugoslavia during wars.

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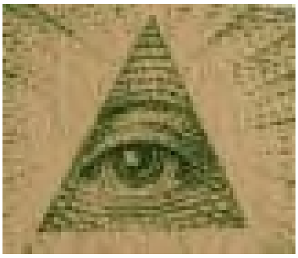
[15] *„Representative of EU, with USA consulate in Podgorica, held a meeting with leaders Montenegrin politicians on January 12th in 2005. Reason for meeting was implementation of referendum for separated Montenegro and Serbia union. Representative of EU and USA consulate were „put under“ toMontenegrian parliament law for approval and to people for vote: „for independence“ and „for stay in unity“. Votes on referendum was be manipulated by outside, and American diplomats, impressed of „diplomated“ skills by Laichak, described: „His efforts merited our support, in both cases -the achievement of (the imposition of) a political compromise (by the Montenegrin Democratic Party) and „implementation“ of the referendum! American diplomats and Miroslav Laichak, in consulate in Podgorica, elaborated strategy and technical questions of referendum, marked with degree of security as like as very „sensitive“, came that so-called free independence referendum in Montenegro about separated from the state union with Serbia, was be all just no legal, free, and independence.“ - NOVAKOVIĆ, M.: (Pro)Zapadni zločin, Lulu (publisher), 2014*

[16] http://www.dnevno.rs/index.php/ekalendar/38995/dokaz-da-se-sprema-otcepljenje-sudbina-vojvodine-resena-je-jos-raspadom-sfrj

3.2. War touristic arrangement „The Third World War“

Stop the war and war tourism is difficult, but need. So, we start with one more touristic programme: „The Third World War“. But, we can call this touristic arrangement „War live“ or „Nuclear war“, because many people don't want or can't accept the truth: this war started along year ago. Our tourists, as like as residents, will be so surprised when we show the proofs of destruction human. We don't have to lead them on some special destinations, because this war is all around the world. This touristic arrangement begins with story which nobody „modern“ person don't want to accepts:



Picture 4. *Symbol of power by Freemasons and Illuminations*

„If we look at the progress of technology which comes in hope for unlagging, actually, ordinary people just delaying. While we following the trend of smart technology without wish to „shame“ in world, actually, we are not aware how „this world“ laughing to us in face. Are we aware of steps that we making in follow to makers of our destruction.[17] Actually, what is The Third World War and why it is touristic arrangement „War live“ and „Nuclear War? The Third World War is an artificial world economic crisis, drug mafia, pharmaceutical and medical mafia, more frequently headaches, fast food and Coca-cola (as well as other industrial juices) and GMO whose cause obesity and various modern illness, and dying by „ordinary“ flu. The Third World War is „HAARP[18]“ and „dented traces in the sky“[19]... Did you felt on your face something like a cobweb? What did you think why

[17] *Look at the content of numerious internet adresses and learn some about who are and what doing: Pogledajmo sadržaj brojnih internet adresa i naučimo nešto o tome ko su i šta rade:Bilderberg group, Trilateral Commission, Skull&Bones Society, the Club of Rome, Budapest club, Freemasons, the Illuminations, the Knights of Malta, the Committee of 300, the Royal Tribunal. Because, they love war and war tourism, they love absolutely government. .*

[18] https://www.youtube.com/watch?feature=player_detailpage&v=X_M6bo6Fu08- *HAARP - Psihotropno i klimatsko oružje (II - dio) - Emisija "Pogled" sa Viktorom Orlom (ATV- Odesa), 2011*

[19] *„Since the sign agreement „NATO partnership for peace“, different traces of planes and clouds appearing from the sky above Serbia. According to Nikola Aleksic, president of the Ecological Movement of Serbia, it is „unconstitutuonal and unlawfulcarry out genocide against citizens of Serbia since 2006.“ Independent explorers from Germany, Italy, French, USA, Canada, Australia and other countries from the world, have found traces in chemical content:Aluminium oxide, barium oxide, manganese, iron, strontium, Pseudomonas aeruginosa and P. Florescens, Germs and enterobacteria, Streptomyces and other types of mold and mildew,*

changing whether and we don't know what to wear, sunglasses or an umbrella? And, what do you think about floods on May in 2014 and earthquakes?
The secret of truth is so public that seems incredible and many people rejected it. The truth is at arm's-length of every war tourist and every residents of world, but nobody touches it. Or someone can? Ignorance did not brings good things to anyone, but knowledge protects, and sometimes not. At least one minute more. Think again and look at the specified Internet addresses, which are some of many that telling the truth.:
https://www.youtube.com/watch?feature=player_detailpage&v=nMKs711Grt8– Otrovi s neba – Paralele (Toxic agents from the sky - Parallels
https://www.youtube.com/watch?feature=player_detailpage&v=CZET94jQcM8 – Svetozar Radišić – Srbija i Novi Svetski Poredak (Serbia and new world order)
https://www.youtube.com/watch?feature=player_detailpage&v=H-1qJQhSik0 – Završnica... Novi svetski poredak (End... New world order)
Why this information is not find in the relevant REFERENCESs, just on Internet, is the real question for tourists and tourist workers, citizens, especially for academics and docotors of science. The answer „because it is no exist, it is just product of imaginative people" can't to be accepted. Because, citizens and tourists thinking deeper. The truth is somewhere. Development of normal forms in tourism requires fair competition and battle for peace in the world (Picture 5.)

Picture 5. *We voting for peace*

4. CONCLUSION

War tourism, as review of historical and nowadays wars, is not way in bright and peaceful future, nor creativity which we should admire and developing. It's just one more way that people whose love war have big and easy earn.

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dehydrated human red and white blood cells, dibromoethane - carcinogenic fuel additive and insecticide (Ethylene dibromide- EDB), enzymes and bacteria that are used in the methods of DNA modification. Many people have gotten sick after direct contact with cobwebs or droplets found on the ground and buildings after an appear of chemtrails."- Zelene novine – u službi prirode, zdravlja i istine,
https://zelenenovine.wordpress.com/feljton/dosije-kemtrilshemijski-tragovi-na-nebu/тровање-србије-докази-о-постојању-хем/

These people were destroyed all economy of former Yugoslavia, and follower countries could be an American colonies that „big forces“ whose could pride to war tourists with „divide and rule“. Will we go to allow them? ’Course not.
A normal part of humanity have to start on stopage war and war tourism, which are unnecessary absolutely and present a deformed „modern“ consciousness (unconsciousness). All kinds of manifestation of man (sport, culture, politics...) should be use to promote peace and increase the quality life of all living being.
Action demands reaction. The reaction demands a solution. To living together again. To developing normal forms in tourism. Knowledge is brightness, knowledge is freedom.

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[5]https://www.youtube.com/watch?feature=player_detailpage&v=9nHWsWOgtiw - Kosovo: Can You Imagine?
[6]https://www.youtube.com/watch?feature=player_detailpage&v=aMSZ2ipDqag–AH-64 Apache Helicopter Attacks ISIS IRAQ Compilation
[7]https://www.youtube.com/watch?feature=player_detailpage&v=CZET94jQcM8– Svetozar Radišić – Srbija i Novi Svetski Poredak
[8]https://www.youtube.com/watch?feature=player_detailpage&v=H-1qJQhSik0– Završnica... Novi svetski poredak
[9]https://www.youtube.com/watch?feature=player_detailpage&v=nMKs711Grt8 – Otrovi s neba – Paralele
[10]https://www.youtube.com/watch?feature=player_detailpage&v=waEYQ46gH08– The Weight od Chains – Težina lanaca
[11]https://www.youtube.com/watch?feature=player_detailpage&v=X_M6bo6Fu08- HAARP - Psihotropno i klimatsko oružje (II - dio) - Emisija "Pogled" sa Viktorom Orlom (ATV-Odesa), 2011
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PEOPLE WITH DISABILITIES IN TOURISM & THEIR PERCEPTIONS

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Abstract: *The topic of this article refers to tourism seen through the eyes of people with disabilities. Our volunteering work and observations have enabled us to familiarize ourselves with the innovative Greek idea of " SEATRAC '' – a scheme helping people with disabilities .We have become sensitized about the Greek tourist industry and how it caters for the needs of these people. Unlike the average tourist, this social group encounters a number of obstacles – such as lack of facilities – while simply trying to enjoy their vacation and free time. Through the study of articles and the distribution of questionnaires, we have collected information concerning the racism these people experience and the potential development concerning their participation in daily leisure activities.*

Keywords: *tourism, people with disabilities, SEATRAC, facilities*

1. INTRODUCTION

In Greece, the number of people with disabilities is calculated around one million based on data and official rates of state agencies. About 15% of world population, or one billion people, is living with disabilities. Often we do not know the large number of our fellow citizens living with disabilities and the challenges they face. According to the UN, an estimated 650 million people in the world live with disabilities. Together with their families, that means approximately 2 billion people are directly affected by disability, representing almost a third of the world's population.

Greece, one of the most beautiful Mediterranean countries, offers a unique combination of sun, mountains, islands and endless beaches. But not every corner of Greece can be easily reached by visitors with reduced mobility. Over the last years, Greece is making an effort in order to improve the quality of vacations for this group, and millions of Euros have been invested in making Greece accessible and friendly for all, both from the public and the private sector.

A great number of hotels, museums, archeological sites, shopping centers, restaurants, theaters and beaches throughout Greece are fully accessible by all people, regardless of their physical limitations, disabilities or age. However, there are still improvements we must consider as one of the most popular destinations in Europe, and as a country that

should be able to offer all of its attractions to each and every tourist, without limitations and obstacles.
In this article, we will see the Greek reality in the tourism industry through the eyes of people with disabilities, and discuss their point of view in every aspect of tourism industry in Greece.

2. REFERENCES REVIEW

Numerous studies have led to an understanding that the majority of disabled people face serious barriers to leisure participation concerning their vacations (Kennedy, Austin and Smith 1987; Wade and Hoover 1985). Considering that people with disabilities are conservatively estimated to constitute ten percent or more of the world's population, and estimates have indicated that 13 percent of all travelers have some kind of disability (Durgin, Lindsay and Hamilton 1985), the studies in the specific issue, tourism and disabled individuals, are offering us a variety of information and they are demonstrating the constraints they are facing. Many studies explore these “obstacles”, for example Francken and van Raaij (1981), in their investigation of leisure satisfaction, categorized perceived barriers to leisure participation as either internal (e.g., capacities, abilities, knowledge, and interests) or external to the participant (e.g., lack of time or money, geographic distance, and lack of facilities). The evidence from past research clearly suggests that the factors that mainly influence the customers with disabilities during their booking process, or during their stay are the relationship among the members of the staff, the training of the staff, the environment of the hotel, and then, the collaboration, the information provided, the recommendations, the responsibility and the feedback from the customers (based on the study of Susana Navarro , Dolores Garzon and Norat Roig-Tierno concerning disabled customers and factors driving customer-hotel co-creation).
In addition, previous researchers have noted three types of Leisure-travel barriers of disabled tourists, (Smith 1987). In intrinsic dimension we notice constraints, such as lack of knowledge, health-related problems, social ineffectiveness, physical and psychological dependency. Disabled people may develop lack of travel desire. Furthermore, the tourists will face environmental constraints, for example attitudinal constraints, architectural constraints, transportation-air travel constraints etc. Last but not least, communication barriers are also a serious obstacle regarding travelling and enjoying leisure activities. The results from their study have revealed that the feeling of helplessness has a negative effect on the intentions of the disabled to travel, and also a loss of control and confidence can lead to the reduction of the will and motivation to engage in travelling activities.
Visual and motor disabilities are frequently the categories of disabled people that face major mobility constraints and lower levels of functioning, therefore requiring more help to move and the removal of material obstacles and barriers as well as the adaptation of physical structures and spaces, as shown in a pilot study on Accessible Leisure Tourism Experiences in Portugal, Elisabete Figueiredo/ Celeste Eusebio and Elisabeth Kastenholz (2012).

In the same study we read that in recent years it has been argued that travelling is a very important aspect in our lives, because while travelling the tourists tend to forget their routine and their daily problems. However, despite the strong desire to travel, disabled individuals, apart from the barriers they encounter while visiting another city/country, they also face certain economic constraints. As REFERENCES reveals, there is a low level of income that aggravate the existing difficulties.

Also, obstacles can be found in the cultural and tourism sectors. Every tourist, except their relaxation, seeks an educational aspect during their vacations. These individuals face serious limitations while visiting monuments, museums etc.

Enough research has been conducted in the way the governmental and non-governmental organizations seem to work to help people with disabilities, and the results show the effectiveness of their operations, Yuhua Bi, Jaclyn A. Card and Shu T. Cole (2007). Even though they refer to a market with potential, there are still inappropriate environmental conditions, and poorly equipped hotels and areas.

To sum up, a huge number of countries refer to travelers with physical disabilities as a large potential market that can be improved with a series of changes. This way, the economy and the income of the tourism industry will increase. “To provide travel services for travelers with disabilities is not only an ethical obligation of the travel industry, but a profitable one as well.”

3. CONCEPTUAL FRAMEWORK

Regarding the Greek situation, interviews revealed that if we encourage the availability of access for people with disabilities, Greek Tourism will be enhanced.

In their daily effort while on vacation, people with disabilities faced serious problems regarding to their accommodation, transportation and participation in tourist activities. Most of the time, hotels are not fully equipped, therefore tourists cannot really enjoy their vacations because a lot of the activities concerning sports, museums etc, are not designed to serve their special needs, and we have noticed many incidents of racism towards this group of people.

Disabled people must consider a lot of factors during their vacation planning. First of all, airports and airline assistance are among the most important factors in order for them to travel comfortably because the quality of transportation, the equipment and the available assistance affect the mobility of people with disabilities. For example airlines may provide a qualified employee such as an airport escort or allow a parent or assistant to help a person with a disability through security checkpoints without the need of an extra ticket. These ‘‘assistants’’ can request permission from the airline’s check-in counter to allow them to pass through security with the person they are assisting. In some cases, there is a special discount for airplane tickets for blind people and their escorts. For other types of transportation, such as trains, buses and metro, especially in Greece, in every bus there are four seats specifically designed for the disabled with the specific sign, and the same applies when it comes to the Metro. The majority of buses have ramps to facilitate ascent / descent of people with disabilities, and the newest have a system of Kneeling.

In every case, handicapped persons are served by priority, and they are given a free wheelchair for their transportation (e.g. in airports etc.).

Also, Greece Urban Transport Organization provides special vehicles for this kind of needs, which is free and it can carry three to seven people, three to four wheelchairs and one position for an escort.

Moreover accessible establishments, such as hotels, restaurants, are essential factors because they characterize the quality of their leisure time and their ability to move and act unobstructed. Guaranteed accessible accommodation is also a crucial point for every tourist with special needs, such as the well-trained staff and the mobility equipment. It has been noticed, that the quality of their vacations, according to research, is more than satisfying when they have the assistance of a well-trained personnel which makes sure that the people with disabilities will not encounter difficulties in their daily routine, and who are ready to deal with problems, should they occur.

A variety of archaeological areas and museums offer specifically shaped spaces, entrances and facilities to the disabled. Facilities with larger door width for easier access with the wheelchair, entrances with two handles, ramps, and elevators, or special wheelchair for the transportation from one floor to another. Also, special designed WCs that allow the disabled to move comfortably without hesitation. Last but not least, an important advantage for the museums are the exhibits signs written in Braille format, and in some cases bigger letters or even sculptures they can examine by feeling them.

Many major attractions in Greece are accessible for people with disabilities, such as ancient monuments, archaeological areas, museums, religious sites as well as other sites worth seeing.

Many guides have been written for the disabled. The effort of the Greek state to provide step by step guides, allowing the handicapped to enjoy and take part in leisure activities has found many supporters. The Greek Ministry of Tourism has agreed on the need for better access for this group of people and along with the National Confederation of Persons with Disability (ESAmeA) it has signed a cooperation protocol to ensure equal access for all.

Moreover, Greek hotels that offer equal hospitality services for all guests were honored with the “Accessibility Pass”, which is a global certification scheme that classifies hotels and conference centers’ accessibility level, based on their infrastructure, services provided and personnel skills.

3.1 INNOVATIVE IDEAS

In order to improve accessibility for all groups, regardless of their age and level of ability, we need to make changes to the facilities. Undoubtedly, the involvement of both government and industry partners is needed and includes specialized and mainstream

actors to serve customers from each end of the pyramid. The creation of accessibility services for all people improves the quality of life for everyone.
So when it comes to tourist activities, such as sports, or swimming and enjoying the sea, handicapped people face many difficulties and obstacles because the relevant infrastructure is not designed well enough to support their needs. This has led to the pursuit of innovative ideas aiming to create a better environment for the disabled. Innovative ideas that can support better accessibility, as seen on the pyramid above.

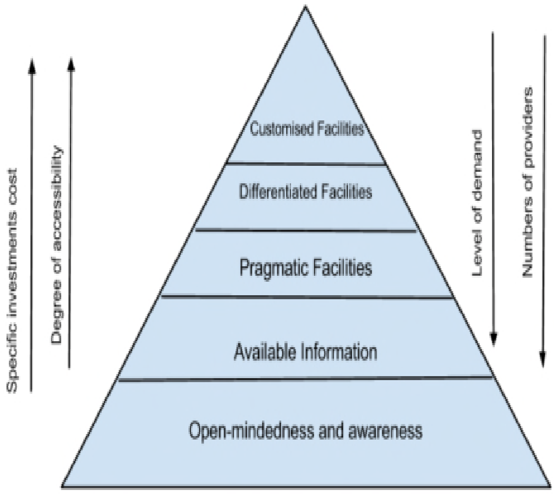

Figure 1. *Levels of accessibility offers, information and awareness*

3.1.1. Para Ladder

The Para Ladder provides the dignity of an unassisted floor-to-standing or floor-to-wheelchair manual lift. It is the most innovative manual lift aid available for 40 years and it is recommended by doctors, nurses, physical therapists and other medical professionals.
The Para Ladder PL1000 folds to less than 3" wide and weighs less than 11 pounds, making it extremely easy to transport. It conveniently stores in a room, at a bedside or in a

vehicle for quick retrieval. The Para Ladder can be used on any stable floor surface. The weather-resistant aluminum frame allows it to be used outdoors on concrete or in the grass. The Para Ladder allows one to safely return to a standing position from the floor using your arms and hands and perform a manual lift. The Para Ladder represents the next great leap forward in the technological evolution of this type of assistive device. Most importantly, the Para Ladder allows you to retain your dignity during an unassisted lift. In most cases, wheelchair users who can perform a pressure release are able to use the Para Ladder unassisted. Able-bodied users can also enjoy the Para Ladder manual lift to return to a standing position. It is easily being used by 5 year olds to 85 year olds thanks to the minimal arm strength required. The unique functionality of this lift device does not require lifting one's entire body when in use.

Figure 2. *Para Ladder*

3.1.2. Wheel Blades

Mobility on the wheelchair even in winter, over snow and ice.
The wide Wheelblade contact surface distributes the wheelchair driver's pressure evenly onto the ground and prevents the small front wheels from sinking into the snow. The blades run over the ground with very little pressure and have no problem smoothing out rough spots.

Figure 3. *Wheel Blades*

In order for the ski to move in the desired direction at all times, the binding was moved to the front part of the ski. No matter where one needs to go – the ski knows its way.
Two tracking channels on the Wheelblade underside compress the snow, ensuring stability; this is to say that one moves along as if on rails. In addition, the Wheelblades are very handy due to their low weight: A few seconds are enough to attach them to all commonly used wheels.
The adjustable clamp lock covers all wheel widths from 1.8 to 6 cm. As you can see, Wheelblades work real easy – simplicity combined with many advantages.

3.1.3. SEATRAC

Seatrac is one of a kind engineering achievement, since it is the only device (world – wide) that can offer completely autonomous access to the sea by the disabled, in a robust, safe and yet cost – effective design. It is covered by Greek European and U.S. patents.
SEATRAC was built to act as an auxiliary utility which can be used by persons with kinetic disabilities or otherwise caused limited mobility, in order to facilitate their access to the sea. The main notion behind its creation was to give people with disabilities the opportunity to enjoy a simple leisure activity, such as swimming, completely unassisted.

Figure 4. *SEATRAC placed on a beach.*

SEATRAC is basically composed by a fixed track mechanism in which a wheel chair can be moved in and out of the water. The wheelchair is connected to two heavy duty cables, one on each side. On the sea side these cables are routed through two free rotation pulleys whereas on the coast side the cables are routed through two pulleys that are connected on a rotation axis.
SEATRAC's utilizes solar energy as its only power source.
This innovative idea, which allows people to reach the sea without help from others, was founded in 2008 by Fotiou and Gerassimos Fessian. The project was developed with the support of the department of Mechanical and Aeronautical Engineering of the University of Patras, and has been installed in many beaches. Lastly, Seatrac does not belong to tourist apartments and is open to the general public. This mechanism has already been installed in Greece and Cyprus. The places where this device is available are the following: Salamina, Agios Vasilios, Akoli , Akrata, Alepohori, Anavissos , Asprovalta, Asproneri, Velika, Glifada , Keratea, Rahes, Loutsa, Nea Makri ,Neoi Epivates, Porto Rafti, Patras Beach (E.O.T.), Pafos (Cyprus), Protaras (Cyprus), Agia Napa (Cyprus), Xrisoxous (Cyprus).

4. CONCLUSIONS

In conclusion, a notable growth of the tourism industry could be observed if everyone actively involved in the tourism sector, such as hoteliers etc., considered and took action by changing their equipment, adopt and implement the innovative ideas which are offered for these cases, in order to attract people with disabilities. It is not only a matter of humanism and awareness towards this particular group of people, but it is also a huge advantage for Greece, and all developed countries as well, to take the opportunity to join a lucrative market that will bring great profits to each country and a good reputation for the country's cultural heritage and entertainment.

We should focus on people with disabilities, because everyone should enjoy their holidays. For this reason, they should be treated equally and a climate of mutual respect and understanding should be pursued.

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URBAN TOURISM IN SERBIA

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Abstract: *City tourism represents a great chance for development of Serbia. Using the experience of Paris, London, Prague, Venice, we can devise attractive tourism products that can significantly increase our tourist trade. The aim of this work is to highlight the importance of urban / city tourism as an important segment of the tourist economy of Serbia.*

Keywords: *city tourism, tourist product, tourist traffic, urbanization*

1. INTRODUCTION

City tourism, in the broad sense, is defined as: a set of relationships and phenomena associated with each movement and each consumption in urban areas outside the place of residence, in order to satisfy recreational, cultural and other needs. (Garača, V., 2005) It includes, in addition to cultural and religious needs, spa, coastal, possibly transit, but only partially. A large number of the most important religious sites is located in city centers (Jerusalem, Constantinople, Rome, Mecca). The largest spa centers are sophisticated and urban settlements (Vrnjačka Banja, Kanjiža, Karlovy Vary, Margit Siget in Budapest, et al.). Significant coastal resorts are the most beautiful pearls of the Mediterranean (Athens, Thessaloniki, Kotor, Dubrovnik, Split, Budva, Nice, Barcelona). Numerous capitals represent the most important transit hubs (Vienna, London, Prague, Paris, Madrid, Berlin, Amsterdam, Belgrade). Clearly, urban tourism represents each one cost that is done by persons who are not residents of that city, but they are not "persons seeking employment, students and pupils in boarding schools and soldiers in the barracks, border population that habitually resident in one, and employed in another country, and transit passengers who do not stop in that country ", either. (Jovičić, 1980, 8) Urban tourism occupies an important place in the tourist offer of Europe and the world. There are common features of large cities, but each of them has its own peculiarities that result through various types of city tourism. Serbia is a country in transition and in the stage of attempting to turn to development, which can make a significant contribution to the development of tourism, where city tourism should be an important component. Hereinafter, there will be highlighted possibilities and significance of urban / city tourism for the development of Serbia.

2. URBAN TOURISM

Urban tourism includes visits to towns and cities for reasons such as sightseeing, shopping, visiting relatives/friends, business reasons, culture, fun, entertainment and the like. Throughout history, people noticed the first forms of urban tourism because of the Romans who visited Athens or Alexandria. The era of mass tourism starts from the 50s of the last century. Popular areas of that time were the Mediterranean, rural and mountainous areas. The habit of visiting large cities developed 70 years ago and since then the city tourism gets mass character. All cities, as urban areas, are in direct competition and have made their choice according to type.(Table 1) City break has stood out, which aim is the practical supplementary journey. We should know that most cities provide the same content, but that each of them stands out features that make it unique.

Table 1: *Choice according to type*

TYPE	CITY
Global/ world cities	London, New York
National capitals	Ankara, Bucharest
Cultural capitals	Budapest, Prague, Vienna
Cities with cultural heritage	Venice, Oxford, Krakow
Artistic cities	Florence, Madrid
Creative cities	Helsinki, Barcelona
Industrial cities	Glasgow, Bilboa
Sport cities	Melbourne, Cardiff
Festival cities	Rio de Janeiro, New Orleans
Futuristic cities	Dubai, Tokyo

2.1. City break

City break represents additional trip to the main holiday to be carried out at sea, countryside or mountain. Product City break usually lasts about four days, and represents second, third or fourth vacation in the year. Cities that are in direct competition: Paris, Rome, Barcelona, Prague. Motives for visiting the previously mentioned cities are a combination of business, shopping, events and nightlife. Except that, we also have competition between so-called long haul destinations: Hong Kong, Singapore, New York, Sydney. (Jovičić, Ž. 1980).

2.2. Mutual characteristics of urban cities

Characteristics of cities at the beginning of the third millennium, according to *(http://www.vggs.rs/)* are:
"Two typologies of housing: individual housing and building blocks of flats (" machines for living "). The city is no longer the dominant space for living. A large part of its tissue is being wasted at work and communal activities which must be planned. (Historic city dealt exclusively with housing, malls and entertainment). Technological development allows superposition of content not only through vertical but also a horizontal zoning. Research and scientific approach makes urbanism an interdisciplinary field, characterized by the internationalization of styles and concepts. New towns with a predominance of one function are being created: industrial city, university, administrative, travel and the like. Every city has its own uniqueness. It can be seen in the attractions, activities and experiences. Holloways are focal points held by a city, which acts as a magnet to tourists. Top focal point becomes a cultural icon, such as the Eiffel Tower in Paris. All cities which are in direct competition are densely populated. It can also be said that they serve as a gateway to tourists who visit a country. There are some tourists who settle in the cities in order to go from there to some rural type excursions. The current trend is the so-called short trips, the so-called short breaks or day trips (http://www.vggs.rs/).

3. CITY TOURISM IN SERBIA

City holiday is especially important for Serbia. For the most part it is connected with Belgrade and Novi Sad because of the opening of Serbia toward the international tourism market. In addition to these, there are still many cities that have a competitive product that can be commercialized. In addition to the famous nightlife, Serbian cities also have a turbulent history. Here are the most characteristic cities of Serbia that have a chance for developing of urban tourism of Serbia. (Гарача, В., 2005).

3.1.Belgrade

Belgrade is a metropolis with almost two million inhabitants. Capital of Serbia lies at the confluence of the Sava and the Danube and it is one of the oldest cities in Europe. In the 3rd century BC, members of a Celtic tribe founded Singidunum. The old part of the city on the right bank of the Sava and Danube, New Belgrade on the left bank of the Sava and Zemun are three parts that Belgrade consists of. The area around the major rivers, the Sava and the Danube has been inhabited since the Paleolithic period. Vinca near Belgrade is one of the most important cultural sites of the prehistoric period. One of the major attractions of Belgrade is Fortress of Belgrade and Kalemegdan. The fortress is about 7000 years old, conquered 77 times and has also been demolished for a couple of times. Today there is a Military Museum, Art Pavilion Cvijeta Zuzorić, walkway, gazebo, sports center, etc.... Nearby, there is the oldest place of worship in the city Bajrakli Mosque. In the same part of the city people can visit numerous pubs, such as the café "?". Because different bosses changed the name of the café constantly and the last name didn’t leave a good impression on the priest and the boss was hesitant about the name, he gave the name "?" to the pub. Belgrade's most famous street is Knez Mihailo (Figure 1), whose name is protected by law and which has a number of interesting scenes (Belgrade’s City Library, the first hotel in Belgrade, Serbian Crown in 1869, as well as Palace Albania). Belgrade hosted a major tourist event City Break in June 2008. There is the famous palace complex Dedinje. It consists of White and Royal Court. The Royal Palace was built by Milan Obrenovic and it is now the City Assembly and the White Palace today is the seat of the President of the Republic of Serbia. In the same complex the Church of St. Andrei is built. There are often predjudices in connection with Belgrade. However, tourists, when they visit the capital for the first time, experience a positive surprise. It was affected by political instability, so one should take the advantage of all the resources that Belgrade owns. In the immediate vicinity there is the National Assembly. From the Assembly you can reach to the longest street in Belgrade - the famous Boulevard of King Alexander. Church of St. Mark is located at the beginning of the Boulevard. In the immediate vicinity there is the Russian church. Palace Belgrade, which has 23 floors and is precisely 100 m high, can be seen from every corner of the city. Inevitably place in Belgrade is the largest temple of Orthodoxy in the Balkans – the Temple of Saint Sava. There are numerous events in Belgrade such as the Beer Fest, Belgrade Skates Driving and Carnival of ships in August.

Figure 1. *Knez Mihailova Street*

Figure 2. *Skadarlija*

A special attraction is the Belgrade’s Skadarlija as bohemian heart of the city with numerous cafes such as Tri sesira, Ima dana, Dva jelena, Skadarlija, Zlatan bokal, Dva bela goluba, etc.. Fun is guaranteed in a Serbian old-fashioned way. Although Skadarlija is commercialized, it still represents the old spirit of Belgrade. It got the name at the end of the 19th century by the Albanian city of Shkodra. People of all social classes gather in Skadarlija and it is very attractive for visitors.

3.2. Novi Sad

Novi Sad is the second largest city in Serbia and the capital of Vojvodina, also known as the Serbian Athens. In Novi Sad people live in a relaxed and stress free way. The most attractive monument is the Petrovaradin Fortress, built in the Austro-Hungarian era and was built by the Austrians in order to defend from the Turks. Petrovaradin Fortress offers a variety of attractions such as the Museum of the City of Novi Sad, the Planetarium Observatory. Also the tourists will have rich collections of the Museum of Vojvodina, Matica of Serbia, Gallery of Fine Arts, and the collection of Rajko Mamuzić etc.... Central Square of the city is Freedom Square, recognizable by the Roman Catholic cathedral. In the square there is a statue of Svetozar Miletic, built in his honor by Ivan Mestrovic in 1939. In close proximity, Townhouse is located, which is a copy of the house of the Austrian city Graz. The building named At Stellar Man is very interesting. It is named after a statue of a knight who is on it. The building is from 1909. Serbian minster is located at the start of Pasic's streets, in whose churchyard is a votive cross of red marble, is also available for tourists. The most beautiful park in Novi Sad is certainly the Danube Park, which was officially opened in 1895. Novi Sad has about 20 hotels, and it can be noted that the private accommodation is very developed.

Figure 3. *Petrovaradin Fortress*

Figure 4. *Novi Sad*

People from Novi Sad organize a series of events so they are accustomed to foreigners and tourists. The biggest music festival in Southeastern Europe is being organized in Novi Sad, which is Exit (Figure 5). Besides Exit, the Dragon Children's Games, Sterjino pozorje, Novi Sad Music Festival, Festival of Film and Media, international festival of alternative theater, the international regatta of Danube, the International Fair of Hunting, Fishing, Sport, Tourism and Nautics and Lorist are being maintained. (Novaković-Kostić, R., 2011).

3.3. Nis

Nis is a city located on the river Nisava and its confluence with the South Morava. It is also the homeland of the famous Emperor Constantine the Great (312 -337). The Romans conquered this place sometime around the birth of Christ, so Nis from that era is remembered as Naissus. Turks in the period 1719 - 1723 built the famous fortress of Nis, which is located on the right bank of the Nisava. In 1857, an art pavilion was placed in the Arsenal building, in Bali Beg Mosque from the 14th century called saloon 77 and the city's administration is located in the complex of Pasha's dormitory. Summer Theater was built in 1957 in the area of the fortress, where the number of events such as music festivals, for example is being held today. On the Square of Nis, there is a monument dedicated to the liberators of Nis. Obrenovićeva Street is known as the pedestrian zone where cafes, restaurants and numerous shops are. The House of Stambolija reminds of the architecture from the time of torsk and it is located in Kujundžiski alley, and now works as a successful restaurant. On the southern edge of the old city of Nis is Cathedral Church. As the biggest attractions of the city is the Skull Tower (Figure 6). Skull Tower is located 2 km from the city center and was created so that after the battle between the Serbian and Turkish army Cegar, Turkish commander Husid Pasha ordered the heads of killed Serbs chopped, filled with straw and sent to the Sultan to Istanbul and skulls to be built in the tower, which served as a warning to the Serbian people. 852 skulls built into the tower and to the present day 58 have been preserved. Not far from Nis there is an archaeological site Mediana, which Emperor Constantine the Great built as a summer residence about 330. In Medians the magnificent mosaics can be seen. (Novaković-Kostić, R., 2011).

Figure 5. *Exit festival in Novi Sad*

Figure 6. *Skull Tower*

Niska Banja adds to the tourist offer of Nis, and it is located about 10 km from Nis. The water has an average temperature of 37℃ and was known in the Roman and Byzantine era. The spa is very healing and it is recommended for heart and cardiovascular diseases, rheumatism and sciatica. Peliod is also used, a natural medicinal mud, recommended for rheumatic illnesses.

3.4. Kragujevac

Kragujevac is the largest city of Sumadija and is the economic, cultural, educational, health and political center of Sumadija and Pomoravlje and the neighboring towns. It is the fourth largest city in Serbia. Kragujevac was originally founded as a small village with about 32 houses in 1476. When Prince Milos Obrenovic freed Serbian state from the Turks in 1818, Kragujevac was declared capital, so until 1822 it was populated by circa 2000 inhabitants. Kragujevac has always been very progressive city, observing the cultural aspect especially - the first capital, the first court, the first grammar school, the first theater, the first University, the first electric power plant, etc.... The city stands out for its many attractions such as the Parliament of the Principality of Serbia, the palace complex of Prince Milos, the courthouse, Amidza's Dormitory, the First Grammar School, Memorial park Kragujevac October and the Old Church (Figure 7) from 1818, which was founded by Prince Milos Obrenovic. A very special attraction is the aquarium Kragujevac, located on the Faculty of Sciences and it is the first freshwater aquarium in our country. A living world of the continental waters of the Balkans and the tropical and subtropical regions is exposed. Kragujevac is also rich in terms of various events, mostly those are culture related events such as, the international festival of choirs, Folklore, Jazz Fest, Serbian theater festival, Joakim Fest and many others. In the vicinity of Kragujevac there are numerous medieval monasteries: Voljavca, Blagovestenje, Hikolje, Petkovica, Denkovac, Raletinac, Sarinac and Divostin. Not far from the Petkovac monastery the remains of the fortifications of Srebrenica are placed. (Novaković-Kostić, R., 2011).

3.5. Uzice

Uzice is a city (Figure 8) which lies on the river Djetinja and is known as the seat of the Zlatibor District. Its altitude is 411m and it can be reached by highway and railway. Uzice is officialy classified as a town in Serbia. Uzice boasts that at the beginning of the Second World War it was the only free territory in Europe known as the famous Republic of Uzice. For 67 days, the city was under the control of the partisans until it was captured by fascist Germany. Uzice has numerous attractions such as Monument to Kadinjaca, where a partisan battalion was killed. Also an interesting attraction is fortress of Uzice known as the old city. It is located above Djetinja. Unfortunately it is not arranged enough for the tourists to sightsee. An old hydroelectric power station from 1900 is also close. It is the second in a row where the principle of Tesla's alternating current was applied. Today, it represents a museum of techniques. On the Djetinja competition in jumping is being held. Uzice market is very spacious and includes essential items such as the National Library and the National Theatre. Market Square bears the name of partisans. In the immediate vicinity of the St. Sava Square, therein lies the Cathedral of the Holy George, as well as the Grammar School of Uzice and many other schools. Uzice offers many opportunities for developing of the tourism as it includes interesting history and beautiful places to visit.

Figure7. *The Old Church*

Figure 8. *Uzice*

4. CONCLUSION

City tourism is highly developed in the world. In Serbia tourist potentials of our cities are not utilized enough. The reason for this is turbulent political past, and agitation against Serbia, which created a negative opinion of Serbs, while foreign tourists dared not to visit Serbia. Additional flaw is poor infrastructure, which is not sufficiently developed. Today, the lack of organization for the development of tourism and not creation of an environment is the biggest drawback, which prevents the development of tourist industry. Besides Belgrade and Novi Sad, which have the biggest revenue based on city tourism, all other cities also have great potential to deal with this form of tourism, as they have everything a city should have: a cultural-historical heritage, opportunities for sports activity, night life possibilities, shopping, etc....

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THE ROLE OF CONTEXT AND INTERACTIONS ON EMPLOYEES VALUE CREATION IN THE GREEK TOURISM INDUSTRY

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Abstract: *This article contributes to the tourism REFERENCES by theoretically examining the role of context and service interactions on employee value creation and co-creation behavior in the Greek hotel industry. Drawing on Service Encounter Needs Theory (SENT), this paper seeks to investigate how engagement in service interactions with multiple actors may lead to employees' value creation or destruction through the fulfillment/or violation of their psychosocial needs described by SENT. Moreover contextual aspects are taken into consideration. Specifically, this paper explores the situation where employees in hotels enhance their well-being by creating and co-creating value, with other actors. Practical implications are provided.*

Keywords: *Service Encounter Needs Theory (SENT), employee value creation, employee value destruction, context, interactions.*

1. INTRODUCTION

Several studies have investigated the different emotions that affected employees while working, e.g. Fox and Spector, 2002, who examine the relationship between emotional intelligence and work attitudes, behavior and outcomes. Our interactions with other people may cause different emotions and different reactions based on the way that other people treat us. Most of these emotions and interactions between employees and customers or employees and employers are analyzed by the SENT theory that present the mechanisms through which service encounter behaviors affect outcomes for customers and employees. If we take into account that one of the most important variables explaining employee behavior are the emotions that employees receive after an interaction process, we can understand that interactions between customers and service providers affect both sides in many ways. Some of these encounters are routine, but many are characterized by conflict and intense emotions. Customers and frontline staff have a range of psychosocial needs that must be met for service encounters to be successful. One of the driving forces that exist behind any consumer or service provider behavior is the fulfillment of their needs. Each one has different needs that have to be covered by their cooperation. Despite the importance of this topic, no paper has examined the role of context and interactions on employee value creation by using SENT theory. This paper analyzes the role of context and interactions on employees value creation in the Greek tourism industry. Firstly, the role of context in Greek tourism industry along with some basic characteristics about the situation in Greece nowadays is presented. Then, SENT theory is analyzed, mentioning the most important parts of this theory to facilitate the understanding of its importance. Real examples are given about the basic facts that SENT supports.

2. REFERENCES REVIEW

2.1 The role of context in Greek tourism industry

The tourism industry is the second strongest industry in Greece over the past few years. After the shipping industry, the largest capitals are invested in the tourism industry of Greece.
Greece has a long tradition in tourism and hospitality mainly due to its history and ancient civilization (Briassoulis, 1993; EIU, 1986). A dramatic increase in tourism flows to Greece in the late 1970s and 1980s was experienced, facilitated by the maturity of competitive destinations, the availability of natural, socio-cultural and environmental resources, the existing airport infrastructure on major islands, and the lower cost of living in comparison with most of Europe (Komilis, 1987; Papadopoulos, 1989; EIU, 1990; Leontidou, 1991).The Aegean islands have been a traditional destination since the 1960s, offering a great number of facilities. A variety of site and event attractions can be identified, as the Aegean complex is unique in Europe. The traditionally built islands along with the beautiful landscapes on the one hand, and the unspoiled sea on the other, make the region a desirable summer destination. The pattern "Sea-Sun-Islands" attract people who want to meet the Greek hospitality and kindness from all over the world.
Despite its popularity, the Greek tourism industry has reached a stage where both its potential and competitiveness have become questionable (e.g. Turkey or Albania offer more economical vacations). Due to the large tourist influx in our country, businessmen tend to build larger accommodation facilities that often do not fulfill all rules and regulations that an establishment must comply with, resulting in failing to meet the needs of tourists. The deterioration of the Greek tourism brand has led to consumers being less willing to pay, which, consequently, has led to lower quality, as the industry attempts to attract customers using lower prices. The concentration of bargaining power in European tour operators, in combination with the inability of the Greek tourism industry to promote its brand effectively, inevitably reduce the profit margins of principals and their ability to yield decent returns on their investment (e.g. many important hotel brands, such as the Pendelikon, close because of their inability to adapt to the needs of today).
This situation gets worse by the decision of businessmen to staff their establishments with unskilled employees who fail to serve foreign customers successfully. That causes discontent not only to customers but also to employees themselves, who daily confront difficulties due to the lack of necessary knowledge and experience.

As a result of the aforementioned strategic weaknesses, Greece and the Aegean islands fail to attract the desired `high-quality, high-expenditure' tourists, as they are increasingly unable to satisfy the tourists requirements.

2.2 Sent Theory

In order to understand the meaning of a good interaction between a service provider and a service receiver we have to analyze the Service Encounter Needs Theory (Bradley, et al., 2010). This theory shows the results that a service encounter action could have on both participants regardless of whether this cooperation is successful or unsuccessful.
All service encounters involve a service provider (employee) and a service receiver (customer, client, patron, or patient). Service encounter needs theory shows the way that an interaction between a service receiver and a service provider may cause multiple feelings such as trust or respect. These feelings, in turn, may affect the behavior of the participants.
Both customers and frontline staff have a range of psychosocial needs that must be met for service encounters to be successful. In case of frontline staff their work fulfills several latent functions such as the provision of time structure, social contact, collective purpose, social identity/status, and activity (Jahoda, 1981, p. 188)
Four of the most important concepts that we need to understand in order to analyze the SENT are the service provider, the service encounter, the service failure and the service recovery.
A service provider is an employee of a service firm who occupies a boundary-spanning role involving contact with customers, clients or patients. A service encounter is an interaction between a customer and a service provider. Service encounters can occur face to face or can be mediated by technical devices (e.g., by telephone or via internet). A service failure is a type of service delivery that does not meet a customer’s expectations. Service failures can be grouped into core and process failures. Finally, service recovery is an act performed by a service provider that returns the aggrieved customer to a satisfied state (Sparks & McColl-Kennedy, 2001).An unsuccessful service encounter may cause negative emotions on both service provider and service receiver.
Because of the nature of services and their intangibility, variability, dependence on customer cooperation, etc.) combined with the interactive nature of service encounters, occasional failures in service delivery are probably inevitable (Sparks, 2001).
While SENT may be applied to all service encounters, it mainly focuses on behaviors that occur within difficult and stressful service interactions. The behaviors can be characterized and categorized in many ways. Weiss and Cropanzano (1996) distinguished between ‘‘affect-driven’’ (in the heat of the moment) behaviors and ‘‘judgment-driven’’ (considered, planned, enduring) behaviors. Van Dolen, de Ruyter, and Lemmink (2004) made the additional useful distinction between behaviors that are controlled, produced, and performed by a single party to the interaction. In the analysis of the dynamics of difficult

service encounters, the most interesting types of behaviors are: (a) service provider actions aimed at service recovery, (b) customer responses to the problem (i.e., service failure) and proposed solution (i.e., recovery attempt), and (c) actions of both participants aimed at self-regulation and the management of service encounter-related stressors.

3. CONCEPTUAL FRAMEWORK

According to SENT, the effects of service encounters on both sides of participants can be understood in terms of their impact on participants' psychosocial needs.

An example of service interaction could be the following. An employee who receive trust or respect may result in positive emotions such as joy which in turn affects his/her positive behavior.

Particularly important to service encounter success is a core set of up to eight such needs, namely, the needs for cognition, competence, control, justice, power, trust, respect, and pleasing relations. These needs are shared by customers and employees alike.

All the participants who take part in service encounters have the need for cognition. Both service providers and service receivers want to have the need information so that they will be able in the future to explain past incidents, predict future instances, and make plans to act accordingly. They want to minimize ambiguity and uncertainty. For example, one is an employee in a company that makes them feel insecure and uncertain. They cannot be sure for their position in this job because their employer asks them to prove themselves on a daily basis and they never reward their efforts. Because of this attitude the employee's need for cognition is significantly diminished and they start to act in a way that under different circumstances would be inconceivable.

One of the most important needs for employees so they can fully develop their skills is the need of competence.They need to feel that they have been able to adopt whatever behaviors are required in a particular encounter and that their actions have had the desired effect. They need to feel able, useful, and efficacious. Case in point: In a shop with only one employee, sometimes this employee does not try to the best of his ability to satisfy customers because they do not have an "opponent" to compete against. However, in a shop that is crewed by more than one employees, everyone has the feeling of competence and each tries to serve customers better than the others in order to keep their job and gain more positive compliments that will help them improve their skills.

Perhaps, the deepest need people have is the feeling of control because it makes them feel more confident. The vast majority of people feel the need to control every little detail in their life. The need of control is closely related to power and trust in opposite ways. One can get a sense of control by taking control and acting, which is effectively about power, and by ceding it to others, which requires trust. As a matter of fact, the same happens in the working environment. Both employees and employers feel the need to have the control of their actions. For example, an employer who is really domineering is trying to take the

Table 1. *(Source: Bradley, L.G., 2010)*

Psychosocial Needs Pertaining To..	**Examples Of Service Encounter Acts Proposed To Facilitate Other's Need Satisfaction**	**Examples Of Service Encounter Acts Proposed To Hinder Other's Need Satisfaction**
1.Cognition (understanding, making sense, predictability)	Adherence to standard scripts. Provision of complete, credible, clear explanations, and feedback. Summarizing statements.	Suppression, filtering, and distortion of information. Unexplained deviations from role expectations Inarticulate and incomplete statements.
2.Competence (self-efficacy, mastery, accomplishment)	Statements that specify clear and manageable expectations. Acts that structure the other's tasks in ways that facilitate successful performance. Statements by another that exonerate oneself from blame, and accept one's proposals for action or problem resolution.	Use oftechnical/specialistterms. ''Faulting,'' that is, statements that one has done poorly; statements that dismiss one's suggestions and solutions to problem. Inefficient and inaccurate mode of expression that interferes with role performance. Help-rejecting behaviors.
3.Control (over processes, outcomes, and the environment)	Adherence to behavioral scripts. ''Voice'' procedures. Vertical referral.	Suppression and filtering of information. Restriction of choice. ''Stage-hogging,'' too much talk; too few questions. Overadherencetopolicy/rules.
4. Power (dominance over the other party)	Submissive and deferential behaviors and forms of address. Statements that invite the other to voice opinions, take the lead, lay down ground rules, and in other ways assert themselves.	Coercive social influence strategies, for example, giving orders, interrupting, belittling, bluffing, threatening, and intimidating. Inflexible positional statements.

control of his company by intimidating or threatening his employees. Consequently, the employees feel a total loss of control and respond with anger either towards their employer or towards the clients/customers. Contrariwise, if the employer were more flexible, allowing his employees to have at least a minimum feeling of control, then both parts would act differently and would have more positive results.

Additionally, power is another need that almost everybody wishes to have. Power is related with the sense of self-confidence and self-esteem one has. The need of power

mostly affects the relationship between employees and employers. Employers have always had more power than their employees but also the employees feel the need to have some degree of power in their workplace. For example, if an employee spots some kind of disorder, they want to have the freedom to talk about it and suggest ways that could improve the situation. If an employee is afraid to express their opinion in their workplace, they cannot improve themselves and they leave their job with a feeling of unfairness.

Another need that all the people have and is not restricted only to those taking part in a service encounter is the need of justice. Nobody wants to feel unappreciated or blamed for something that they actually are not responsible for. Participants to a service encounter must feel that fair processes have been followed, and just outcomes achieved. They must feel that they have given inputs to, and received outputs from, the encounter in equal proportions. For instance, an employee and a customer have an argument about a problem caused by the customer. The employee calls the employer to intervene and give a solution. The employee wants to feel supported by his employer and to not be blamed for something that another person has caused. If not, the employee feels unappreciated and also frightened about losing their job.

Another need that has to be fulfilled in order for both participants to be satisfied is the need of trust. Participants want to feel that the other is reliable, dependable, honest, and supportive, and hence that the service provided will be of a high standard and the service received will be appropriately recompensed. For example, a customer needs to buy a new PC. The customer asks the employee's opinion so the employee offers advice based on the benefits of each product. If the customer trusts the advice of the employee, then both of them feel the emotion of trust. If not, the employee feels that there was a fault in the service they offered so they have to find another way to gain the customer's trust. By the same token, the customer feels that they cannot trust the employee and they leave the shop without having met their need.

Customers and employees also have the need for respect. For example, if an employee happens to work with a rude customer or employer, then feelings of anger will arise and both parts will transmit and receive negative emotions. On the contrary, should an employee happens to work with a thoughtful person, they will have a pleasant cooperation and both parts will cover their need for respect. It is a fact that people wish other people to treat them respectfully, not only in a service encounter but also in their everyday life, in order to have a good relationship with them. Let us take a real-life example: a receptionist has to serve a client that talks in a rude and abrupt way. The client's attitude affects the receptionist's emotional state and, in all likelihood, feelings of anger arise. Both parties end up unsatisfied.

Last but not least, the need of pleasing relations. In our everyday life people wish to have pleasing relations, be in good terms with other people in order for one to feel more

Table 2. *(Source: Bradley, L.G., 2010),*

Psychosocial Needs Pertaining To..	**Examples Of Service Encounter Acts Proposed To Facilitate Other's Need Satisfaction**	**Examples Of Service Encounter Acts Proposed To Hinder Other's Need Satisfaction**
5.Justice (fairness, equity)	Statements reflecting reasonable and legitimate expectations. Offers of fair compensation. Giving before trying to take. Honoring the process.	Unrealistically high demands Unfair/excessive complaints Unwarranted criticisms. Unreciprocated concessions. Deceitful and cheating behaviors.
6.Trust (faith in the other's competence and benevolence)	Nonverbal indicators of honesty, for example, eye contact and open postures. Statements of understanding. Taking responsibility/ ''owning the problem".	Nonverbal indicators of deceit, for example, avoidance of gaze. Suppression/distortion of information. Violation of promises. Inauthentic displays of emotions. Deceitful and cheating behaviors.
7.Respect (dignity, esteem, status)	Acknowledging other's presence, status and individual needs. Provision of opportunities to "voice" problems and suggestions. Active listening. Personalizing information and solutions.	Rudeness and impoliteness (e.g., in direction of gaze, use of time, vocal qualities, modes of address). Impervious or interrupting responses. Appearing to not listen. "Hollow" expressions of concern.
8.Pleas and relations (rapport, liking, supportiveness)	Appropriately personal forms of address. Smiling, jokes haring. Finding common ground. Statements of appreciation, compliments.	Accusations, insults, name calling, and other instances of hostility, incivility, and abuse

pleasantly. The same applies to the working environment. Employees and employers want to fulfill the need of pleasing relations in order for them to feel that their interactions are amicable and pleasant. One cannot spend that many hours in their workplace if they do not have good relations with their co-workers. On the other hand, the relationship among co-workers must be cautiously built so that it will not affect their image at work. Nevertheless, there is also evidence (Goodwin & Smith, 1990) that perceptions of ‘‘over-friendliness’’ impact negatively on customer evaluations. A case in point is a situation where a customer is waiting to be served while the employees are laughing with each other, thus giving the customer the impression that they are not giving the required attention to their job.

4. CONCLUSION

As already noted, emotions and feelings can be influenced by the interactions that we have with other people. Emotions affect our behavior and our actions not only in our everyday life but also in our working environment. Particularly, in jobs that employees have to cooperate with other systems, such as customers, they have to be very careful with their expressions and actions. But it is not only employees that need to pay attention behavior wise. Employers and service receivers alike need to behave in a mutually respectful way in order for all parties to achieve a good service encounter.

Most people take part in service encounters at least once per day. That means that everybody has acquired some type of first-hand experience, either at the end of the service receiver or the service provider. Considering the ‘role’ that people have in a service encounter, there are different needs that need to be met in order for the participants to feel that they had a useful and desirable cooperation. In an ideal service encounter, both participants should try not to restrict the rights of the other person in order to cover their own needs. In an ideal service encounter, both participants should cover their needs, feel satisfied and leave with pleasant emotions.

As we see, acts and omissions occurring during service encounters can affect the eight psychosocial needs. Those psychosocial needs were analyzed in the Service Encounter Needs Theory which shows that the interactions between a service provider and a customer is an important determinant of the customer’s global satisfaction with the service. An employee has to balance their needs in order to serve their clients efficiently without offending them.

An alternative that could improve the effectiveness of the Greek case is probably for the employers to pay more attention to the needs of their employees. Employers who cater for the needs of their employees, gives them extra motivation to perform better at work.

Although this study has certain limitations, it also offers opportunities for further research. Given the fact that the present research uses theoretical examples and issues, an interesting extension of this study would be to further develop it using some research tools, such as questionnaires, in order to form a more accurate picture of the needs in question. Undoubtedly, there is a real need for further examination of the role of context and interactions on employee value creation in the Greek tourism industry in the age of economic crisis.

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MANASIJA MONASTERY

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Abstract: *The last major Serbian medieval endowment. Resava, or Manasija, as it was called from the eighteenth century, by Despot Stefan Lazarevic, it is also one of our best-preserved monasteries. In relatively peaceful first decades of the fifteenth century, when Serbia was temporarily freedfrom the Turkish threat, and found anallyin the powerful northern neighbor, Hungary.In that time in the country mines of silver and goldwere starting to rise and the trade was flourishing. Despot Stefan invested great effort to renew its capital, Belgrade, and raiseManasija monastery from the grounds with the church of the Holy Trinity, in which will rest his remains. Extremely difficult fate of the monastery, a permanent resident of the Turkish occupation, and the Austrian crew in it, left an indelible mark on its appearance. Today a great part of the wealth and beauty of Manasijadoesn't exist anymore, about which we know only by source, but also what remains testifies about a bright end of a great art which marked the medieval period of Serbian history and culture. Manasija wasa fascinatingendowment because of itsfortress, the church, frescos and gold, to thepeople who have seen it, who described it with lots of praise and chosen words.*

Keywords: *Monastery Manasija, founded by Despot Stefan Lazarevic, Despot's tower, refectory, the church of the Holy Trinity, monastery port*

1. INTRODUCTION

Manasija monastery in the Middle Ages was one of the most important monasteries. Manasija is a cultural monument of great importance. It was also significant as a great spiritual and cultural center of medieval Serbia.
The main foundation of the Despot Stefan Lazarevic, Resava, is named after the eponymous river along which it was built. Later appears the name Manasija, by the nickname of Despot, who was due to eloquence called " vtori of Manasija," whiletoday among the people you can hear the name "Namasija".*(Симић, Г., 2007)*

2. LOCATION OF THE MONASTERY

The monastery has occupied an important place in the system of medieval transportation organizations, and is particularly significant as a new form of social institutions.

Location of the monastery in the region of Serbian state of the Middle Ages is caused by natural and geological features of the area (Picture. 1.), a historic moment that dictated development of settlements and settlement in the region, as well as certain requirementswhich are the result of the cult, and represent the historical continuity of the structure. Most of the monastery structures, their urban core, walled monastery, are situated next to rivers or in their immediate vicinity.

Picture. 1. *Manasija monastery (http://www.manastiri.rs/)*

We can see three elements which are directly related to the structure of the monastery: traffic flow, river flow and the medieval town. The location of the monastery is determined by many factors, among which are three main groups of influence: traffic-monastery, the monastery-river, the monastery-city.

Characteristic thingforManasija is the stream because it is near ResavaRiver. It was built on the right bank of the river, in a picturesque gorge that consist slopes of Mount Beljanica. It is located two kilometers northwest from Despotovac. Location of the monastery by the river Resava allows good space ventilation. This position allows good air circulation and prevents retention of fog.

3. HISTORY OF THE MONASTERY

Manasija is endowment of Despot Stefan Lazarevic, dedicated to the Holy Trinity, built and painted between 1407.and 1418. andit represents mausoleum of Despot Stefan. The monastery was built with the intention of the founder to represent an impressive building. Immediately after its establishment,it has become a cultural center of despotism. His "Resavaschool" was famous by translations and transcripts, even after the fall of despotism throughout the fifteenth and sixteenth century. *(Симић, Г., 2007)*

Over the centuries, the monastery was repeatedly looted and burned. Despot Stefan died suddenly in 1427, and Serbia became a frequent target of Turkish hordes. The Turks first captured Manasija 1439, and when Serbia was restored with Segedinski (Szeged) peace in 1444, Turks left the monastery. It was recorded that in 1456 the monastery wasbeing burned. The Turks have usedstrong monastery fortress to settle there its crew, whose commanders got feudal properties and Turk citlucs by Braničevskisubašiluk. During the Vienna War from 1689 to 1690, the monastery was a short time held by Austrian troops. By the Treaty of Pozarevac in 1718, Austria occupied this part of Serbia, and in the monastery settled its crew, whoused monasterynarthexto store large amounts of explosives. By accident there was an explosion, which destroyed the narthex. Order of the Austrian authorities from 1719 forbade the Serbs to repair theirchurches, and because of that also was rejected a request to repair the roof of the monastery church. In those years during the Austrian occupation, the only permitted religion was Roman Catholic and the Orthodox was only "tolerated religion". In 1725 began the reconstruction of the monastery. This, due to various disturbances, went rather difficult, so the narthex has been restored a decade later. When the Austrians left in 1739, the Turkish crew returned into the monastery, dizdar (commander) of the monastery is mentioned in 1800. The crew remained in the monastery until the First Serbian Uprising, when the monastery was released. *(Милевенић, С., 2006, http://www.manastiri.rs/)*

3.1. Restoration of the monastery throughout history

When they were leaving, Turks destroyed everything they could, so the abbot Joanikije had nowhere to settle, and he raised the cabin for himselfto live in. Already during the insurgent fights repairs were carried out: in 1806, when the church was cleared of garbage and manure covered with tiles, like in 1810. In both cases, the abbot was Joanikije, and prince of resava Milia Zdravkovic. Another record was made by the master who executed the renovation, by signing as "a master Živadin". Both renovations were at the level of small corrections made with modest means and in difficult times. General conditions in the country did not allow extensive and time-consuming work. In the monasteryfor a short time settled Milos's opponent PavleCukic with his crew, until VujicaVulicevicforced him to surrender. Duke Milos approaches to the restoration of churches with more effort and attention, and with that goal (for that purpose) he sends in 1839 Commission to look at churches and monasteries and prepare a proposal for the repairs. In their report was that the monastery was in bad shape, because the vault falling stones are endangering people and monks. The roof was leaking, and the monastery was impoverished and indebted, left without many of their possessions and income.

In 1844, PrinceAleksandarKaradjordjevic and auspices of the Ministry of Eminence (ie.The Ministry of Education) sent a commission to examine the monasteries Manasija, Ravanica and Rakovica. The Commission proposes to replace decrepit and missing stones on the churchand to plaster, outside and inside, in order not to effect the old plaster.Works derived the same year, costed state coffers 16,314 silver florins. Due to lack of money failed the attempt to restore the dining room, which is for 10,256 silver florins, only for work without materials, offered in 1856 contractor Jovan Krieger from Belgrade. (*Милевенић, С., 2006,)*

In September 1956, when the Institute for Protection of Monuments of Culture began serious conservation and restoration works. Cleaning and conservation of frescoes were carried out from 1959 to 1962.

Archeological and conservation works and researchs lasted practically all the time.

Ministry of Culture during 1956 has funded work with 20 million dinars. Group of security guards of the monastery complex, the architectGordana Simic, an adviser in the Institute for Protection of Cultural Monuments and architect Svetlana Vukadinovicare leading repair works. One of the most comprehensive works at the Monastery was dining room which is the largest in Serbia, and also works on the renovation of dining room will depend on the resources provided. From eleven towers of Monastery Manasija, nine were renovated. For the restoration, remained ramparts on the fortification, and the following year work began on the outer defensive wall. The restoration was completed so as conservation of the old church iconostasis with the royal doors, and furniture for the monastery. *(Тодич, Б., 2008)*

4. CULTURAL SIGNIFICANCE

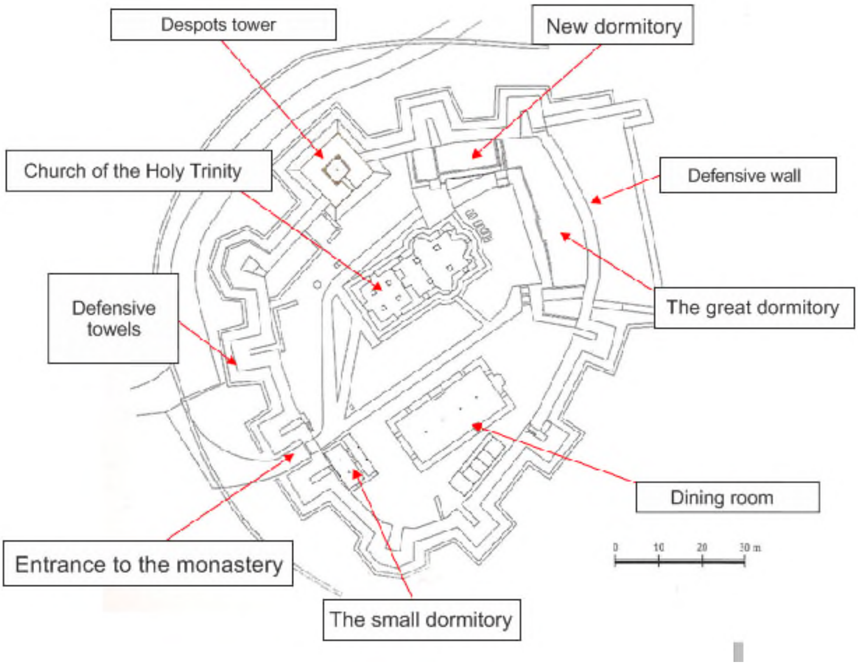
In addition to spiritual, Manasija had in history and priceless cultural significance, thanks to a wide culture of Despot Stefan and his ability to choose the right people for certain jobs. After Konstantin Kostenjskogknown asFilosof arrived in Serbia, began an intense literary and transcript activity. Konstantin with his work "Sakazanije o pismeneh" laid the foundations of grammar and performed a spelling reform, which served as a role model. For centuries, the books were transcribed. The goal of the reform was to create a single rule of writing as well as to correct the books and remove differences of the bad translation and wrong transcription. Transcripts and literary activities in Manasija, known as “ResavaSchool” is significant in Serbian REFERENCES until the eighteenth century. Its results are used in Serbia, Old Serbia (Macedonia), Western Bulgaria, also on Mount Athos and in Russia.

As a cultural monument of exceptional importance, Manasija is also a potential candidate for the Serbian list of world cultural and natural heritage. The monastery is at the 34th session of the World Heritage Committee of UNESCO in Brazil, with the Smederevo fortress and Backa fortress, Rajačka beerhouse and Empress Town (Justinian) included in the Preliminary (Tentative) list of cultural goods, which will in future be nominated for registration on UNESCO's World Heritage List. *(Симић, Г., 2007)*

5. STRUCTURE OF THE MANASIJA MONASTERY CHURCHYARD

5.1. Monastery churchyard

Traditional monastery churchyardis characteristic and different from others, because during the architectural history of the church, churchyard was adapted to the needs of its functions and direct users and creators.
Three basic elements, whose mutual dependence of the constant in the system, which determines the spatial plan, in this case are: Temple, dining room and fence.



Picture. 2. *Map of monastery Manasija (Тодич, Б., 2008)*

Monasteries established in the period of Moravia Serbia retain all the characteristics set forthe earlier monasteries and the changes that are characteristic of the structure of that time reflected on the monastery fence, which becomes the fortifications, which in complexes of this period brings new zone concentrated in the border area units - defensive zone - fortification . Adding a defensive fortress to the monastery existing scheme was also reflected in the surface compared to the functional areas. Thus, the church building so far located in the center of the system, moves, and the spatial disposition leaves more room for the development of economic zone. Despite the new role that the monastery received and that affects the spatial disposition zone, relationship and conditionality of spatial relations between the functional entities (cult, residential and economic zone) is not disturbed.

Western sphere of the complex remains substantially subordinated to the cult, with the monastery dining room.

Manasija monastery was founded in the fifteenth century in the vicinity of the river Resava, near city of Despotovac. The monastery port has an irregular polygonal shape, mostly caused by the proximity of the surrounding hills and the river bed. The churchyard is modeled on other Serbian medieval monastery churchyard, where the church stood still in the center, surrounded by the outer defense walls, with which they were in a series of monastery buildings. Monastery churchyard is surrounded by a stone wall.

5.2. Systematic archaeological excavations

The first archaeological excavations were carried out in the eastern sector of the monastery churchyard and inside the monastery refectory in 1971 and 1982. These excavations were conducted by teams of the Republic Institute for Protection of Cultural Monuments. In the eastern part of the yard were carried out previous archaeological research for building the dormitory, and in the refectory are defined stratigraphy and original floor level.

Within several years of conservation and restoration project, walls, towers and church were renovated. And in 2004 a draft program for systematic archaeological excavations of monastery churchyard and the church has been done. Works were managed by Mr. G. Simic, an architect. The proposed study are envisaged that the works begin in 2005 and be phased in over four years, systematically explore the monastery churchyard and the church, with special emphasis on western bay and the presumed burial site of the despots. (http://www.manastiri-crkve.com/nenad3/ m_manasija_3_.JPG)

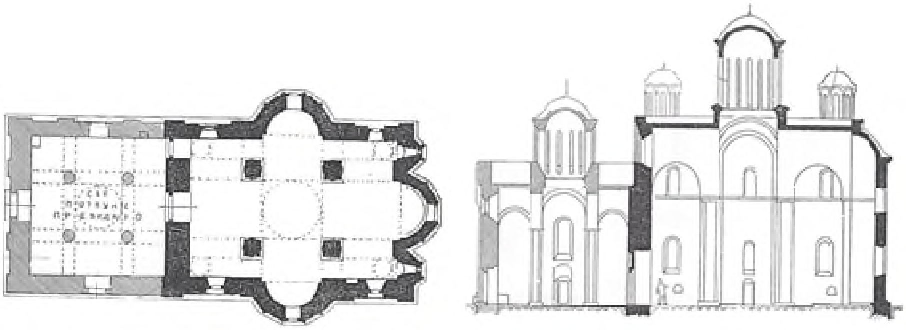
In the period from 17 April to 3 July 2005, according to the adopted program, were conducted systematic archaeological excavations in the northern sector of the monastery churchyard. Researched papers covered the area bounded by the northern and western walls, the dormitory of the east and the north wall of the church. Thus researched area around 70m long and an average width of 15m. Medieval roadway of the northern part of the port defined the excavation layer thickness of 0.70m in the east to 0.35m in the western part. In this manner is defined, and the original configuration of the plateau on which the complex was built. At the highest point of the plateau was built the Despot Tower, part of the northern wall and the northern part of the nave and narthex. Towards the east and west plateau slopes gently unlike the southern part of the churchyard, where, according to previously conducted archaeological investigations ascertained significantly higher slope, so that the southern bulwark was necessary to remove the layer thickness of 2m.

Within the archaeological excavations in the northern part of the monastery churchyard researched works were carried out within the building which was built along the inner face of the northern wall. There were discovered three caves. Two were circular in shape while the largest discovered along the western rampart, was elongated, irregular shape. The probe which is set to the northern part of the entrance to the monastery complex has revealed the original alignment. Discovering the walking surface of the monastery entrance, it was concluded that the main gate was higher by 0.60 m. The central part of the monastery churchyard is still being investigated.

6. HOLY BASICS

6.1. Church of the Holy Trinity

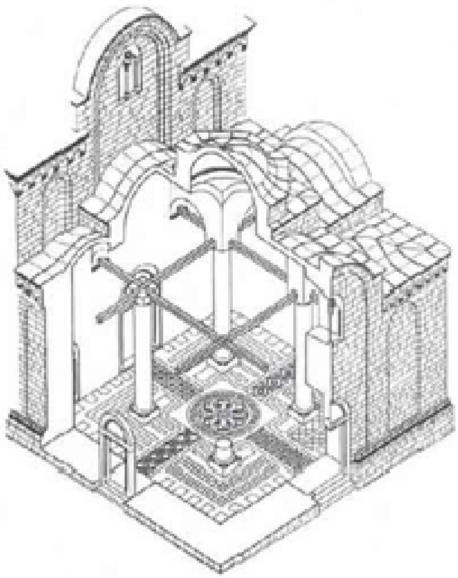
Church of the Holy Trinity Manasija (Resava) (Pictures. 3) is a large building, the fundamentals in the form of a developed trefoil, with five domes, one of which is the central (the twelve) lying on four free columns. Four corner domes are raised on the roof. The columns which carry the main dome have every each four colonnettes, as well as wreath, and can be counted as bricked pillars. Altar and lateral conches are outside pentagonal base and edges are highlighted with colonnettes. This building has no, on left and right side of the altar, a separate room for wider (diaconicon and proskomidia)! *(Тодич, Б., 2008, http://www.pravoslavlje.net/ index.php?)*



Pictures 3. *Basic and cross-section of Church of the Holy Trinity (Симић, Г., 2007)*

Soon after the building of the church, the spacious narthex was erected in front of the church,which also looked like inscribed cross with a dome above the four free pillars, which was then later rebuilt. The narthex was later demolished, and today's narthex was built in 1735, on the old foundations. The whole building has unusually high proportions, from the drum of the dome, which are among the narrowest and highest in the medieval Serbian architecture.

The foundations of the church are made of large stones in the "live" (hot, burnt) lime. Characteristic of this monument is that its facades are not built in a style that would fit epoch, ie. with scribbles stone and brick, but are completely stone, with regular ashlars. It is built of cut stone alternating stacking related thick mortar joints. The mortar that was used for the masonry was very solid. Vaults are made of porous lime stone "icicles", because it was the easiest. Calotte of the dome and apse are clean vaulted brick. Vaults have ties. *(Симић, Г., 2007)*



Picture 4. *Perspective view of a reconstruction of the narthex (Симић, Г., 2007)*

The roof was set up through the construction of beams and surface from boards that carry a lead blanket. Lead has been used in sheets thickness 3-6 mmthatwere usually cast on site. Tables with one another are caught in the hem, but usually not anything particularly attaches them to the vault because it'stheir weight that keeps them. In some places the lead was nailed with large wrought iron wedges. There were no gutters in the beginning, but onlydraina in the shape of a tongue on the lower end of the bay (for exemple on the dome). Later, after the reconstruction the Church received gutters.

The church belongs to the Moravian style group. The facades don'thave horizontal division into two or three zones of a pitch "cordon" garlands as most churches of Moravian style group do. The side facades are deliberately composed. In the west facade is derived harmonious composition of exceptional effects, the division of the three blind arcades: medium, wider and higher, and with two lateral, lower and narrower. The symmetry and simplicity have been achieved. The windows are made from large carved stone slabs filled with glassand ornaments.

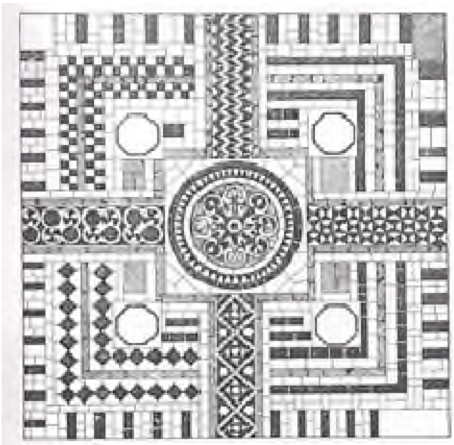
The transposition of the Moravian ornaments was binomial, ie. each bar is made up of two fibers. Windows are Biforas (Bifora the Greek name for the two-piece window). On the western facade

of the church decorations are kept around the windows and intermingled with the Moravian style, and in the ruins were found more modest pieces of plastic ornaments and other windows, so you can see that this building was constructed by the worker who was not acquainted with the style of former local school. Interweave ornamentation on the bifora studs wasgolded. The glass was not domestic made glass, but they brought it from Italy via the Littoral in small round tables on horse caravans. Above the door you could

find arhovalt and lunette. On the western Fadiwas a rosette which is made of large stone slabs. After reconstruction bifora replaced the rosette.
In the narthex you can find the floor with extremely rich colored stones (yellowish-white, red and blue) combined in patterns, with a rosette in the center and four points in a Cross between the pillars. This floor, also like the floor in the church of Archangels near Prizren (Picture. 5.), is the most beautiful example of the floor throughout the medieval Serbian architectures.
The model painted inside the church, in the hands of the founder, is the church as it looks today. *(Симић, Г., 2007)*

6.2. THE GREAT DINING ROOM

It is the most monumental building after the church within the monastery St. volume. Refectory is building for shared dining. Its position in relation to the church is determined by the rules of life. In Monastery Manasija (Picture. 6.) it is located in the south-west, which is largely dependent on the configuration of the terrain. It was a free-standing building that is now completely in ruins.
It has a basement, ground floor and first floor. Its architectural program is simple. It is one big room of rectangular shape with the apse on the eastern side. The dining room had enormous dimensions. Size of great dining room depended on the number of monks who ate in it, so some dining rooms could receive up to 200 people. Kitchens (mađupnice) are based on square, vaulted and have large chimneys. On both sides of the building there was a porch with one entrance to the dining room. The ground floor is buried 1m into the ground. The total usable area of the building was about 1,000 m2 so it is considered that the building served as the dining room only on the ground floor, while upstairs were scriptorium and a library.



Picture 5. *Stone floor (Симић, Г., 2007)*

The outer walls of the dining room were built of cut stone, while the inner skeleton (columns, ceiling) was made of wood. Inside was visible wooden roof construction. The first floor is reached via a wooden stairs, across the wooden porches that were on both sides of the building. Porchs were measuring 31.6 x 16.9 m. The roof was covered with lead panels.
The floor is made of stone slabs. In the apse there was a prior's table. Other tables for the monks were lined up in two rows, in addition to longitudinal walls, with a passageway in the middle. The tables were wooden. 8 to 12 monks were sitting around these tables.
In stylistic terms, dining room does not have to be handled as a church. The dining room is poorer than church. This building was burned down and today we can only see its remains.

6.3. Dormitories

Nowadays we can speak about dormitories in Serbian medieval monasteries more specific than before. Dormitories at Manasija Monastery were built along massive monastery wall and therefore they had a greater height than the other quarters in medievalsSerbian architecture. All along the walls there were the dormitories, but it is difficult to figure out their schedule. Monastery today has a Small dormitory, the right of the entrance, with the chapel of the Lord's Cross; Great Dormitory from 1977 on the eastern walls, with the chapel of St. Despot Stefan; as well as the New Dormitory in 1985.

Picture 6. *Basics and cross sections of Great dining room (Тодич, Б., 2008)*

Dormitories included a basement, ground floor and first floor. Layout is simple. To way to the courtyard there is open porch, and the extensive wall were the living quarters for the monks. Monks space for living consists of only one room, in which you enter from the porch. Number and space of room didn't only depend on the monastery, but also on the financial situation of the monks who had built and designed it. After the reconstruction, monastic rooms were expanded and received a kitchen, storage room for firewood, etc. The basement and ground floor rooms are generally not used for housing. There were various warehouses of food processing equipment for the oil and wine. (http://www.panacomp.net/uploaded/srbija% 20makedonija%20B%202/manastir-manasija.jpg, http://www.pravoslavno-hriscanstvo.com/)

Pictures 7 and 8. *Shelters* http://www.manastiri-crkve.com/nenad3/m_manasija_3_.JPG

7. BASIS OF PROTECTION

7.1.Boundary wall

In a wide historical context, volume scaling and fence defining of the sacred volume has a multifaceted and multipurpose sense. The fence is primarily a physical move (system) that visually clearly separates from the profane dedicated space for their qualitative differences in relation to the added value to the sacred volume. Then, it symbolically protects the Monastery from demons creation, illness, death or other monsters. In uncertain times fences are built for pragmatic reasons as formed significant physical barriers, and even as a fortification in order to be as effective physical protection of religious complex from invaders, usurpers or other desecrators.
In those situations like in the case of monastery Manasija, first thing that was protected was the monastery space (which was also the first to be definied by the fence), then later inside the fence sacred units and structures were materialized.
As a result of defense needs due to the immediate danger from the enemy, building fortresses was inevitable. In these circumstances it was necessary to build strong defense system of the monastery. In case of Monastery Manasija was realized the most beautiful example of fortification solutions. Along the walls towers were deployed, and there were also built the lower outer ramparts. By application of multistage defense system, whole

defense was vastly improved. It was a unique defense system by all the rules of military architecture.
The entire monastery complex is enclosed by a strong defensive wall with 11 five-storey towers 8 rectangular, hexagonal 2, and 1 square called the Despot's tower, designed for long-term and self-defense. Northeast was another tower. Wall with both faces was made of cut stone, while the middle filled with crushed stone bound with mortar. The wall is thick over 1 m. Internal length of the wall is about 330 m. This gives the right to the finding of an irregular basis because the fort was adapting to the field. Around the monastery channel-ditch was excavated width of 10 m and a depth of 6 m(Тодич, Б., 2008).


Pictures 9 and 10. *Towers (http://www.manastiri.rs/)*

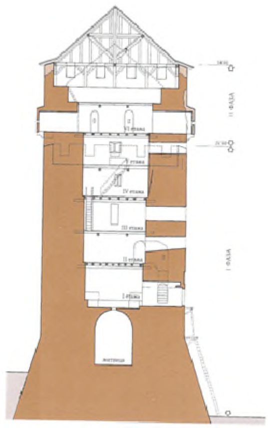
7.2. Despot’s tower

The fortified monastery Manasija and its main defense tower (dungeon tower) are the most beautiful solution, both in the design, as well as in defense terms. It was built in the middle of the first half of the fifteenth century.Primary purposeof the main towers was to provide the strongest defense.
The main tower, known as the Despot's tower (Picture. 10.), has a square base shape size page 14.14m to 14.60m. The tower has six floors, although originally conceived as a four-storey building. The walls have a width of 4,2m to 4,5m, and the size of the interior space is about 6 x 5.2 m, so the usable area was around 230m2. Admission to the tower is about 11m, above monastery churchyard. Below the input level, on the sloping pedestal tower is built a circular room with a dome, which was probably used as a granary.
It is significant that a tower at the monastery, unlike older models, was not protruding from the plane of the total length of the walls, but only partially. It is simultaneously oriented both to outward and internal defense. On this tower there are machicolations - defensive balconies, walkways levels. Total of 19 of them were built as a projecting masonry resting on massive stone profiled console.
When observing the interior of the Despot’s tower, its organization and design, it can be seen that it is quite a simple solution. The interior of the tower is divided by vertically mezzanine ceilings, which form the floor. Each floor is a unique space, and within it there were no masonry partitions. Size of internal space is 6 x 6,2m. Here, in addition to the

joists occur two massive wooden underscores that reduce span joistsby one-third. Dimensions of underscore and joists are 28-32cm x 30-35cm. In Despot's towers appears a vaulted mezzanine construction .Here, there is almost a regular hemispherical calotte over circualbreadbasket, vaulted in tower pedestal. Calotte is built with blocks of icicles in straight lines.Vertical communication between floors enabled the stairs that were bricked or wooden. Brickedstaircasse lead from the entrance to the first floor, while the others staircases were wooden.

The main entrance to the tower, beautifully shaped arched entrance, width 84 cm, height 160 cm, was located on the south facade of the tower and it was raised 10.6 meters above the monastery churchyard. It had massive carved doorpost made of sandstone. Archaeological studies in recent times showed that the inside of monastery churchyard has been lowered to themedieval vertical alignment, so is indisputably established that the entry was initially elevated 11m above the ground. Below the threshold level stone consoles are partly preserved, who wore platform for access stairs. The entrance was closed by massive wooden doors.

The windows are small and narrow, arranged on the floors, and because of the large width of the walls they provide minimum illumination. On the fifth floor there are three windows, which are very narrow, about 15 cm, to a height of 1 m to 1.3 m. [5]



Picture. 10. *Despot's tower (Тодич, Б., 2008)*

8. CONCLUSION

Manasija Monastery is one of the most beautiful Serbian holy places, and cultural monument of exceptional importance. With its antiquity and significance, spiritual, artistic and historic value monastery represents a genuine contribution to the Serbian people to the cultural heritage. This monastery is one of the most valuable evidence of the ancestors of the Serbian state, its historical roots and spiritual heights.

(The archetypal structure with tinted-hierarchically graded supplementation program content unit for the ordered church of institutional form, which prefers iconographic and

stair-hierarchical institutions and external sacred volume around the temple, articulates the central position of the Temple shrines then adopts its east-west orientation of the shaft, and at the end and traditional fencing and isolation from the rest of the profane environment.)
Churchyard as a legacy to the historical continuity of a form of church-building tradition, which ,according to the established level of church spiritual institution, definitely retained, determined and articulate the inherent disposition of external structures with associated volumes about the Orthodox temple. Accordingly, the ecclesiastical and architectural history, each established level of ecclesial and spiritual institutions, immanent belonging graded spatial construction volume and shape of the Orthodox churchyard.
In the end, through the church's architectural history Orthodox churchyard is related to the existence of the Christian Orthodox community and the establishment of religious-spiritual institutions. In this way, it is directly related to the populated or built city and urban context, and in some cases for commodity and commodity-rural context.
The monastic form of churchyard, we can say that it is linked to subsistence and rural-subsistence areas with miraculous or mystical dimension hierophanic and theophanic genius loci, or locations in the spirit of Theophany church folk understanding and comprehension of the churchyard.
So, these institutional, structural and contextual elements in terms of buildingarticulate or form a unique spatial and architectural whole outer sacred volume about the Orthodox Church, which, as its immanent structure articulates some of the ordered hierarchical-diocesan level or form of churchyard. In this way, the sacred volume as a particularly refined structure and framework of the churchyard, meet the appropriate scaled elements of holiness which are recognizable by their stage-and Christian-indicative or spatial landscape, architectural-urban and church-environmental amenities, but also for its iconographic- morphological structure with local influence.

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MONASTERIES OF FRUŠKA GORA AND OVČAR-KABLAR GORGE

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Abstract: *The interests of modern tourists are significantly changed. People have tendency for various new destinations and tourism products. Serbia is an interesting tourist region for a growing number of fans of religious tourism with its rich spiritual heritage. On routes of Transromanica, which the Council of Europe included in the program of the main European cultural routes, which promote the common cultural heritage of Europe, our monasteries Žiča, Studenica, Gradac, Đurđevi columns and Sopoćani have been included. Forming of a new "religious road" which leads to the monastery on Fruška Gora or Ovčar - Kablar Gorge would give a complete picture of the history and traditions of the area. The following statement, on the basis of these data, can help in the creation of new international tourist programs that would attract a greater number of modern tourists and presented Serbian spiritual heritage in a new way.*

Keywords: *religious tourism, Serbia, monasteries and spiritual heritage*

1. INTRODUCTION

Religious tourism as a form of selective tourism involves travelling for visiting various religious centers, shrines, monuments, sites, buildings of historic and architectural importance. It is the oldest recorded form of tourism and at the same time is considered to be a subspecies in cultural tourism. Everywhere in the world cultural and religious tourism are an important element of economic development of the country and specific regions, and people should particularly take into account the fact that religious tourism has no seasonal character.

Serbia owns a very rich spiritual heritage that causes great interest of different target groups both in religious and tourist, a great cultural and historical treasure can be seen in monasteries and churches of medieval architectural styles. Painted walls decorate the most beautiful surviving examples of medieval painting, and almost every monastery carries the story of the unique endowments. (M. Radulović, 2014) Therefore, religious tourism of Serbia will be the theme of this work, where a special emphasis will be given to its development and to Fruška Gora Monasteries and the Ovčar - Kablar Gorge. A partnership between the church and state should be established, as one of the conditions for the development of religious tourism.

2. DEVELOPMENT OF RELIGIOUS TOURISM IN SERBIA

Religious tourism is a major development opportunity for tourism in Serbia. It can be successfully combined with other forms of tourism. The fact that the cultural and tourist route "The main routes of European culture", as promoter of the common heritage of Europe, arrived a few years ago and to our country, testifies that Europe regards Serbia as part of its tourist offer. The aforementioned route connects monuments in France, Spain, Italy, Austria, Slovenia and Serbia. Serbian Orthodox monasteries are the only tourist attraction undisputed brands, well-known all over the world and are the reasons why our country is visited by tourists from distant countries such as Japan, China, the USA...
Especially emphasizing the monasteries which were put on the UNESCO World Heritage List: Studenica, Sopoćani, Dečani, Gračanica, Virgin Ljeviške and the Patriarchate of Peć, we can attract more tourists. Tourists from Europe, especially from Cyprus, Greece and even Italy, believe that Serbia should be sure to see medieval monasteries. Also, the pilgrimage agency of Serbian Orthodox Church "Charity" annually organizes 30 programs in which several thousand people visit our Orthodox sanctities such as Žiča, Studenica, Mileševa. (SPC, 2014) According to statements by the Tourist Organization of Serbia, visit of the religious sites has been increased for over 20 percent compared to the previous year. On this increase a great impact partly had marketing that was done during the celebration of 700th anniversary of the Edict of Milan, when many foreign visitors, journalists and tourists got the brochures of the religious sites on the territory of Serbia and were thus included in our monasteries circular Balkan tour. Known foreign agencies such as the Swiss "Kuoni", bring tourists even from Hong Kong on tours in the Balkans, where except Dubrovnik and Mostar tourists see monasteries in Serbia, also. Our national agencies such as the "R-Tours" and "DMC Vekol" take tourists from Cyprus mostly on a tour of Ovčar - Kablar monasteries, while during their visit to Belgrade they visit the Temple of Saint Sava and the church of St. Petka at Kalemegdan, for sure. Only in the past year, one agency had about 50 groups with an average of 35 tourists. Although there are no precise data on the total tourist visits of Serbian spiritual heritage, only through pilgrimage agencies of Serbian Orthodox Church "Charity", Serbian monasteries are annually visited by thousands of tourists from home and abroad, and it is an increasing number of foreign tourists who decide to get to know our sanctities. (Krstajić S., 2011) Tourist Organization of Serbia is under more severe consecutive campaigns in the last year, abroad, tried to approach all the beauties of Serbia and its unique religious buildings to strangers. With campaign "My Serbia" on promotions in Brussels in May this year which lasted for several days, through the film which senior officials of Belgium, as well as Serbs who live there could see, they had the opportunity to get to know the religious potentials of Serbia

and Serbs who live there have become "tourism ambassadors" of their country. (http://www.srbija.travel)

In London, similarly, in the Embassy of the Republic of Serbia a gathering and meeting with the press was organized, where with the brochures of the Tourist Organization of Serbia "Map of Monastery" and "Cultural heritage of Serbia" and exposing director of the national airline "Air Serbia", a special emphasis was put on the important sites of our culture and history. The greatest influence on the development of religious tourism will definitely have the 90th session of the General Assembly of the European tourism organization that is being held in Belgrade from 7-9 October of the following year. The European Travel Commission is an association of 33 national tourism organizations from Europe dealing with the promotion of European destinations on non-European markets, as well as the exchange of experiences and cooperation between Member States in the promotion of the values of tourism in member countries. According to the latest statistics, the highest increase was recorded in the number of Russian tourists who visited Serbia, realized 154,000 overnight stays in 2014, which is 27 percent more than in 2013. The effect of intensive cooperation in recent years with Russian tour operators "Marta i Marija", "Pokrov" and "Radonjež", which is Russia's largest tourism organization specializing in religious tourism, is obvious. In the last seven years the number of Russian tourists in Serbia grew by 150 percent. They are especially interested in religious tourism and regions such as Fruška gora and monasteries Studenica and Sopoćani. (www.geopolitika.rs/index.php/rusija)

3. MONASTERIES OF FRUŠKA GORA

Fruška gora, as our historical and cultural treasure, as a mountain of a specific beauty and the protected national park, attracts more tourists due to its well-known monasteries, known for their specific architecture, wealth of the treasures, the first libraries and frescoes and numerous historical sites. Pearls of our rich cultural heritage represent a significant tourist potential which should be offered in the best way to domestic and international public.

On the slopes of untouched nature 16 Serbian Orthodox monasteries are located. Raised in the late Middle Ages, when the center of Serbian culture was strongly influenced by Turks and moved to the southern Hungary. Monasteries have started to sprout in this region starting from the 15th century. A foreign report which dates from 1455 shows that the Pope Nicholas V (1447-1455) allowed despot Đurđe Branković to build nine monasteries in the Kingdom of Hungary for the Serbian Orthodox monks. From west to east there are the monasteries Privina’s head, Divša, Kuveždin, Petković, Šišatovac, Bešenovo, Mala Remeta, Beočin, Rakovac, Jazak, Han, Staro Hopovo, Novo Hopovo, Grgeteg, Velika Remeta and Krušedol. Krušedol monastery was built between 1509 and 1516, founded by Bishop Maksim (Đurđe Branković) with the help of mother Angelina and Vlach Duke Jovan Njegoje, and it is the foundation of Srem Branković. Masters of frescoes of Krušedol were probably Greeks from the Holy Mountain, and the authors of oil mural painting were Jov Vasiljevic and Stefan Tenecki. Today, the monastery Krušedol has the

richest treasury and it attracts attention the most as a mausoleum where the remains of many important Serbs lie. Next to Đurđe Branković, his father Stefan Branković and his brother despot Jovan Branković, Patriarch Arsenije III Čarnojević, Metropolitan Isaiah Đakovic, Patriarch Arsenije IV Jovanović Šakabenta, Duke Stefan Šupljikac, Princess Ljubica Obrenović and King Milan Obrenović are buried there.
The first written record of the Velika Remeta monastery (Figure 1) dates from 1509 year. This is the first building where the baroque bell tower of 8 floors is placed, the tallest in Srem, annexed to the old medieval church. Except of the external frescoes that are the particularity of the church, Russian icons made by known Russian masters from the seventeenth century are being held here

Figure 1. *Velika Remeta*

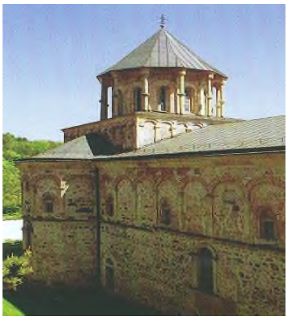

Figure 2. *Novo Hopovo*

Grgeteg, as well as other monasteries, was built after the fall of the Serbian state in 1459 and before the Turks conquered Srem in 1521. Today, after the restoration of several demolitions of the monastery throughout the centuries, only two icons of the old iconostasis are preserved, and new iconostasis was made 1901-1904 and it is the work of the famous painter Uroš Predić. Novo Hopovo monastery is the most significant sacral building of its time in this region because of its architectural value. The present church was built around 1575, and there are records that it was the main educational center of the Serbs on both sides of the Danube and Sava rivers. Stefan Gerlach, a Protestant preacher, states "the Serbs in Belgrade do not have school, but go to Hopovo to learn to read and write" in 1578. Most of it was demolished in the late seventeenth century and by later reconstruction some Baroque elements have been introduced in the architecture and painting of the temple.
Monastery Petković (Figures 3 and 4) is located on the south-western part of Fruška Gora between the villages Divoš and Šišatovac. According to tradition, the monastery was founded by the widow of Stefan Štiljanovića, Jelena in the first quarter of the 16th century. The first reliable data comes from 1566-1567 year and it was built in the purest traditional style. The church was painted in 1588 and has more frescoes than any church of the 16th century, among which the fresco of St. Stevan of Dečani is placed. The church has retained its original appearance; only wooden belfry in the second half of the 18th century has been replaced by brick. Big sanctity of the church are sacred relics of St. Petka.

In the early 16th century, when Turkish troops began to cross into Srem, and later occupied it, Srem has suffered severely. Many monasteries were looted, destroyed and burned. At that time, the oldest and most precious documents on these and the other above-mentioned monasteries were destroyed also.

Figure 3. *Manastir Petkovica*

Figure 4. *Manastir Petkovica- Mošti Svete Petke*

4. MONASTERIES IN OVČAR – KABLAR GORGE

In the gorge of the West Morava, between mountains Ovčar and Kablar (Figure 5), the colorful meadows scattered a dozen monasteries, one can say equally distributed,

***Figure* 5.** *Ovčar – Kablar gorge*

five on the right and five on the left bank of the river. On the right there are: Vavedenje, Vaznesenje, Preobraženje Sretenje i Sveta Trojica, and on the left: Blagoveštenje, Ilinje, Jovanje, Uspenje and Nikolje. Except them, there are still two holy places: Savine water and the cave refuge Kađenica. They have been attracting the attention of researchers, believers and a growing number of curious tourists from the country and the world for almost two centuries. Due to the compact size and the whole consisting of, but also significant artistic, cultural and historical values, as well as the beauty of nature that

surrounds them, people call them "Serbian Holy Mountain". Most of the monasteries were built in the Turkish times, when the Orthodox churches withdrew to the isolated, remote areas of the country. Some of them are dated, and the other's architecture indicates the time of creation. The oldest written information about the local places of worship speaks of intense scribal school in the sixteenth century, and Vuk Karadžić, in the middle of nineteenth century, writes that the two monasteries (Blagoveštenje and Jovanje) had a "tower for writing books." Thanks to their inaccessibility, the cliffs of Ovčar and Kablar, most of them managed preserve a trace of Serbian literacy at the time of Turkish rule to.
The most important monasteries - Blagoveštenje (Figures 6 and 7), Nikolje, Sretenje and St. Trojica are professionally conserved and protected as cultural monuments of great importance for the history and culture of Serbia.

Figure 6. *Blagoveštenje monastery*

Figure 7. *Frescoes of Blagoveštenje monastery, XVII vek*

Blagoveštenje monastery was established in 1602, according to the inscription above the entrance door. The iconostasis with rich carving is considered one of the best at that time. The monastery treasury holds several manuscripts and printed books of which the most important is Gospel of Blagoveštenje from 1372. In this monastery Serbian Patriarch Pavle became a monk, after curing a long and difficult illness.

Figure 8. *Vavedenje monastery*

There is no accurate information about the origin of the Vavedenje monastery (Figure 8), and according to the old tradition, this monastery was built by Stefan Nemanja and his son

St. Sava. It was first mentioned in writings in 1528 in the Turkish census. It remained rusty after the Great Migration of Serbs in 1690 and a larger reconstruction work started in 1874. It has rare old books among which there is The Four Gospels of Belgrade, from 1552.
Vaznesenje monastery (Figure 9) was first mentioned in a manuscript of the Gospels from 1570. About its old age and beauty, the two marble rosettes with floral designs from that period speak and they are preserved in the narthex and in the central part of the temple. It was mostly destroyed during the Great Migration of Serbs in 1690's and more serious reconstruction begins in the 1920s.


Figure 9. *Manastir Vaznesenje* **Figure 10.** *Manastir Preobraženje*

On the right side of the Morava River, on the slopes of Ovčar rises Preobraženje monastery (Figure 10). It was built in 1938 at the current place while the old monastery was on the other side of the river at the point where now a train station is. Throughout the sixteenth century it was active in scribal activity, then destroyed by the Turks and abandoned until the restoration carried out in 1811 by hieromonk Nikifor.
Along the path that goes from the Ovčar Spa you arrive to the St. Trojica monastery going through beautiful nature.(Figures 11 and 12). The first written records of it are from 1572, although they were repeatedly destroyed and bombed, a couple of frescoes from the seventeenth century were successfully saved and they adorn the entrance of the temple and the interior, while the iconostasis is the work of the famous Nikola Marković in 1868.


Figure 11. *St. Trojica monastery* **Figure 12.** *Iconostasis - St. Trojica monastery*

On a small plateau below the peak of Ovčar, near the spring of a mountain stream Sretenje monastery rises. (Figures 13 and 14). At 800 meters of the altitude, in an unspoiled nature there are breathtaking views of the gorge of Morava, where it seems that the time has stopped. The original temple is from the fourteenth century and it was repeatedly torched and looted by the Turks andt after the First Serbian Uprising in 1804 the reconstruction of the destroyed monasteries throughout the gorge began. After the restoration of Preobraženje, Sretenje monastery was also renovated. After suffering in the Second World War, only some manuscripts and engraving with the former appearance of the monastery were preserved.

Figure 13. *Sretenje monastery*

Figure 14. *The Unique mason Iconostasis - Manastir Sretenje*

Ilinje Monastery (Figure 15) was built on the former grounds of the former temple dedicated to the Holy Prophet Ilija. It is located on the slopes of a hill, above the Blagoveštenje monastery. It was restored before the Second World War, with the blessing of Bishop of Žiča Nikolaj (Velimirović).

The newly built monastery Jovanje (Figure 16) is placed on the largest meanders Western Morava. The place was an old monastery submerged by the construction of hydroelectric power plants. It was founded by monks at Athos, and it was first mentioned 1536 in Turkish documents. Bishop Nikolaj is credited for coming of a monk Rafailo Hilandarac in nineteenth century with 12 sisters from the monastery Kalište and thus revived the first nunnery in Kablar Gorge. (http://dobrocinstvo.rs/domaca-putovanja)

Figure 15. *Ilinje monastery*

Figure 16. *Jovanje monastery*

Uspenje monastery (Figure 17) is located on the northern slopes of Kablar, above the monastery Jovanje. Today's Temple was built in 1939 on request of Bishop of Žiča St.

Nicholas, who was formerly Bishop of Ohrid, and the monastery itself is a copy of one of churches from Ohrid. The remains of the tower are particularly attractive, which is rectangle shaped leaning against the wall. It is believed that the tower had a bell which informed all people about the arrival of the Turks. It was renovated as a female monastery in 2001.

Figure 17. *Uspenje monastery*

At the foot of Kablara, near the village Rošci, is the monastery Nikolje (Figures 18 and 19). Founded by the monks from Athos, it played a major role in the scribal work. Turkish writings refer to it in 1467 and it is the most important because it is the only one of all the monasteries in this gorge which preserved its original medieval form. Miloš Obrenović hid in this monastery in 1813 from the Turks. It has been preserved in its original state. As a sign of gratitude in 1817, Miloš helped to rebuild the monastery. Parts of the relics of St. Nicholas are preserved in this monastery, for which it is said that they have healing power.

Figure 18. *Nikolje monastery*

Figure 19. *Nikolje monastery – relics of St. Nikola*

On the way from Čačak to Užice, after passing the gorge and spas of Ovčar, road leads to the old railway bridge over West Morava. This beginning of Ovčar - Kablar gorge and numerous cuts and caves, were once the natural protection of the monks and the people from Turkish persecution. After the failure of the First Serbian Uprising 1813, the remaining local population was faced with one of the biggest attacks by the Turks. To escape uncontrolled military gangs, locals from nearby villages took refuge in the cave

Kađevice. The Turks set fire to the straw at the entrance of the cave and in this way people, children snd women were suffocated by smoke of the so-called "kadi". After this tragic event the cave got its name - Kađenica (Figures 20-22). For more than 120 years, the beasts have been carrying bones of the unfortunate people and only because of a great effort of Bishop of Žiča, these mortal remains of the victims have been collected in two stone sarcophagus and laid there in the cave. In 1936 the cave was partially arranged, and in 1940 the path was cut through which leads to the entrance of the cave. A huge cross is placed on the driveway, and on the wall above the entrance soot still stands and does not allow one to forget this crime. The cave is considered sacred by the people. There is an increasing number of tourists who on their way to the sea or the surrounding monasteries, stop by to pay their respects and worship the shadows of ancestors. (http://www.casopishorizont.com)

Figure 20. *Entrance to the Kađenica cave*

Figure 21. *Kađenica*

Figure 22. *Driveway to Kađenica*

Under the steepest cliffs of Kablar, there is a small church of St. Sava - Savinje (Figures 23 and 24). You get there from the nearest train station by a steep footpath and there, in a stone alcove, out of the blue water flows from a real small reservoir. It is believed that the water heals vision and headache, and according to tradition, Saint Sava stayed there, and when he prayed to God for water, the water flowed from the rock. Not far from the source in 1938 a small church was built under the rock, and there the religious service was held by monks from the monastery of the Preobraženje, during the religious holidays. (http://beautifulserbia.info/ovcarsko-%E2%80%93-kablarska-klisura/)

Figure 23. *Savinje church*

Figure 24. *Savinje church*

5. PARTNERSHIP BETWEEN CHURCH AND STATE AS A CONDITION FOR THE DEVELOPMENT OF RELIGIOUS TOURISM

Sacral place, simultaneously viewed as ecclesiastical treasures and the subject of interest of tourists and at the same time as a cultural heritage of the state where it is located. It is necessary to develop strategies and implement plans for the adoption of adequate administrative, financial, legal measures that would contribute to better preserving and protecting of the sacred heritage. The establishment of coordinating centers would make easier harmonizing of the relationship between government and the Church and we have proven examples of such constructive relations and successful cooperation we have in the environment. Ministry of Tourist Development of Greece and the Holy Synod of the Archbishopric of Athenian formed a Commission for religious tourism, spiritual rebirth and exploring of the cultural and historical monuments of Greece. Help in the temples, when receiving tourists in France is given by members of the Association of Priests of holy places, and in Moscow at the Russian International Academy of Tourism Department of pilgrimage and religious tourism is formed, which educate the necessary personnel for these specific areas. When defining all the different strategies of development of religious tourism, a realistic assessment should be made of the extent to which designated place is attractive for tourists, realistically predict the number of visitors to the holy places in some periods, they must analyze the short-term, medium-term and long-term effects of the development of religious tourism in all aspects of spiritual, social, economic and political environment. When defining the plans of directing tourists to a particular location, the existing development plans should be considered, they should take into account the areas where tourists will reside, and through which they will travel to the holy places, as well as local people who will be affected by the development of the site. The adopted management plans should define procedure aims to inform potential visitors to visit the holy places, to provide for the construction of facilities for basic needs, to give priority to existing buildings, as well as the use of local agricultural and craft products. Visitors must facilitate their approach, often inaccessible, to locations, but to maintain peace and not to pollute the environment. Considering the rural areas of Serbia where usually there are monasteries, it is evident that only a small number of households is involved in some organized form of tourism visitors to sacred objects and the emphasis must be put on the education and training of local people. At the same time, in our country there is not an education program for specialist for this type of tourism in particular, personnel that would connect the profession of a guide with the affairs of the organization, translation, as well as introducing tourists with the history and tradition of Orthodoxy.

6. CONCLUSION

Religious tourism is a chance for the development of tourism in Serbia. Tourism workers and the Serbian Orthodox Church have an obligation to work together in order to promote religious tourism in Serbia. Monasteries of Fruška Gora, Ovčar-Kablar gorge, as well as all other monasteries and churches that are under the jurisdiction of the Serbian Orthodox Church reflect our whole past in terms of science, literacy, culture and our statehood. These monuments of religious architecture appear as an unrepeatable complex in time and space, they are grouped into various artistic styles and some are protected as artistic achievements of particular importance. Moravian school has given a unique style of Serbian medieval art, whose monasteries indicate a unique and inimitable blend of culture and history. Monasteries of subbzyantian art, among which stand out the aforementioned monasteries and Ovčar-Kablar complex, are witnesses of the preservation of national spirit in conditions of severe bondage. An increasing number of tourists in these religious sites proves that the spiritual edifices are not only perceived as a places of religious significance. Their historical landmark and an invaluable artistic beauty erase all barriers of religious differences.

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INDUSTRIAL HERITAGE IN THE FUNCTION OF A UNIQUE OFFER OF THE MUNICIPALITY OF BOR

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Abstract: *Industrial heritage of a nation represents a significant potential for the formation of tourism. Each touristic destination is being shaped by a local culture, as well as the entire heritage of an area, which is again an important driving factor of economic and social development. An exceptional potential for the development of industrial tourism lies in the economic and industrial giant, Mining - Smelter Basin Bor, which, with its history and tradition, can be a good base for the creation of unique tourist attractions. Cultural - historical facts, as well as a well-developed industry, should be, in a form of the framed and unique products, presented to tourists who are interested in this specific type of tourism, which has been recording a big growth all over the world.*

Keywords: *Industrial heritage, a tourist destination, Mining and Smelting Combine Bor, tourism product*

1. INTRODUCTION

Cultural heritage is of the exceptional significance for tourism development and represents the identity of one country, region, or place. It is reflected in an enormous number of segments composing it and is unique in its quality. As such, it represents a good basis for the development of the selective forms of tourism. Most often, culture can be perceived in two dimensions: intangible and tangible. Apart from the economic, cultural resources utilization also has sociological, historical, cultural and political significance. In order to be able to use these cultural resources to form a tourism product, it is necessary for tourism itself to recognize and mark these cultural resources as such, and to then further position them as tourist attractions.
Transformation of cultural heritage into a specific tourism product is not a simple one. After a well-planned introduction of cultural heritage as a unique tourism product, it is necessary that the tourism business systems introduce and include it in their own tourist

offer. This could increase the number of tourists that would, led by their own aspirations, choose such a tourism product.

Industrial heritage, as one of the elements of cultural heritage of Serbia, represents a potential for the development of a specific type of tourism, industrial tourism. Industrial tourism is being identified with cultural tourism, but it has also got characteristics of educational tourism. The aim of this paper is to properly represent the wealth of industrial heritage in Serbia, as well as the region of Eastern Serbia. By promoting industrial tourism on the basis of specific recommendations to the local governments, enterprises and other entities, a possibility is being offered for forming a completely cost-effective form of tourism in the long run.

2. CONCEPT OF INDUSTRIAL TOURISM AND INDUSTRIAL HERITAGE

As a condition to satisfy its needs, it is not enough anymore for a certain destination to only offer natural attractions, but also some specially built and planned attractions, or to provide some specific services. In order to respond to the complex and specific tourists' requests, selective or thematic tourism are to be developed. Researches have shown that those tourists that choose urban tourism, are not there for one attraction only, but for the whole package, an important part of which can be industrial tourism itself.

The concept of Industrial Tourism, as a relatively young form of tourism, can be defined in many aspects and each of them is correct. In some countries, it denotes organized visits to active factory plants, while in others its meaning is associated with industrial heritage, i.e. factory complexes that have no production purposes but only representative (Новаковић-Костић Р., 2010.). Industrial tourism is a form of tourism that includes organized visits to the industrial sites, which are interesting for tourists due to their significance, or for some different reasons (cultural-historical, educational, etc.). Those sites can be completely operational and active, or inactive. These are industrial complexes that comprise the industrial heritage of a certain past period (Otgaar A.H.J., 2008.).

Industrial tourism must be viewed primarily from a commercial point of view. In various aspects, it can be referring to engaging in tourist movements due to motives related to spending free time, quest for knowledge, but at the same time it can have a technical character, professional or educational. Therefore, industrial tourism, as a selective form of tourism, has its roots in the local or regional cultural resources, that are again closely connected to the activities of the people and to their historical significance (Работић Б., 2013.). This type of tourism is for those people who start their tourist movements with a motive or interest to learn as much as they can about the historical, industrial, or scientific heritage offered by some local community, institution or region.

3. EXISTENCE OF INDUSTRIAL HERITAGE AS A PREREQUISITE FOR THE DEVELOPMENT OF INDUSTRIAL TOURISM

It is an fact that industrial heritage is the undisputed precondition for the organization of industrial tourism as a form of selective tourism. Researches have shown that motivation for travelling among tourists has changed a lot compared to previous studies, which have revealed that the main trigger for tourists to start their journey is actually the desire for relaxation and recreation, the need for adventure, to feel and be a part of some completely different environment then their own. With the development of media, telecommunication and information systems, the tourists' satisfaction threshold has raised to a very high level and so have their expectations, which are nowadays much higher than they have been just a few decades ago. This is supported by the fact that there has been a rise in the living standards, so people have more money to spend on travelling which is, again, conditioned by the lack of time (Попеску J., 2011.). When it comes to this crucial problem, which refers to the lack of time, the problem is solved by forming the short round trips, and as a result, these have become increasingly popular with tourists. This raises the crucial question - why would someone who lives in large urban areas with polluted air, come into the factory complex and how to bring tourists. This question is easy to answer if we observe industrial heritage as a potential to be used as a complementary tourist attraction with the goal to fill the time of those visitors who opt for a particular destination. Just a few decades ago, the only motive tourists had to go and travel was to get some rest and amusement, and they usually picked those destinations with plenty of natural attractions. When we are speaking about such, old-fashioned type of tourism, then we are talking about tourism involving people lying at the beach, or some other passive kind of vacation at some receptive tourist facility, also known as coastal tourism. This type of tourism has seen its expansion after the Second World War, and is cited in the REFERENCES as the most widespread form of tourist flows. As such, it is still the largest when it comes to the number of tourists, but there is an interesting fact that has been noted lately – that on the tourist market, there is a positive feedback when it comes to the so called circular journeys, or round trips, which are spreading with the tendency to increase, and as such can stand side by side with costal tourism (Јовановић В., 2013.). These changes can be perceived through the facts that, since the expansion of the civilization, modern way of living, technologies we are using every day, as well as many other factors, have great impact on our minds, it is no wonder that the motives crucial for tourist movements have changed, and thus the expectations of tourists have become more demanding.

All the facts show that tourists want originality and unique offer and that only the diversity of such an offer can promise the wanted capacity utilization. A diversity of a tourist offer is based on a large number of resources that possess a certain attractiveness and are related to a specific area. The more complex the offer, the larger number of visitors. This is in fact the point where industrial heritage can be strengthened as one of the segments and a special attraction. Industrial heritage is important for many reasons, because it is the physical evidence of the past or present, which has its own spirit about which the tourists eager to learn want to hear. Moreover, industrial heritage came into being thanks to the labor of certain people, nations, so it represents a cultural good or a part of a cultural heritage that can be directed towards those visitors who are driven by motives to learn about other cultures, traditional crafts and similar. Architectural solutions that are a trademark of each industrial facility may also be of interest to those who travel with a desire to see this type of content. Many lovers are also being attracted by the original architectural solutions that change the concept of the facility that in the past have had a specific purpose, and often these types of facilities, such as industrial halls, become gathering places for creative people, or are turned into galleries, cultural centers, or even concert halls. The ecological approach that is being imposed at this time of the great environmental pollution and maximum utilization of natural resources, is aimed at preservation through the wise investment in tourism, because examples from the past teach us that even the great giants have been locked up due to the technology modernization, since they could not cope with the expansion.

This concept of a sustainable tourism (Максин M., 2009.) has two fundamental standpoints, which are reflected in the fact that, first - we should leave healthier environment for the future generations and, second - that the revenues that tourism can bring to the local community should serve as some kind of a safety if, in the future, this community is to suffer the fate of some of the collapsed industrial complexes. Industrial tourism has its advantages because it refers to "tangible" cultural heritage and visitors directly and simultaneously receive information about a particular attractiveness.

The potential of cultural tourism in Serbia can be well seen on the example of Mining - Smelter Basin Bor and the city of Bor.

4. CULTURAL – HISTORICAL IMPORTANCE OF MINING – SMELTER BASIN BOR AND THE CITY OF BOR

The beginning of industrialization in this region is linked to the end of the nineteenth century. After the liberation of the impoverished and devastated Serbia, Milos Obrenovic realized that it was necessary to modernize and strengthen the mining industry, and his request went to the pioneers and engineers who carried out geological research in these areas. Among those pioneers were a Serbian industrialist Georg Weifert, scientist Felix Hoffmann, Saxon baron Sigmund von Herder, engineer Фрањо Шистек, as well as Фрањо Вештечки, who was the first concessioner. Emergence of the first mining colony is linked to the year 1903 and is conditioned by previous exploration of gold ore that was conducted in 1897 on the grounds of the former village of Bor, which included the sites of Coka Dulkan, Tilva Rosh and Tilva Mika. Emerging of the mining colony and discovering of "***red gold***" led to the expansion of settlements and Bor slowly began taking on the characteristics of a small town. Along with this, cultural and social life of the local population started experiencing prosperity, trade and education started flourishing. The period of the First World War was linked to the occupation of the mine by the Bulgarians. In 1918, after the war ended, it became the property of the French capital. This in fact is the period that had the crucial significance for the architecture of the early settlements and whose influence can be seen even today. Not at all an easy process of introducing something new required a lot of investment – tangible as well as intangible, which eventually resulted in the prosperity of the state. The prosperity of the mining colony was interrupted in 1941 when it was originally mined by Yugoslavian army and shortly afterwards occupied by Germans, after which a phase of recovery and exploitation by the occupier took its place. The interest of the occupier to exploit the mine was lying in the fact that exploitation of this region could meet their demands for copper, gold, and to a lesser extent silver. The period that was marked by forced and hard work of the people was interrupted in 1944, when the Red Army liberated Bor. After this, a renewed growth and economic development appeared, and as a result, Bor, a modern city with strong industry, came into being. Over the past few years, Bor has been showing a tendency to present itself in a different light and break the stereotype about the city as a ***"black ecological point"***, owing to a lot of work invested into positive changes. Today, Bor is the symbol of a multinational and multicultural environment, whose primary goal is to raise the ecological awareness and to turn to some other income opportunities, primarily through investment in sustainable tourism - because this area has great potentials that have not come to the fore yet. With the newly built tourist attractions, this town becomes an important tourist destination for those tourists that visit Eastern Serbia.

5. MINING COMPLEX IN THE FUNCTION OF THE IMPLEMENTATION OF INDUSTRIAL TOURISM

The city of Bor has been and still is a synonym for a mining giant in the world, with over a century long tradition behind it. Thanks to this tradition, which this city is proud of, today there are efforts to, in addition to mining - metallurgical industry, position Bor as an attractive tourist destination because it has this great unexploited potential for various forms of tourism such as mountain tourism, nautical, spa, urban, rural, business and other types of tourism. The increase in the number of tourists visiting this destination raises hope that, in the near future, this region will start feeling benefits of investment in tourism, because tourism is undoubtedly one of the most profitable sectors in the economy that is growing more and more every day (Черовић С., 2013.). The importance is also reflected in the fact that tourism is not an independent branch of the economy, but it involves a large number of economic and non-economic factors in order to successfully meet the needs of tourists. In support of this, and in order to enrich the tourist offer, the idea appeared to use that cultural - historical significance of the mining giant for tourism purposes and to, by

using industrial tourism as an instrument, position this region in relation to competitors. Studies have shown that in this part of Europe there is no similar tourist attraction, no tourist offers dealing with mining business.
The concept is intended to introduce visitors to the process of exploitation, processing itself and finally the finished product, all by using modern methods. These would again be closely connected to traditional methods that have been used in the past and are preserved in order to promote origins and development of mining, as well as to present to visitors a large number of metal objects and the very first casts found in this area a long time ago. In addition, visitors would be given the opportunity to meet with the huge machines used in the process of mining and ore processing, machines that provoke excitement because people do not have the opportunity to see such a machinery every day. When it comes to such a specific, thematic attraction, there has to be a well-developed plan about how to approach tourists. Namely, for a decent, acceptable price, tourists should be offered both the tourist product that differs from the others and also some other content beside it in which visitors would find amusement. All of this seems to be very complex, but if we take into account the fact that Municipality of Bor has extraordinary natural potentials and is also involved in the development of other types of tourism, then it is easy to conclude that the establishment of industrial tour offers would be a very good marketing move which would raise this region's competiveness on the tourist market. In order for this to be achievable, it is not only enough to involve economic factors for realization of such a complex project like this one, but it is also important to have a support of non-economic participants, primarily cultural institutions such as museums, galleries, tourist organizations and many other associations. Only such a coherent system that, on the one hand involves a developed transportation and utility infrastructure, catering industry, tourism and travel agencies, trade, receptive accommodation facilities, and on the other cultural organizations, trained staff that will meet all the challenges, as well as rich cultural - historical heritage, can help grow and develop future tourism product.
Depending on the aspirations of tourists who engage in industrial tours, these should be approached with heterogeneous tours different in character, content and purpose, which would meet their expectations. Vision of the authors of this paper is to sell a unique tourist product in the form of four different tours, all in order to implement the idea for industrial tourism development.
First industrial tour **– *"Discover the heart of RTB Bor"*** would be based on the industrial facilities of Mining – Smelter Basin Bor. A part of this offer, with which we would position ourselves on the tourist market, may be the industrial tour that includes a visit to the mining combine in the presence of a local guide who would give visitors a tour around an open cast mine. The lookout offers an amazing view of one of the largest open pit mines in Europe with the depth of over 500 m, from which visitors would be able to see the impressive relief forms that have been created as a result of many years of ore exploitation. Additional attraction is provided by the enormously large and powerful mining machines,

including the popular mining trucks, "dumpers" whose capacity is 220 t and hydraulic excavators that can instantly scoop 50 tons of ore. With their size, they leave visitors in awe, feeling small and helpless against those giant metal monsters. The route continues with a tour around the old flotation plant which dates back to 1942 and the new flotation plant which came into being in the late sixties, where visitors would have the opportunity to familiarize themselves with slag and copper washing and grinding, before these materials go on for processing. The next destination included in the offer would be the Old Copper Smelter where visitors could see the old methods of copper ore smelting. Also, the offer would include a visit to the New Smelter, which is one of the most modern in the world and which is in fact the foundation of further survival of this giant. This smelter has both economic and ecological significance, since on the one hand it insures a long-term business, and on the other it brings down the emissions generated in the process of melting to a minimum. The next in a row would be electrolysis plant at which copper anodes are made with 99% copper and a low percentage of gold and silver. The residue that remains after the electrolysis process at the bottom is called anode slime, and it continues its journey to the precious metals plant. This site is very interesting for tourists because they have a chance to see the process of obtaining precious metals, and it is particularly interesting to be surrounded by abundance of it, which provides an unforgettable experience. Unavoidable in this industrial tour is the copper smelter that is, as a part of its production process, engaged in the production of castings made of copper and copper alloys. This tour would be directed towards those visitors whose motives are primarily cognitive and educational and who want to learn something new and see processes they have never had a chance of seeing earlier.

Second tour ***"Challenge for the Brave"*** would be directed towards those tourists who love extreme sports and would be offering a possibility of a two-wheelers and four-wheelers safari ride around the rim of the open pit, as well as a chance for visitors to ride mountain bikes over the serpentines of the former digs. Moreover, this offer would include a possibility of jumping towards the center of the pit using the "bungee jumping" method, or lowering down the cable above the abyss - popularly called "zip line". As an additional attraction, visitors would be given a chance to test their skills and try driving those big trucks used for ore transportation.

The third tour, ***"Live art in the bowels of the earth"*** would target creative tourists, those who want to create and who want to express their creativity and talent in a special way. They would have at their disposal some depots of the old Smelter or the abandoned pit shafts, rearranged in accordance with the needs of its users, in which users would exhibit their works of art, installations, sculptures, or would organize their performances or art colonies. The offer would also include a possibility for renting that unique plant's space, where certain music concerts could be organized, such as the ones belonging to "*heavy metal*" and "*rock*" genre, and which would certainly be very attractive because of the appropriate surroundings. As an additional feature, there would be a course during which visitors would learn how to make unique objects out of precious metals. Beside this, jeweler crafts course would also be a part of the offer, gaining on its value owing to the fact that it would be held in a place where the ore itself is being dag out. This also means that visitors could buy materials needed on the spot at better, lower prices and make unique pieces of jewelry for themselves during the course itself.

The fourth tour route called ***"Cultural Legacy of Mining"*** would involve the Museum of Mining and Metallurgy in Bor as the carrier and representative of cultural heritage, with a permanent exhibition and archaeological, ethnological, historical and artistic collections, as well as the technical collection that would actually be presented within a thematic park with organized visits. This tour would be connected with the city tour that would include a visit to the facilities of French architecture, the best preserved of which are the French company Directorate of the Bor mine, former French casino which is now the building of the Faculty of Engineering, barracks for the accommodation of the miners, as well as the hospital. All of this would be complemented by an appropriate story about each of them.

No matter which tour visitors choose, upon its completion, they would be taken for another adventure, "***Miner's break",*** where they would be given a chance to sit ina cafe 700 meters underground (would go down by a mining elevator), to ride on the miners' train, and get some rest while trying some of the traditional food and beverages of the region and enjoying the talk with the miners. An unavoidable detail are certainly souvenirs, since for every tourist, souvenirs represent a particular memory of a specific place they have visited, and as such must be unique because it is very important that on the basis of these souvenirs a certain tourist destination is easily recognized.

A separate project which would be very interesting, is a mining carnival with a cherished and kept from oblivion manifestation ***"Jump over the skin"***, which symbolically represents the admission of the young into the mining business. This project would be supported by the miners in traditional mining uniforms, whose purpose would be to present and bring closer to visitors the invisible heroes we know little about, those that spend days and nights at work in order to improve lives of all the people living in the region. This manifestation would be taking place as a part of a special event that is being celebrated in Bor on August 6th every year, "The Miners' Day".

6. FINANCING THE CREATION OF THE MATERIAL BASIS OF INDUSTRIAL TOURISM

Creation and development of the material basis for tourism in this area, that has all the characteristics of a future tourist destination, is not practicable in a manner consistent to approaching other destinations because it is very specific and differs from other destinations. Development of the future tourist destination has been conditioned by many factors which include flows in the global tourism market, quality and types of resources used, as well as the intensity and level of tourist demand with all its peculiarities. Costs that are imposed as a very important factor in the process of creating the material basis and which are a prerequisite for its creation, are designed slightly differently in the case of the mining basin Bor - because without investment there is no construction of any facility on the material basis. When creating the material basis of the future destination, it is important to separate the costs into two groups - direct and indirect, in order to accurately present what investments have been omitted in the case of creating this tourist product (Вујовић С., 2008.). Under the direct costs, whose characteristic is transparency, we have the expenses related to the financial investment in infrastructure, suprastructure and other anthropogenic facilities. What matters here is that those capacities have already been built, have their purpose in the economic and sociological sense, and serve the industry and local people. Such an approach is extremely applicable to cities with significant industrial bases, where the existence of industrial tourism would include various options for strengthening the economic structure (direct and indirect factors, employment of local population). Moreover, this would be a great chance to enrich the overall offer of the Municipality of Bor, which is rich in heterogenic tourist products. In these urban areas, industrial tourism is a potential growth and development sector that responds to their own identity: i.e. offers the chance for strengthening their uniqueness and their own status, especially by building on already existing resources. Therefore, additional investments in capacity building, that would serve the development of tourism, are not required and investments that are expected are related to organization of the existing facilities, the expenses related to organizing tours, investing in marketing and professionally trained staff that will be the bearers of the entire process. The advantage here is that all the facilities have already been built and that, through their operation, they are already making some profit so that the creation of industrial tours would only bring additional profits that would have a positive impact on many areas such as socio – demographic, socio - cultural, economic, etc. What would contribute to the profit-making are ticket and authentic souvenirs sales, as well as selling of services that are essential to all tourists and relate to food and accommodation. By including the factory complex in the tourist offer of a specific tourist place, a contribution is being made to the community in two spheres: *economic moment*, which is conditioned by the increasing number of tourists and recognizability of a destination, and *educational sphere*, that puts emphasis on the future workers or customers, and the fact is that they all come out with some new knowledge they have gained during their visit.

7. POSSIBILITY OF DEVELOPMENT OF INDUSTRIAL TOURISM BASED ON THE DEFICIENCIES DEFINED BY A DEVELOPMENT STRATEGY

To understand the importance of investing in such a project, we should examine the advantages and disadvantages relative to the development of tourism in our country, and therefore this area. The existence of a clear vision and development strategy valorize the national and international environment, use more efficiently resources at the service of tourism development and methods which are of importance for tourism management. Also, it has a great impact on the realization of the development goals of the economy as a whole. On the basis of presented and clearly defined strategy for the development of tourism of the Republic of Serbia, it can be concluded that the main deficiencies are: *"underdeveloped consumer awareness of our country as a destination with its own unique brand, lack of vision on the development of local tourism, poor interaction and coordination of the ministries and entities related to tourism, inadequately represented spatial-urban planning regulations of most of current and potential tourist destinations and centers, poor infrastructure network and the lack of qualified personnel in the field of tourism ".*

By identifying the shortcomings of our country to successfully position itself as a unique tourist destination, industrial tourism can be the ”key“ solution of these deficiencies that would make of this region and the Republic of Serbia a competent participant in the tourist market. By this, Serbia would be able to offer to the world a variety of tourism products with natural, cultural, historical and social factors that these areas possess. It is this type of tourism that could correct deficiencies and transform them into welfare if approached with great care, because it would thus enrich the tourist products offer, which comes out from a long-term potential covered by the strategy development. The effects of this approach are visible through the arrival of new potential investors, followed by creation of the new job positions. At the same time, these are visible through the local community development with which the industry is inextricably linked. That this project is not utopian, proves the fact that in 2012 at the gathering "Paths of mining through Serbia" under the auspices of the Institute for the Study of Cultural Development, experts have proposed cultural - tourist route that , modeled on similar routes that are most popular in Western Europe, could also flourish in Southeast Serbia. As a great potential, among other mining complexes, Mining and Smelting Complex Bor has also been mapped as one of the leaders that offer a variety of contents. As such, it has been given the task of being the bearer, and based on its existence, there has been proposed and designed the tour "*The Path of mining - the Balkans, the cradle of metallurgy*" (Graf, M., 2013.).

8. CONCLUSION

With tourism expansion as an economic sector that has caused the change of tendency that when tourists visit a specific destination, they maximize the use of their own time visiting various tourist attractions, and the change of motivation that directs them, one has to carefully plan and properly meet these needs, in order to create a chance for the entire region to prosper and develop itself as a tourist center. Studies have shown that trend of growth of tourist travels in the future will increase and that the classical forms of tourism will be less and less present. This also means that some new aspects of tourism will become increasingly popular. The experience of some Western European countries that have recognized the benefits of practicing industrial tourism and promotion of industrial heritage shows that tourists are very interested in organized tours through the plant facilities, during which they learn about historical heritage that is not only a part of history, but also encompasses many facilities that are still operational

The vision of the industrial tourism development, and integration with other represented types of tourism, forms a richer and more profitable tourist product. Frequently asked questions, that have been raised as crucial in order to verify previous statement about the success of the project, relate to whether and to what extent active or abandoned industrial sites or a single plant facilities can be attractive to tourists, as well as to how big the investments have to be. The real answer can be found in the fact that in tourism, any content can be customized so that it meets tourists' needs, i.e. if there is a planned approach to the arrangements and if the purpose of forming such a whole is clearly defined. Industrial tourism, as a specific form of tourism in the world and Western Europe, is very well-organized and widespread in almost all big giant factories whose brand names form the current quality awareness. The crucial evidence of this is that in developed European countries, during the visit of any smaller or bigger place, one can observe some of the industrial sites where there is a possibility of organized visit with a local guide. This way, visitors of these industrial complexes or plants gain awareness of the specific manufacturing processes or of the quality of certain products through interactive learning, which as a result can have positioning of certain products in the minds of current visitors and perhaps future loyal customers. Primary goal of these types of visits is to educate their visitors, and secondary to sell their products and position themselves into the minds of the visitors.

An important motive why we should understand the essence of this vision is the fact that tourism can greatly helpwhen it comes to environment preservation. By preservation and organization of industrial heritage, we prevent the pollution and achieve the goal of sustainable tourism, the vision of which is to leave the healthy environment for future generations. In accordance with all of the respective indicators based on theoretical and practical knowledge, there is a space left for recognition of this idea and its further implementation.

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MORBID TOURISM

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Abstract: *Morbid tourism as a consequence of modern life and contemporary ideas of tourist movement has a leading role in development of contemporary forms in tourism. The reason for research morbid tourism is reduced demand for real tourist offer, especially in our country. This paper deals with the analysis and presentation all forms of morbid tourism (dark tourism, disaster tourism, vamp tourism, drug tourism, sex tourism and virtual tourism) and consequences that it brings to image of tourist destination. The aim is to increase consciousness about the existence of morbid tourism, an attempt to an objectively comprehend and stop development of this form in favour development normal contemporary forms in tourism, which serve to tourists for rest, relaxation, recreation, cultural animation, improvement of general health. The results of research could be useful for everyone who are in tourism: one who engages development tourism on destination, but also for tourists, real and potential consumers of tourist services.*

Key words: *contemporary forms in tourism, morbid tourism and forms, development, consequences.*

1. INTRODUCTION

Tourism as a way of life, as the needs of movement, as a source of inspiration, as nature's deed and man's deed, is spreading and moving cultural, sports, educational, entertainments, attractive and geographic boundaries and going to contemporary in city-break, rural, eco-tourism, mountain, spa, health, sports, adventure, cultural, educational, religious and other contemporary forms in tourism. Tourism is art of creation ideas, places, time, resources and freedom. Tourism is love which developing all economy of country. Tourism is total profit in which we have to investment always.

The tourist market, as well as any other market, moving the boundaries of supply and demand in qualitative and quantitative means, and realized flow over of light and darkness, good and bad; contemporary tourism is tourist's movement in new or restored old tourist destination, which ennobling, active or passive resting, moving, culturally rise, contributing to health of tourists, introduction new cultures, languages, religions and give authentic entertainment; but conetmporary tourism is an unforgettable adventure which giving a bitter taste, pain, suffering to tourists and the possibility that they surprise, scare, infect in missing true love, and to visit various tourist attractions without moving. And that means morbid tourism, tourism of suffering.

In this paper we research morbid tourism and consequences it brings and presents them to the public, clear and loud, and in aim maintains normal tourism and that our tourists would not have fall in influence of „light of darkness, deed of disaster, the beauty of vice and 4D".

Because, modernity doesn't mean modernity always nor progress always progress. Today, it means: speeded steps backwards out of one's sight beforehand in modern ice age.

2. MORBID TOURISM

Morbid tourism is a specific phenomenon: morbid tourism has a leading role in development of tourism, without definition. The aim is clear (but no presented in public): to realize a monopoly in tourism and more earn, managing of tourists, tourist workers, money and destinations. Words is weight, but works by creators of morbid tourism and modern life are more weight.
Creators of morbid tourism working in strategic way and in silence, step by step introduce tourists in universe of morbid, with hidden intentions (Picture 1.), and they packing obscene offers in elegant decorated arrangement, so it is not surprise that tourists, without knowledge, become morbid tourists.

Picture 1. *Morbid tourism*

In spirit of contemporary, we presented, first, morbid forms in tourism (dark tourism, disaster tourism, vamp tourism, drug tourism, sex tourism and virtual tourism), then definitions, results of research morbid tourism and morbid tourism on Serbian way, and for the end, solutions for stopping this form. Because, our obligation is open eyes to public and warn tourists on deceit which is packaged in elegant creative arrangement.

2.1. Morbid forms in tourism

The first form of morbid tourism is **dark tourism**, which Branislav Rabotic, author of REFERENCES „Selective forms in tourism“, defining as a trip in field of death, suffering, place that were in war, where was committed genocide and where happened various tragic events in past (a long time ago and not long ago). Dark tourists lighting holiday with visits in „attractive“ locations of darkness.
They admire or enjoy in pain and destruction of someone else, they learn about past atrocities and swimming sweet-watery in shudder. Morbid, isn't it!?

Dark tourism developing in: crime tourism or mafia tours (visits to locations of bigger mafia's actions – in Sicily, in Russia, Pablo Escobar's tour in Columbia, ex prison Alcatraz in San Francisco, and many others); public death (visits to locations where's died or assassinated on celebrities and visits to graves of celebrities – in front of the villa that Gianni Versace killed, the tunnel in Paris where Princess Diana died, graves of Merlin Monro, Michael Jackson, and other celebrities.); war tourism (visits to places which were (or still are) in war – Syria, Iraq, Iran, Croatia, Bosnia and Herzegovina, Serbia, Kosovo and Metohia, concentration camps, places where were executed genocide: Auschwitz, Hiroshima and Nagasaki, Jasenovac[20], Srebrenica[21]).

Excursions which including visits to graves of famous poets, writers and victims of the First and Second World War, as well as other bigger wars are in dark tourism, too. But, knowledgeable people, like tourist workers and other older people, considering that it is a form of education. What children think about that? Is it education or dark tourism, think about that, again. Will our children have nightmares, be depressed, in constant fear or they'll be an excellent school pupils, thanks to this kind of education? In the spirit of „educatins", students of High schools and faculties have travel which including tourism „die is cast" – visit the famous casino „Monte Carlo Casino", and tour guides explain that in Hotel de Paris (hotel across to casino) is one room where gamblers who have lost their money can commit suicide, and not in front of the casino make bad image of one. Travel guides explain to students all gambling way – of the winners to losers. Shine, glamor, paradise and hell. Gamble, money, gun. Glittering dark!

Second morbid form in tourism is **disaster tourism**, which imply traveling to locations where was some, the most common natural disasters: fires, floods, tsunami, volcanic eruptions, earthquakes ... Visit to disaster areas has become a big attraction, because many of those who want to feel the suffering of people who were victims of the disaster (Gudelj, I., 2012). Morbid, isn't it?! Some of the most popular tourism destinations are in: Japan (earthquake which takes about 19 000 lifes and inflicted an enormous material a damage, March 11th 2011); Chernobyl (disaster with tragic consequences attracts many visitors in Chernobyl (Ukraine), the biggest nuclear disaster, 1986); Thailand (today, Thai coast Andaman and a small fish village is a disaster tourist destination whose destroyed in mid-10th century by tsunami) etc (Gudelj, I., 2012). In a close future, we could except disaster tourist destinations in Serbia: The factory of army „Prvi Partizan" in Uzice, i.e. undergroud facility „Rupa", where's 7 workers died in a series of explosion in September 3rd 2009; Kraljevo, where's two person lost life and inflicited an enormous a damage in earthquake in 2010; Obrenovac and other cities in Serbia, who were victims of flood in May 2014.

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[20] *Today, we can't hear a long and real story about Jasenovac. Open truth is hidden and forbidden. Tourist visits to Jasenovac are rarity, mainly, individually or in group, without escort by tour guide.*

[21] *The truth about the genocide in Srebrenica, read the book "Forbidden Truth about Srebrenica" by Aleksandar Pavic (2010), which is based on foreign sources, "official version" of the Srebrenica events is untrue, the real battle for truth is only just beginning ... and then consider whether genocide tourism can realized in Srebrenica, how much earnings brought this form of tourism and what the consequences were tourists, residents and families of victims.*

Is it humane to develop this form in tourism? Is there humanity and compassion for the families of the victims of these disasters, or important earnings of these forms in tourism? Is it really necessary to educate tourists in this way or we'll understand it when we see people in the light of criminals, warriors, assassins, admirers of natural disasters and „challengers" natural disasters, collectors of black dollars? A group of an American experts made and put on more places in the world (and in Serbia) HAARP system and so managing with nature and people (https://www.youtube.com/watch?feature=player_detailpage&v=X_M6bo6Fu08 -).

Tourist wish to fear are continuing with **vamp tourism**, what present a travelling to the places of, allegedly, supernatural phenomenon. Local people supporting this form – from the Museum of vampires in Paris, which dedicated to vampires in a suburb of Paris (Les Lilac), where's keeping books, weapons, photographs, masks, models and costumes of vampire legends (http://www.b92.net); Museum vampire Kring which presents a local legend about the first vampire Jure Grand (http://www.croatialink.hr); Vampire tour of the United States (visits to city Forks (Washington) in which the writer Stephenie Meyer settled the action of her novel „Twilight", San Francisco discovering the historical documents about Nob Hill and alleged supernatural events in this town, Bon Temps Lusiana in a fictional city in the right blood (http://www.b92.net); to far the most famous castle of Earl Dracula in Transylvania, where 90% of tourists come to Romania only because the castle of Earl Dracula. All of these destinations offer visitors an exhibition of masks, costumes, weapons, REFERENCES and other content that captured imagine of curious tourists (http://gdestinacija.com). Museums of vampire are everywhere in the world and extend vamp tourism as a normal tourist attraction. Morbid, isn't it!?

Serbia, a country of peasants and all sorts of stories, have a potential for fiction and scare to local people and foreigners, tourists who can believe in that stories: Vampires Petar Blagojevic and Arnaut Pavle walk about Kiseljevo (village near Veliko Gradiste), famous vampire Sava Savanovic (http://www.bbasta.org.rs/zarozje) has its own special story to tourists who visit Zarozje (a village near Bajina Basta) (http://www.gost.rs) and other „vampires" from Serbia sent an image to the world that confirm the world public opinion - Serbia is a country of impure magic. Truth or lie?

Following form is **drug tourism**, which go over the line of consciousness, with psychoactive substances, to destinations where it permitted: Amsterdam, the countries of Latin America, Central and South America, Bolivia, Brazil. Drug tourists from Russia love promised country Goa, where is the most creative market „drug-goods", like boxes for tablets of ecstasy or mirror for sniffing in (http://www.blic.rs). Morbid, isn't it!?

Young Europeans, dissatisfied with life in real, from Morocco to India, from Amsterdam to Brazil, in small groups or individually looking for happiness in the world of hallucinations, at least for a few days or weeks (Štetić, S., 2013), what we could call tourism of labile personality.

Sex tourism is a morbid form in tourism, too, and defined as a tourism of a special satisfaction for tourists and bitter earnings for native population, or persons whose giving these services. Tourists could take a variety intimate disease like a souvenir from this trip, but special award is AIDS. Isn't rarely that this form in tourism includes using a psychoactive substances, that seller can sell „product" on easy way.

Types of sex tourism are: male sex tourism, female sex tourism and child sex tourism. The most famous destinations of sex tourism detect the power of creators of modern life: „Sex tourism in Thailand (Bangkok, Pattaya) became industry during the Vietnam War, thanks to great help by the USA Army and the World Bank (the Ministry of Defense USA had a contract with government of Thailand to provide „recreation and relaxation“ for US soldiers). In 1975, the World Bank developed an economic plan for Thailand just on the base of the sex industry, what the sex tourism became the main export product of the country (Štetić, S., 2013). Morbid, isn't it!? A few years ago, elite sex destination became Dubai. Prostitution is hidden in so-called agency for models and mannequins. Girls from Serbia are very popular in the United Arab Emirates, and they are in Dubai, in the hotel „Moscow“. Their earn is 4 000 to 7 000 euros per day (http://www.teleprompter.rs). The fashionable Greek island Mykonos has epithet „meeting-place of debauchery“, because, there is all allowed. This island is one of the favorite summer resorts of gay population. Bulgaria has a popular package (sexually guide, accommodation, food and a farewell souvenir) for 200 euros (Štetić, S., 2013). Sexy night sailing in Croatia organized by individual owners of tourist ship in Porec and surroundings. Users of this tours are singles and swing couples (http: // www.novosti.rs). Serbia, as an open secret, developing trade passions on the right side of the Ibar highway, at the parking in front of the lake Ocaga. The price list of sexual services adapted to worker's budget. Jagodina is main center of this trade and sex tourists can get girls 18 to 23 old for 200 euros. The best selling city of freedom is city of „dirty-white suits“ – Belgrade. Serbian girls selling their self body to foreign tourists on Belgrade rafts, but girls from Croatia often come to the same rafts for passion of Serbian boys) (http://www.teleprompter.rs; http://www.novosti.rs; http://www.telegraf.rs).

Virtual tourism is nice morbid form in tourism, but just on the first look. Advance of information technology is important for development of normal contemporary forms in tourism, but the economic crisis stopping the real travel to virtual. Website http://www.360vr.rs giving an unforgettable tours to Belgrade, Sarajevo, Mostar, Trebinje, Durmitor, Mokra Gora, Kremna, the Church of St. George and other tourist destinations.

„Virtual tourism is imaginary trip to destinations that we want to visit in real life, but circumstance often giving just that: a virtual tours to cities of tourist desires.“ (Janković, B., 2015).

In addition, the Congress Bureau of Serbia, as part of the Tourist Organization of Serbia, introduced two Facebook games at the Fair conference industry in Frankfurt in August 2nd 2012: „Tour de Serbia“ and „Make an even in Serbia“. First game gives an opportunity that interested tourists see Serbia in different way. Second game presents capacity of our country to potential investors. Both games are active on the website of the Congress Bureau, Facebook and other online game portals. Games are very important for development normal contemporary forms in tourism, because attracting tourists to visit Serbia and foreign investors to invest in development of tourism in Serbia (http://www.vreme.co.rs).

2.2. Morbid tourism – definitions

We could help to creators of morbid forms in tourism that they have more earns with simple definition (which doesn't important so much to them): „Morbid tourism is a tourism that inspires tourists to be different, more interesting, more creative and more meaningful. Tourists will have more courage to live in the present and better understanding defferent ways of life after visit of morbid destination. They'll more enjoy and laughs." (Janković, B., 2015).
This definition falls in shadow of definition which protects tourists, tourist destinations and normal contemporary forms in tourism: „Morbid tourism is travelling which causes, consciously or unconsciously, illness, travelling which gives pain, suffering, fear, current pleasure with consequences, travelling which tourists will want to forget, but can not and travelling that requires treatment." (Janković, B., 2015)
The shortest definition that gives the opportunity for deeper thinking and a clearer understanding existence of this form in tourism and the reason for the break one is: „Morbid tourism is tourist travelling in place of suffering." (Janković, B., 2015).

2.3. Morbid tourism on Serbian way

Morbid tourism on Serbian way is tourism without words. Because, morbid tourism no exist in Serbia: tourists and tourist workers don't know what is morbid tourism. However, when we said „we know what they did last summer", then their answers were a little clearer.
So, forty of hundred respondents visited Castle of Earl Dracula in Transylvania. During elementary education, all visited graves of famous poets and writers, mass graves from the First and Second World War. Everyone who has visited Monte Carlo, went to famous casino and heard impressive story by their guide. Sixty of hundred respondents were at war affceted places, not as war tourists, but because of beauty of destinations, and at the same time they heard about war that happened there. Everyone heard for mafia tours and sex tourism, but no one has used these forms, while they amazed when we asked them for drug tourism and virtual tourism: are these exists?
Travel agencies in our country have confirmed the existence of a vamp tourism, but visits Castle of earl Dracula, mainly. Other vamp destinations are in supply and demand on tourist market, but only 5% of all tourists. The areas that were in war as well as areas that had happened some disaster, are in sale, but not as a war and disaster destinations than destinations for rest and entertainment. Visits to graves of celebrities and visits to places of theirs death considered as a form of educations in school time.
So, according to official data of our study, morbid tourism in Serbia existing and our tourists become morbid tourists, but not like in the world. But, this is story for public. This is Serbian way by license of the world economic consciousness. In aim to have a real insight into existence of morbid tourism in Serbia and Serbian tourists who visiting morbid destinations in the world, we had research in an indirect way – „casual" or invisible visits to attractive places of dark, fear and unconscious of debauchery. The research shown in diagram 1.
The results of research show: morbid tourism in Serbia exists so much that here is dangerous for normal contemporary forms in tourism, image of tourist destinations and,

before all, for tourists. All morbid form in tourism existing in every city in Serbia, less or more, behind or in front of „curtain“. The excuse „it can't happen to us“ isn't our way. We have to understand that it happens to us. The scenes are difficult, sad, vulgar, creepy... morbid.

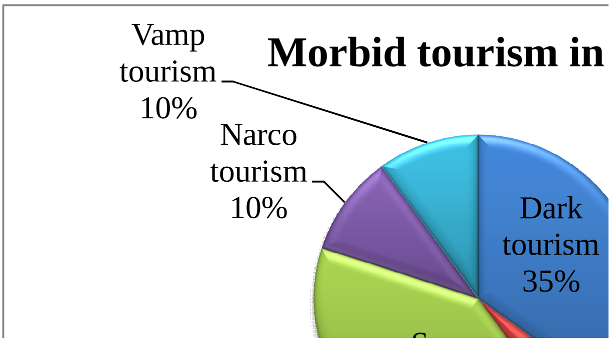

Diagram 1 . *Truth about existence morbid tourism in* Serbia

We are not shown existence virtual tourism in Serbia on diagram, because „internet – window to the world“ is the first step to real tourism today. In fact, today tourists first visit tourist destinations on virtual way, then decide which they will visit destination actually. But, problem is if tourist stay on virtual. And thanks to economic situation, more and more of our tourists are only virtual tourists, unfortunately.

3. CONCLUSION

Problems of development of normal contemporary forms in tourism are not from unknowledge of tourists workers and doctors of science. The problem coming with modern (ice) age. If we take into consideration that antivirus giving way to virus on our computer and with each new antivirus accompanies new virus, then we can understand problems which stopping development of normal tourism, causes, consequences and solutions.

So, in aim to development normal contemporary forms in tourism, before all, we have to accept the fact that morbid tourism exists everywhere in the world and in our country and giving black marks on the body and soul of tourists, tourism and tourist destinations.

During the research existence and acting of morbid tourism, we found ascertainment by tourists, tourist workers and creators of morbid arrangements that some tourists love this „relaxation“. Truth, some tourists love morbid. But, it isn't question on taste that we can't talking about this. If we deeper look into the psychology of man, we'll understand that there is no question even his intelligence, because it is power of manipulation by creators of contemporary forms in life and morbid tourism. Demand follows supply. Tourists have an offer that buying this disease. That they don't thinking.

The morbid tourism brings, before all, healthy consequences to tourists: pain, suffering, depression, anxiety, nightmares, insomnia, tremors, neuropathy, various intimate diseases, AIDS, diseases of the lungs, liver, respiratory and cardiovascular diseases, high blood

sugar, high blood pressure, damaged sense of vision and sense of hearing, numbness of hand, obesity, reduced mobility, ossification of the neck, mental diseases...
If we are not able to live from normal contemporary forms in tourism, morbid tourism is an ideal chance to survive. At least that we have something to eat, though each bite stops in throat, that we have what to wear though it is transparent, that we have put some shoes though we walk on thorns, needles or we tread barefoot on fire... That we can love ... but we can not do that. Is this our future? Of course not, and we have the possibility to protect our tourists, tourism workers, destinations and normal tourism. We can do that just if we destroy morbid forms in tourism. Because, all what exist can no exist. The building can be destroyed. And, regardless of weight of chains, same can be broke. There is a way for everything.
The solution of our problem reflecting in research, writing and talking about the existence and acting morbid tourism and with use their system: quite, strategic destruction of this „virus“, step by step. Because, we can destroy the system just inside. The courage and knowledge giving the possibility for destroy morbid tourism. Knowledge is brightness, knowledge is freedom. Free way to health tourism.

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STOPIĆA CAVE AS A TOURIST OFFER OF THE ZLATIBOR REGION

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Abstract: *Stopića cave is a river cave, through which flows creek of Trnava. It has favorable tourist and geographical position. It has good traffic connection with the other attractions of the region. It is settled in the Rožanstvo village, on the slopes of the Zlatibor mountain. It is recognizable by its entrance. That is nature's monument, extremely significant natural resource. Since 2006, it has been officialy opened for tourists. This work will show the potential of this natual resource and how it affects the region and the competitivness of it. The cave has been researched, some parts are enabled for tourists, and others still need to be adjusted. Because of the arrangement of the cave, being more and more arranged, the number of tourists is bigger every year, which positively affects on the tourist turnover. This resource is under the responsibility of the Tourist Organization of Zlatibor. Based on their statistics, we will try to bring the significance of this resource for the development of tourism.*

Key words: *cave, nature, visitors, tourism*

1. INTRODUCTION

In this work we will talk about nature's monument that is extremely important – Stopića cave. We will do all its parts in detail, chronologically as it has been researched. We will inform you about natural richness, beauty, flora and fauna, geography, climate… You will find out how to get there, what makes it special. We will try to show you all its values and make you interested in visiting the place. We will also show you how it's important to preserve it as a nature's monument and how it's been placed in the tourist offer of this region. We will see its relevance for the development of tourism in this region. We will use some neglected attractions of this region. We will show you tourist turnover for the past 5 years through the tabular display.

2. TOURIST AND GEOGRAPHIC POSITION

Stopića cave is a nature's monument of great significance – I category. It presents one of the most visited tourist values of Zlatibor. Since April 2006 it has officially been released for tourists and works 365 days a year.

2.1 Geographic position

Stopića cave is a natural resource placed in a southwestern part of Serbia, on the northeastern side of the Zlatibor mountain. It spreads on the territory of Čajetina community, between the villages Rožanstvo and Trnava in the Stopić hamlet. It's a river cave through which creek of Trnava flows. It is on the altitude of 711 m. (http://www.zlatibor.org.rs/node/88). From a tourist aspect, there are some interesting things near this cave. Those are: Museum Old Village Sirogojno, Vlada Mitrović's gallery. It is tucked in the middle of hornbeam and beech's forest.

2.2 Traffic position

Stopića cave is easily accessible for all people who would like to visit it. It is settled on the slopes of Zlatibor mountain. It is remote from the tourist place 19km, from Užice 30km, from Sirogojno 3, 5km and from Belgrade 250km. There's a highway above the cave Zlatibor- Sirogojno and arranged path that leads to the cave itself. You can get to the cave from two directions: the first one is across Sirogojno and the other one is across Trnava village. Traffic is very well connected with the tourist center where a lot of visitors come from. Every tourist agency organizes excursions during the summer. There used to be goat pathways which lead to the cave. They passed between vigledi-dugures (6 openings that were connected to the cave). Every opening was wire-secured, but nevertheless people in charge made another path which was safer. From the direction of Trnava, on your right side, and on your left from the direction of Sirogojno, there is a big parking lot for buses. Across that parking lot, there's a narrow way which leads to the parking lot intended for cars. An asphalt road is made from there, secured by a fence, which goes through the shade until the entrance of the cave. It is 280m long. It goes through the cave enabling visitors to see all values of the cave; it is lighted and 240m long. Stopića cave, a natural resource of great importance, is given to Tourist Organization of Zlatibor in 2004. Since then, they took over tourist signalization and activities as their responsability. They've inserted it in their leaflets, catalogues, maps, as one of the tourist values of Zlatibor. They arranged paths to the cave itself, also those inside the cave, they've put the waymarks on the roads, set plates with information. It is placed on numerous billboards along the highway, so the potential visitors could get interested in the cave.

Picture 1. *Map of Zlatibor – Stopića cave's position*

3. NATURAL AND TOURIST VALUES OF THE CAVE

Stopića cave presents the natural value of Zlatibor. It is easily accessible, so it's one of the most visited tourist attractions of the region. In its composition, there are a lot of things that should be seen. It's opened in 2006.

3.1 Geomorphology of Stopića cave

Stopića cave is a river cave through which the creek of Trnava flows. It consists of three speleological and hidrological horizons: periodically flooded, river horizon and the youngest crack horizon.
The cave has an impressive entrance from the right side of Prištavica. The entrance is on the 711, 18 m of altitude. It's 35m wide and 18m high. The limestone layer in the cave dates from the triasa period and it's over 100m thick.
First written data about the cave were left by Radosav Vasović in 1901 in the record of Serbian geological society and first speleological researches were published by our great researcher and creator of scientific speleology Jovan Cvijić in 1909 and 1913.
Tourist part of the cave has several attractive elements like: spacious entrance, dugures – the openings on the ceiling, Sipar cone known as „the Dog's cemetery", the waterfall „Life spring" and a lot of tufa tubs.
Stopića cave is made of five sections: the Light Hall, the Dark Hall, the Great Hall with Pools, the Channel with Pools and the River Channel. The Light Hall and the Dark Hall make the main channel. It's poor in ornaments, the walls are bare, rocky, just like part of the ceiling. That is a consequence of the big opening and that's the reason why the main channel is under the influence of climate. It prongs into the Channel with Pools and the River Channel.

3.1.1 The Light Hall

It is settled partly in the main channel, from the entrance until the reach of the day light. It could be called the Daily Hall or the Hall of the Day. It is 76m long, and with side channel 87m. It is on the surface of 2800m2. In front of the entrance there are massive blocks, which have been made by crashing of the limestone cliff above the cave's entrance. The part of the river trough is filled in with that material and because of that there are minor waterfalls and slopes until the mouth of the creek of Trnava near Prištvica. (http://www.zlatibor.org.rs/node/88).

On the entrance, there's a marble panel, which marked one tragic event. In 1965, Andrijana Stakić slipped down the cliff and died. She was 69 years old. As local people say (Radoje Ilić), Andrijana was looking for the sheeps during the night, fell down the cliff and hooked for a tree. That's how she died. Because the place is unaproachable, they've been pushing her with long poles until they unhooked her and she fell in front of the cave. The place was called Andrijana's cliff.

A lot of infundibular and well-shaped abysses and ravines are connected to the main channel, which are known as dugures. They've been researched by R. Ršumović (1957) and speleological crew with R. Lazarević, Janjina Tomić i Borut Kirbus (Septembre 1994). (Lazarević, R., 2012)

30m from entrance, on your left, there's Sippar cone with the diameter of 15-20m and 8m height. Above it, there's an opening on the ceiling where Sippar material came from. Comparing to river trough, the altitude is 69m. During the research in 1984, 6 mummified animal corpses were found. The tale is that dog's been chasing the fox and because it was afraid, it jumped into dugure and the dogs jumped also. But those can also be bones of dogs which local people throw in dugure. That's why this cone got the name "the Dog's cemetery". Above the dog's cemetery, there's only one light opening. However, on the surface, next to the main opening which is 8m in diameter, there are 5 more openings – dugures, mutually connected with the side, slantwise channel. All dugures are formed around several cracks, which cut the cave transversely.

Except the limestone cliffs, dugures also have its victims. Around 1925, Božo Janković was walking the path by dugure. He was carrying a bottle of rakija. He was drunk and fell in dugure that was called Boža's dugure. In the last moment, he succeeded in throwing the bottle away. He lost his life, but saved rakija.

3.1.2 The Dark Hall

The Dark Hall is partly placed on the main channel, from the limit where the day light stop and the shadow/dark begins. It could also be called the Obscure Hall or the Hall of the Night. It's 98.5m long, and has the surface of 1200m2. In the middle of this Hall, there's the highest point of Stopića cave, 22.5m high. The bottom of the Hall is filled in by the river silt and if there's a little bit more water, it's flooded. Ornaments on the ceiling is poor, while the walls are rocky. (http://www.zlatibor.org.rs/node/88).

Picture 2. *The entrance in the Light Hall, the Dog's cemetery*

Picture 3: *The Dark Hall*

Picture 4: *Tufa tubs in the Great Hall with Pools*

3.1.3 The Great Hall with Pools

The Great Hall with Pools is the final part, a circular widening in the end of the Channel with Pools before it's joined with the River Channel. The hall is 30m long, with the surface of 450m2. It's rich with cave ornaments placed on the ceiling and on the walls, but the biggest values are tufa tubs. They are the greatest attractions and specificities of Stopića cave, the herald of the cave. They are the basic motif for the arrangement of Stopića cave for tourists.

Starting with the river trough, transverse of the slope of the hall, winding, rosy folds line up, which enclose the indentations – tubs, different in width, length and depth. All of it, by its shapes and color reminds us of the narrow layer and brimming dough, which could block the main channel if the cave river didn't devastate and take it away. Going toward the river trough, the tufa ends with the 1m high intercept. Farther, beyond this threshold, shallow and narrow folds line up and then they become deeper and more spacious. (Lazarević, R., 2012)

The most spacious tub is by the northern wall of the hall: it's 12.5m long and 3.5m wide. It's limited by tufa rampart 2.1m high on the lower side and on the upper side, by the wall ornamented with stalactites, it is limited by the cape 1.5m high. There are shallower tubs whose depth is until 2m. Tubs are accumulative forms of the chemical erosion in the limestone rocks. During the year, tubs are filled with water and when it rains the water overflows and makes an unforgettable experience for a visitor.

3.1.4 The Channel with Pools

The Channel with Pools connects to the River Channel. It's 587m long. The Channel with Pools has been researched on 13th and 14th of August in 1985. Numerous speleologists have researched it, but the data we have, have been given to us by our speleologists R. Lazarević, B. Paunović, S. Paunović i R. Cvetić. The Channel with Pools is not quite adapted for tourists, but the plan is to make paths in the next period, lights, staircase and make it available for visitors. For this season, platforms have been done above the Great Hall with Pools, so it's possible to see some parts, but it's not possible to come close to the attractions of this part. (Lazarević, R., 2012)
The Channel with Pools is the sequence of the Great Hall with Pools. Its width is 3.7m and height 15m. There are four tubs on the entrance of the Channel with Pools, which extend from one wall to another. Then, we have three more tubs, which are 3.4, 4 and 5m deep. There's the second deep tub placed. It's 4m long along the stream, and wide from 4.2 till 1.7m.
In the sequence, on your right, there are massive stalactites on the ceiling. They are 3m long and its diameter is 0.5m. It's called the Gate.
Next attraction of the cave is wondrous tub-lake. It's 7.20m deep and the part that is completely under water is 5m deep. 2.2m are above the water surface. There are stalactites above the tub, which are 5m long and their diameter is 0.6m. The peak of the stalactites is 0.3m lower than the upper edge of the tub. It's like that put is flooded. The tub is 3.7m long down the stream and wide from 3.3 to 2.7m. This is a hidden potential of the cave which they are trying to adapt for visitors.
After this one, there are no more tubs. The bottom of the channel is filled with tufa, while walls are mostly bare, rocky. Except those, there are also columns of the cave, 2-3m high. The left wall is rocky and the right one is ornamented with stalactites. The bottom of the channel is under the water. Just before the exit on the right side of the channel and the height of 1.2m, one stalagmite got the name the Seal. There's a brae crossbar 2m remote, which is 7m long (in the channel direction), 4m high and with a versant of 28°. The crossbar is wide 3.5m in the

crown, and it dammed the lower part of the channel and created the lake. Its height above water is 2m and under the water it's 4-5m. This part is rich in cave ornaments. The channel is dry in one moment and in the other it's flooded again. There you can see one of the rare phenomena – the flooded stalactites. On the day of the research, one part of stalactites was flooded, while the exalted waters dip. In the sequence you can see a limestone bridge, 2.8m wide. The ceiling and the walls are enriched with ornaments. (Lazarević, R., 2012)
Further in the research you can see the lake 1.5m deep. In the trough the water flows and vanishes. The spring is probably in the tub because the little creek starts from there. Actually, there's a chute 3m deep which you cannot go through, but you can see the water going toward the tub. It's probably the old stream of the cave. During the damp part of the year, the stream goes from the chute to the Great Hall with Pools actually until its connection to the River Channel. After the river trough there is narrowness 0.4m wide and 0.2m high. The dimensions were made after the chiseling of the ceiling and the floor. It is work of Czech speleologists. Their tool was found on the place. They've succeeded in passing through the narrowness and researching the complete channel 87m long. The narrowness was called the Czech passage. This part of the cave hasn't been adapted yet for the tourists but the Tourist Organization of Zlatibor has plans according to which they ask for money from the government. They want to do paths, lights and all of the arrangements in the next 2-3 years.

3.1.5 The River Channel

The River Channel goes from the swallow hole of the creek of Trnava to the Channel with Pools. It consists of two parts, which are connected only hydrographically:

- From the shallow hole of the creek of Trnava to the siphon;
- From the siphon to the Channel with Pools.

The first one is 385m long and with other channels 406m, with the surface of 770m2. The second one is 287m long, with other channels 312m and with the surface of 960m2. The River Channel gradually becomes narrower and it gets until 7m of width. The Channel's height is from 17 to 20.5m and under it, except at the narrowness which is 12m. After the narrowness there's a tufa partition. It's 1m high and there's a whirlpool which is 2.5m wide. There's another one next to it (tufa tub), then we have tufa toboggan and after that tufa cascades. Between them, there are tufa tub and the Giant Kettle. The water flows down the cascades creating slopes when there's little water. When a great amount of water flows there, it creates one big waterfall, which height is 9.44m. Because of the deafening noise

you cannot hear one's collocutor. It seems that foamy mass falls from the sky and makes the air shimmer, the walls shiver and you feel freezing cold. The waterfall has been cold the Spring of Life. At the bottom of the waterfall a stand was made and tourists can see everything from there and take nice photographs.
Farther, upside the waterfall, the River Channel has a great potential to extend its offer. It's been researched but it's still unavailable for visitors. On the left, on the place where the channel splits, there's a room with the ornaments. In the sequence you can see the Red Stone. A couple of meters farther you can see the Hall with Baldachins with the ornaments, stalactites on the ceiling in white and pink color. There's another interesting thing in this part of the Channel and that's the Giant kettle – the big whirlpool above which they attend to make a large platform.
The second part of the Channel is almost unapproachable. It constantly widens and narrows. It has a lot of ornaments. The biggest attraction of this part is on its widest part. There's a lake over 20 m long and sandy right shore. It consists of cascades at about 42̊ and height 4.5m. The height of the Channel above the lake is 3m. This hall got the name the Beach. At the same time, this is the part with the richest ornaments, especially the Red Stones and stalactites. The accompanying phenomena are lakes and giant kettles. (Lazarević, R., 2012)

3.2 Hydrology of the cave

Through Stopića cave flows the creek of Trnava. There are the constant river stream and the periodical stream. They meet at the beginning of the main channel, which is common to both streams. Upon exiting the cave, the water falls down the cascades made of blocks, from the cliff above the entrance. After a short stream, whose length is 117m, the foamy cave creek joins the calm waters of Prištevica, which is the fast and noisy upstream and downstream. The altitude between the entrance to the cave and river trough of Prištevica is 18,46m. Through the River Channel generally flows the water of creek of Trnava whose basin is built in non-carbonate rocks. However, small waters of the River Channel should contain more dissolved calcium carbonate, since the share of water from the limestone basin is higher then. Thus one can understand the formulation of the tufa toboggan and tubs in range of the waterfall called the Spring of Life.

3.3. Flora and cave's fauna

The great diversity and wealth of flora of massif of Zlatibor have caused that the flora and vegetation of the Stopića cave are so interesting. Although it is a relatively small area, mainly limestone, there was identified relatively large number of plant species and interesting plant communities. It is evident that the vegetation around the entrance, sinkholes and gullies above the entrance and around the creek that flows into the Prištevica, is well preserved. The condition of the vegetation can be seen through the rich floristic composition and structure of preserved plant communities. The explanation for this state of flora and vegetation is in location of the site which is at the very beginning of the gorge of the river Prištevica. In the funneled dip, where the cave's entrance is located, and in a steep ravine like valley that flows out of it, forest vegetation is richly developed. Hornbeam and beech forest develops in the wider area around the cave. In addition to these two species in the environment, there are other species: maple, ash, limes, and then there are several types of bushy plants. Mosses are very lush and presented in areas where covered with forests. At the limestone cliff at the entrance to the Stopića cave there are represented a few ferns and flowering plants. Flora and fauna in the Stopića cave itself is very weak. You can see algae on the wall, which are caused by artificial ways. Especially because of the reflectors above which are placed so visitors could see well. Algae are being formed by moisture from water and heat which appears because of the spotlights. Besides that there are no plants. Regarding the animal world in the cave, bats that fly and live under the ceiling of the cave can be seen. First, they can be seen in the part of the cave where the tubs and waterfall are. Beside them, some reptiles such as earthworms, lizards can be seen also. There are some smaller bugs too, like spiders. There is one endemic (species whose distribution is limited to a small area or a locality: reef, mountain crest,..). Endemic is species whose distribution is limited to a very small area and one site (peak, ridge, cliffs, etc.) and it is Duvalius. (Lazarević, R., 2012)

3.4. Stopića cave's climate

Stopića cave is a river cave and also a flow cave with a small entrance and a large outlet. For this reason, the micro-climate of the cave significantly affects two factors: large entrance (630m^2) and a steady stream. The main channel and a the Great Hall with Pools are subjected to constant external climatic variations, i.e. when it's cold outside, it's cold in the cave also and when it's hot outside it's hot in the cave also. An average annual air temperature is around 8, 5-9°C. Given that the cave is located in the gorge sunlight is reduced and the number of days with fog and precipitation grew up. The dominant wind direction is the direction of the gorge from the west to the southeast or southwest. (Lazarević, R., 2012)

4. TOURIST EQUIPMENT OF THE CAVE

Tourist equipment is a very important factor in tourism. These include: tourist signage, advertising, guides, promotions... Because of the new solution, from Rožanstvo-Tornik, to the left, a narrower downward path that leads to the parking lot separates, at the Milutin's meadow. From the parking lot starts mild tourist path, this passes through the woods up to the cave's entrance.

You can enter the Stopića cave going across the bridge that is above cave's river. In order to prevent uncontrolled entries and possible damage, the entrance was closed by a wire fence, which height is about 2m. After entering the cave, the path is directed to the left wall (regarding from the entrance), to Andrijana's cliff. The path passes on the left side of the Light and Dark Hall, whose greater part is subjected to seasonal floods (last flood occurred in May 2014). It was envisaged that the path rises to the console, but it has not been done.

From the beginning of the Dark Hall to the waterfall the Spring of Life, there's a pedestrian path 128m long. From the path you can see the waterfall the Spring of Life, waterfall that is about 10m high. When the water is big, due to the noise and scary games of water and lights, every conversation stops. From the same path you can see the Great Hall with Pools – the greatest natural and tourist value of Stopića cave. Visiting of the Great Hall with Pools has been solved now. Metal track-staircase is built, which rely on the cave walls and reefs of the tubs. Such a solution did not compromise the evolution the growing stone. Heralds of the cave finally became approachable. Building of paths and trails to the Gate and flooded stalactites, in the Channel with Pools, remains for the future. (TOZ, 2015.)

The lighting is based on halogen and fluorescent elements, with special armatures that can withstand high or complete air humidity. In addition, this type of lighting has a greater effect than the corresponding light elements and do not endanger the cave's microclimate. Because of the specificity of the cave, where nearly 1/3 of the path is lighted by daylight, in the cave were carried out two circuits-sectors. (TOZ, 2015.)

At the entrance to the cave, in front of a metal fence, the chalet is located there where they sell tickets and souvenirs such as postcards, pendants, tourist maps, magnets ... The guide will walk you through the cave with explanation of each part.

Because the cave is located not far from the tourist resort Zlatibor, TOZ with financial assistance from the state budget did tourist signalization, marked the local roads with tourist signs. In the description of its activities TOZ also has done the promotion of this tourist attraction in the form of printing brochures, leaflets, catalogs, the inclusion in its tourist offer, presentation on its website and at tourism fairs which are being held in the country and abroad, marking on the tourist maps... All the information about the cave can be found at TOZ or at the information desk of TOZ, where besides information you can buy tourist maps and souvenirs from Zlatibor. That commitment has paid off, because Stopića cave presents one of the most visited sites in this tourist destination.

5. TOURIST TRAFFIC

Stopića cave is up one of the most important sites of Zlatibor as a tourist destination. According to statistics from the Tourist Organization of Zlatibor, it is on the first places regarding the number of visitors during the year. Tourist traffic is being done on an annual basis. It is a statistical survey of the number of visitors (domestic, foreign, children, adults...). The earnings may be calculated (multiply the number of visitors with the appropriate ticket price). It shows us whether the number of visitors increases or decreases from year to year, and therefore the income.

Table 1. *Number of visitors in 2010 (Source: TOZ, 2015.)*

Month	Jan	Feb	March	April	May	Jun	July	Aug.	Sept	Oct	Nov	Dec	Total
Grown ups	1026	85	230	1109	2237	924	2889	4995	1678	1038	342	220	16773
Children 7+	96	3	14	884	1294	624	566	1732	944	979	23	17	7176
Free of charge	47	9	18	87	228	54	56	213	78	98	19	16	923
Total	1169	97	262	2080	3759	1602	3511	6940	2700	2115	384	253	24872

Table 2. *Number of visitors in 2011; (Source: TOZ, 2015.)*

Month	Jan	Feb	March	April	May	Jun	July	August	Sept	Oct	Nov	Dec	Total
Grown ups	1028	334	374	1542	2049	1517	3140	4430	1797	803	406	244	
Children 7+	385	125	11	947	1977	890	611	939	501	753	119	54	
Free of charge	244	128	73	443	793	503	830	789	237	136	106	52	
Total	1657	587	458	2932	4819	2910	4581	6158	2535	1692	631	35o	29310

Table 3. *Number of visitors in 2012; (Source: TOZ, 2015.)*

Month	Jan	Feb	March	April	May	Jun	July	August	Sept	Oct	Nov	Dec	Total
Grown ups	219	8	266	1195	1275	1408	2682	4317	1696	841	487	101	14495
Children 7+	88	0	157	753	1517	929	632	966	265	1124	257	39	6727
Free of charge	58	1	214	453	581	439	798	991	458	460	117	21	4591
Total	365	9	641	2401	3373	2776	4112	6274	2419	2425	861	161	25813

Table 4. *Number of visitors in 2013; (Source: TOZ, 2015.)*

Month	Jan	Feb	March	April	May	Jun	July	August	Sept	Oct	Nov	Dec	Total
Grown ups	338	190	338	877	2515	1601	2764	4175	1056	804	511	314	15933
Children 7+	104	14	113	1199	1798	780	847	1074	152	750	67	59	6957
Free of charge	63	27	122	465	895	526	780	1048	374	350	121	29	4800
Total	505	231	573	2541	5208	2907	4391	6297	2032	1904	699	402	27690

Table 5. *Number of visitors in 2014; (Source: TOZ, 2015.)*

Month	Jan	Feb	March	April	May	Jun	July	August	Sept	Oct	Nov	Dec	Total
Grown ups	1648	730	618	565	1099	1398	2513	4236	1694	1164	605	201	**16471**
Children 7+	639	148	201	330	882	1075	754	1233	397	441	218	293	6611
Free of charge	368	184	154	323	486	286	769	893	328	312	128	52	4383
Total	2655	1062	973	1218	2467	2859	4036	6362	2419	1917	951	546	27465

6. CONCLUSION

Stopića cave is among the largest speleological objects in Serbia. Located on the slopes of Zlatibor, it presents tourist attraction of the destination. Until now, a very good part has been used for tourist visits, but the main one is yet to be done with the construction of trail-staircase. There are favorable conditions for business. It is also approachable and it has more and more visitors. In this work it is leading, competitiveness is very small and those are: Podpećka Cave, Uvac cave and a couple of things. It is a main leader in business. Potential visitors are guests of strong tourist centers (Kopaonik, Tara, Vodice ...), business people, local and regional excursions, transit passengers, lovers of good food and drink, nature lovers, historians, speleologists... It is number one of the tourist offers of Zlatibor. Only one step from civilization is where this natural phenomenon places and attracts by its perfection. When one comes here, he will come again.

In our opinion this monument of nature needs a little arranging that is to finish the works on the paths and widen the offer, but to do that so that the cave doesn't damage and remains in its original form. Nature around it should not be touched, but to stay tucked in the woods and as so far. There would be more visitors if local people tried harder about rural tourism. It would be significant if Toša's spa restored and started working in the future.

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POSSIBILITIES OF TOURISM DEVELOPMENT IN POZEGA WITH THE SURROUNDINGS

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Abstract: *Tourism represents an important developing potential of Serbia. Every town, so does Pozega with the surroundings, has a possibility to improve their tourist products, and by doing so to improve the whole economy as well. Pozega is the crossroads of road and railway traffic and it has lots of possibilities for the development of tourism (cultural tourism: a monumental complex of Milos Obrenovic in the village of Dobrinja, a railway museum near the railway station; town tourism: the town's centre, which was projected by Lazar Zuban; spa tourism: there is a spa in Roge, which is convenient for curing eye diseases, nervous system and rheumatism; events tourism: every year TO Pozega adopts a plan for holding events during the year; village tourism etc. accommodation can be found in many hotels, motels and ethno-style houses. Among sports facilities the most important are the sports hall and the swimming pool. Thus, this work comprehensively considers the present state and possibilities of further development of tourism on the territory of Pozega municipality.*

Keywords: *tourism, village tourism, events, sports facilities, railway museum, Pozega*

1. INTRODUCTION

Pozega is a town which is located in the south-west Serbia, in Zlatibor Region, 180km from Belgrade and 25km from Uzice. Near Pozega there are Ovcar and Kablar monasteries, as well as Zlatibor, Tara, Drvengrad and other important tourist sights of west Serbia.

This work should present different types of tourism (village tourism, sports tourism, event tourism, town tourism, spa tourism, religious tourism and hunting and fishing tourism), which can be developed in the municipality of Pozega and show the possibilities of its improvement.

2. VILLAGE TOURISM IN POZEGA

There are not enough villages that deal with village tourism in Pozega municipality. There is a doctor's, a post office in each of them and they are well connected with Pozega and nearby towns by regular bus lines. These are:

- Gornja Dobrinja (picture 1), renowned for its glorious past (a monumental complex of Prince Milos Obrenovic) and for its natural beauties amongst which are clear creeks and a number of mills that date back to Milan Obrenovic era.
- Prilipac, renowned for its beautiful church from 14th century and in the churchyard there is a great lodge, where the art colony takes place every year.
- Roge, 15km from Pozega, is convenient for fishing tourism on the Rzav River, which is rich with fish. The village is also renowned for Roge Spa, where water is used to cure chronic rheumatism, diseases of joints and nerves, as well as eye diseases.
- Godovik, renowned for the monastery from 13th century, which honours Saint George and belongs to the Nemanjic's endowment, which is a good foundation for the development of religious tourism.
- Jezevica features preserved nature, a great number of creeks with crystal clear water, forests and glades, and its offer is complete with the Hotel Jele Jezevica, which is located in the centre of the village.
- Tometino polje features the Kamenica River, full of crabs and fish, spacious meadowws and pine forests. There is a ranch, called Eagle's nest, near Tometino Polje. Some of the activities that the ranch has to offer are: fishing in the fish pond and the water accumulation, riding vehicles for special purposes-quads and motor sledge...

Picture 1. *The village of Gornja Dobrinja, taken from site http://www.nadlanu.com/pocetna/Pozega.a-9947.43.html in July 2015.*

3. SPORTS TOURISM

Sports tourism can be developed considerably in Pozega, which has lots of sports facilities, amongst which the most important are:

1. Sports hall in Pozega (picture 2) which was reconstructed in 2005 and with the capacity of 1000 seats represents an ideal place for sports preparations and organizing various competitions. It is located about 300m from the hotel Pozega.
2. The Olympic pool (picture 2) was built in 1978 and is a place where lots of people seek for refreshment and salvation from summer heat.
3. Stadium FC Sloga, with the capacity of 2500 seats, and there is also the athletics track, so it is convenient for organizing different athletics competitions and football tournaments.
4. A mini football pitch was built a few years ago in Treci reon (just opposite the bus station), and
5. Two tennis courts in the Technical school yard and basketball courts next to the stadium FC Sloga.

Picture 2. *Sports facilities in Pozega, taken from sites: http://mojapozega.rs/ponovo-radi-bazen/ u http://infoera.rs/2015/05/17/grandiozno-rukometno-vece-u-pozegi/ in July 2015.*

4. EVENTS TOURISM

There are lots of different types of events in Pozega such as: sports, artistic, musical, entertaining and others, and the most important ones are:

1. GIMFEST (Science and Arts festival, which is held in High School Sveti Sava every March and the students take part through many experiments.);
2. JA SAM TVOJ DRUG - I AM YOUR FRIEND (International children's festival, which is held every September and where children aged 6-14 take part, both from the country and the region.);

3. ART COLONY IN PRILIPAC (International art colony which is held in the village of Prilipac, on 21st September during the religious festival, called Mala Gospojina. It gathers artists both from the country and abroad.);
4. INTERACTION (picture 3) (International student film camp, which is held every August and gathers young film makers both from the country and abroad.);
5. AGRICULTURAL EXHIBITION (It is held in the first week of October where the smallholdings from Serbia and the region exhibit their agricultural mechanization, cattle food and seeds, plants protection products, domestic brandy and wine, as well as honey and herb products.);
6. MAGLENIJADA (A rock music festival which was started in 2012. and is held every September.);
7. MORAVA REGATTA (It is held every last weekend in July, and it starts in the village of Pilatovici (a bridge across the Velika Morava) and the finish line is in the village of Jelen Do, just at the whitewash factory. Within the event; besides the regatta, there is a competition of sponsors in cooking fish soup and the fishing competition on Maric pond as well.);
8. PASULJIJADA (It is a kind of competition in cooking beans and it is held every year in July in the village of Recice.)
9. There are also four fairs in Pozega, and these are: a fair at the religious festival Cveti, a fair at the religious festival Petrovdan, a fair at the religious festival Mala Gospojina and a fair at the religious festival Mitrovdan.

Picture 3. *A detail from Interaction, (taken from site www.topoz.org.rs in July 2015.)*

Picture 4. *The village of Roge (taken from site http://www.topoz.org.rs/domacinstva-roge in July 2015)*

5. SPA TOURISM

Pozega features Roge Spa which is located in the village of Roge (picture 4). The water there cures eye diseases, diseases of nervous system, chronic rheumatism and joints diseases. There is one thermal spring in Roge spa. The spring of the curative water in the spa has only one well. The temperature of thermal water in the sap is about 26 degrees and it contains magnesium, calcium, as well as a small quantity of dissolved gas of hydrogen sulphide. But the problem is that there is no road to Roge spa and there aren't enough accommodation capacities.

6. TOWN TOURISM

The trademark of Pozega is, surely, circular town's square with lots of fountains, which was projected by Lazar Zuban, and where you can have a coffee in some of numerous cafés. It was reconstructed in 2012, and in the square there is a monumental tap which honours the liberators of the town. There are stand also, so it is convenient for performing concerts.
Near the railway station, there is a museum of narrow rails (picture 5). It was opened in 1990. and there are lots of things exhibited, railway tracks, railway switches, water towers, engines and carriages etc…amongst which the most renowned are the locomotive RAMA from 1873, the oldest locomotive in the world, made for the rail track 0,76m, the Emperor Franz Joseph's salon from 1897, a fourth class carriage from 1885. You can also visit the town's gallery in Pozega, where lots of exhibitions are held.

Picture 5. *King Milan's locomotive, known as No 1 (taken from site http://www.topoz.org.rs/zeleznicki-muzej in July 2015.)*

Picture 6. *Town's square, taken from site http://www.topoz.org.rs/sta-videti/laganim-korakom-kroz-pozegu in July 2015.*

7. RELIGIOUS TOURISM

There are six churches and one monastery in Pozega, and the most renowned are:
1. the church of Saint Emperor Konstantin and Saint Empress Jelena, which was made of reinforced concrete in 1833. and the main architect was a Russian immigrant, Vasilij Akurosov.
2. Log church in Gorobilje, built in 1705. honours the birth of St. John and is covered with shingle and overlaid with striped pattern. It is the most renowned sight in Gorobilje.
3. The Virgin's church in the village of Prilipac is located in the south-east part of Pozega valley and it is a single-nave building, of small dimensions and simple façade in Serbian-

Byzantine style. It was built on a mount; between the delta of the Kravarica River and the Moravica. At first, it was a monastery, built by Lazar Hrebeljanovic, 15 years before the battle of Kosovo, in a village, that used to be called Kapci.

4. The church of St. Peter and Paul in Gornja Dobrinja, which was built by Prince Milos in 1822. on the same place where the church of Kosovo used to be. It is a single-nave building, 8m in width and 9m in height, and all facades of the church, except for the west one, are made of stone and without ornaments. The rood screen was made of wood and there are icons of a smaller size shown on it: St. Nicholas, Virgin with Christ, Jesus Christ and St. John.

5. The monastery of St. George in the village of Godovik (picture 7) was built near the spring of the Godovik River, in a wooded and rocky area of the hill called Drijenje, in the foot of a limestone mountain, Blagaja. It is a single-nave building with a dome above the shrine. Its base is square with a semi-circular apse at the east side. It has got a semi-round dome and the apse is in a semi-calotte shape, and it was made of sinter and volcanic stones. The binding material is lime mortar.

Picture 7. *The Monastery of St. George in the village of Godovik, taken from site http://www.pozega.org.rs/index.php/crkve-i-manastiri/manastiri in July 2015.*

8. HUNTING AND FISHING TOURISM IN POZEGA

Pozega is located in a peaceful valley between three rivers: the Skrapez, the Moravica and the Djetinja, and it is surrounded by a mountain range of Ovcar, Kablar and Maljen, so it gives ideal conditions for the development of hunting (picture 8) and fishing (picture 9). This area is rich with many species of game, such as: doe, wild boar, rabbit, pheasant… The rivers are rich with different species of fish. The Skrapez is the habitat of chub, gudgeon, nase and barbel, whereas in the Rzav, not far from Pozega, you can go fishing for the grayling or trout. The Kamenica River is knnown as the habitat of crabs. Every year the Fishing Cup is held on Maric Pond.

Picture 8. *Hunting tourism in Pozega, taken from site http://www.topoz.org.rs/gde-se-zabaviti/lov-ribolov in July 2015.*

Picture 9. *Fishing cup on Maric Pond, taken from site http://www.topoz.org.rs/moravska-regata , in July 2015.*

9. ACCOMMODATION CAPACITIES

There are two hotels in Pozega. The first one is the Hotel Pozega, in the town’s centre, and it has 63 rooms. It is convenient to accommodate excursions, sports clubs, businessmen… The other hotel is the Hotel Jele Jezevica, and it is located in the village of Jezevica. There is a swimming pool, tennis courts… It has 32 rooms. The accommodation can also be found in village cottages and small houses, built in ethno-style. Some of them are: Lodge Sydney Roge Spa, Household Djukic in Mala Jezevica…

Picture 10. *Accommodation in Pozega, taken from site: www.topoz.org.rs in July 2015.*

10. CONCLUSION

Tourism as a chance for the development of Serbia has its base in Pozega municipality as well. The municipality of Pozega has significant potentials through different forms of tourism, that can be developed both in Pozega and the surroundings.
Pozega also has satisfying accommodation capacities which can be used to accommodate a significant number of tourists. More accommodation capacities are needed and new tourist activities should be provided in order to attract more guests.
Bad connections with Belgrade and low-quality traffic infrastructure are a considerable disadvantage of Pozega. Building a new motorway Subotica-Pozega would outweigh this disadvantage.
The river banks and stream beds should be arranged and adjusted to the needs of the development of tourism as well as the raising the standard of living in Pozega. Illegal deforestation should be prevented also. A souvenir, typical of Pozega should be designed. More tourist brochures in a number of foreign languages should be written and more people should be educated and trained to work in tourism. The existing sports facilities should be reconstructed, especially the swimming pool, and more of them need to be built.

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PLANNING IN THE DEVELOPMENT OF TOURISM IN THE MUNICIPALITY LOZNICA

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Abstract: *Tourism is an important segment of economic development primarily due to the considerable economic and social functions. At the same time, tourism initiates and encourages the development of other economic activities in a certain area, which are directly or indirectly linked to it. The main objective of this paper is to review the relevant conditions for the appropriate use of tourism potential in the municipality of Loznica. The paper focuses on the problems of the tourist industry and analyzes the advantages and disadvantages of tourism development in the area. During the research the methods of analysis and synthesis were used to show relations between tourism and indicators of its development. The comparative method contributes to the perception of development trends in relation to developments in the domestic tourism market. Loznica has a good basis for intensive development of tourism, but investments are required in addition to clear guidelines and planning priorities.*

Key words: *tourism, urban planing, economic development, spatial development concept*

1. INTRODUCTION

Diverse nature, harmonious relief forms, natural and anthropogenic tourist values, climate, rivers, and rich historical past stand Loznica from other tourist destinations in Serbia. Famous individuals of culture and science, numerous historic events and monuments dedicated to them, in particular contribute to distinctiveness of Loznica, but also the entire Jadar region in the domestic tourism market.

Bearing in mind all the economic functions of tourism, outstanding natural and social predispositions for its intensive development, the orientation of Loznica municipality is to introduce tourism as a leading industry and the backbone of economic development in the future. The strategic plan for the municipality's economic development identifies tourism development as one of the three key areas. The reason for this is because in a small area there is much to see.

Spa tourism has a dominant role in the municipality of Loznica since the 19th century, and it developed mainly thanks to Banja Koviljača. Places like Village Tršić, monastery Tronoša, Drina river, mountain Gučevo, spas, Soko-town nearby - provide opportunities for the development of other forms of tourism, especially rural, excursions, events, sports and recreation, hunting and fishing, cultural, business and congress tourism. For that purpose, it is necessary to make an accurate evaluation of all tourist values in the municipality, to determine their potential and realize the spatial integration of the entire region, which is an important precondition for integration with neighboring municipalities

(Mali Zvornik, Ljubovija, Krupanj) and cross-border regions (Semberija and Donje Podrinje in the Republic of Srpska) (Stanković S., 1997).

2. GEOGRAPHICAL POSITION

Loznica municipality is located in the region of Western Serbia, which covers the area between the lower Sava and Drina rivers, Šumadija and Western Morava valley region. Located in the riverside of the Drina it had a favorable geographic position in the past and wider gravitational zone than today.
The municipality covers an area of 612 km^2, and the city of Loznica is situated at an altitude of 142m at the foothill of the mountain Gučevo. Through the town of Loznica flows Štira river, which instils into the Drina a few kilometers further. The municipality is allocated into three major areas: the mountain Cer and Iverak in the north, the valley of Jadar and Lesnica rivers in the central part, and the mountains Gučevo and Boranja in the south. The western part of the municipality is located in the alluvial plain of the river Drina. The neighboring municipalities are Šabac, Krupanj and Mali Zvornik in Serbia and the municipality of Bijeljina and Zvornik, in the Republic of Srpska.
The backbone of the transport network of Loznica is made of state roads of the line that associates the municipality primarily with Šabac, Valjevo and Bajina Bašta. From other transportation stocks, there are several smaller routes, which stretch along the Jadar river and mountain ranges to the south. The rest of the transport network consists of local roads covering all the space and that reach every village.
Through the town of Loznica passes the main road M-19, which connects the capital with Bosnia and Herzegovina (Belgrade - Šabac - Loznica - Zvornik - Tuzla - Sarajevo). Also through Loznica passes road which goes from Bijeljina to - Mali Zvornik - Bajina Basta - Užice, and further to the south leads to the Montenegrin coast. Another significant road is Loznica - Osecina - Valjevo - Lajkovac that access to Ibar highway, achieving good transport links in all directions.
Considering this Loznica has a relatively good tourist position. The possibilities of its use are greater than it is the case today. Thanks to tourist values it has, Loznica could have a much broader, including national contractive zone. The biggest source of tourists are the cities around Šabac (53 km) and Valjevo (75 km) and major towns of Šumadija, Western Serbia and Vojvodina, mainly Belgrade (139 km) and Novi Sad (136 km) (Ilić J., 1985). Lately, an increasing number of visitors is coming from the Republic of Srpska and Bosnia and Herzegovina in general. All this shows that, with investments in transport and infrastructure, there are much greater possibilities which this area can offer in the field of tourism.

3. PHYSICAL-GEOGRAPHICAL CHARACTERISTICS

The relief of Loznica municipality is divided in three distinctive parts: in the north mountain Cer with Iverak, in the central part the basin of Jadar with alluvial of Drina River, and in the south mountain range of Gučevo. This diversity of terrain and the representation of different natural forms increases the attractiveness of the city and surroundings.

Situated between Cer and Iverak in the north and northeast, mountain of Vlasic in the east, Gučevo, Kostajnik and branches of Boranja in the south, opened toward west and northwest, topography of Loznica city territory reminds of an amphitheater (Lazarević R., 1997). Sheltered by the mountains and their branches from cold north and eastern winds, Loznica with its vicinity, represents special oasis of moderate climate, which makes it different from the climate of neighboring regions. The mean annual air temperature in Loznica is 11ºC, the annual average of actual duration of sunshine (effective insolation) is 2041 hours, the average annual precipitation is 800-1000 mm of rainfall. All this makes climate of Loznica and the environment suitable for tourism (Rakićević T., 1997).
The Drina River is the most important aquifer in the municipality of Loznica. Basin's variety in geology, elevation, hydrographic features, ore deposits, flora and fauna makes unique natural rarity. Loznica has huge reserves of groundwater, and the most powerful springs are linked to fissures through which water from the depths appears to the surface again. The most powerful among them is the Spring of the monastery Tronoša, with maximum yield of 5,5 l/s. Water resources and its variety complete springs of mineral water. The emergence of these springs is linked to numerous fissure lines, as well as to earlier faint volcano activities. The most important are the mineral waters of Banja Koviljača, occurring in several springs. According to the dissolved chemical elements they are classified as alkaline muriatic, ferrous and sulphurous waters. The latest studies show that water in Banja Koviljača has overall mineralization of 1.41 g / l, temperature around 30ºC and pH 6,6.
Generally speaking, natural potential of the municipality is presented through the most famous spas Banja Koviljača and Banja Badanja.

4. POPULATION AND SETTLEMENTS NETWORK

The spatial plan of the city of Loznica covers 612 km^2 of territory, with 54 settlements and a total of 84.925 inhabitants (according to 2011. census). The average population density is 139 inhabitants / km2, which is 48% more than average density of Serbia. Compared to 1948., the population until today recorded an increase of 62% (Grubačić S., 2001).
The main characteristic of the settlement network is a large concentration of population and activities in Loznica and suburban areas of the town, as a result of long-term immigration and employment of the population in the city center. The highest density of settlements is around Loznica (over 10 settlements on 100 km^2) and the lowest in the southeastern and northeastern part of the municipality (up to 6 settlements per 100 km^2).
Analysis of the municipality network of settlements and facilities points out strong division of areas to more developed western and less developed eastern part. In general we can see stronger development of settlements and facilities along the main roads, along which are mainly located centers and rural settlements.
In terms of spatial distribution of contents and activities within the system of settlements, there is a noticeable extreme centralization in relation to the city of Loznica. All administrative and management functions, objects of social standards (hospitals, primary and secondary schools, facilities of social and child protection, culture, sport and recreation, the largest industrial plants and production-craft activities, trade and services)

to the greatest extent are concentrated in and directly around the capital city of Loznica, and to a much lesser extent within the centers of Banja Koviljaca and Lešnica.

5. ECONOMIC ACTIVITIES AND TOURISM

Tourism has a long tradition in Loznica and represents one of the major factors of its current economic development. Tourist offer primarily relies on the spa, health and wellness tourism (Banja Koviljaca) and cultural manifestations and student tourism (Tršić and Tronoša monastery). However, there are many other, diverse, and underutilized potential for tourism and recreation in the municipality.
The recent development of tourism and recreation in the minicipality has been uneven. It is developed in the area of Banja Koviljaca, which is why this site is the basis for the development of national and possibly international tourism. Unique nature (foothill of Gučevo, healing waters, good conditions for swimming and fishing on the Drina river) contribute to this especially having on mind other benefits since Koviljača is located near other major tourist stations and areas (Tršić monastery Tronoša, Gučevo, Cer, Tekeriš). On the other hand Cer and Badanja area still are not established as tourist sites.

6. SWOT ANALYSIS

In order to better define the opportunities for tourism development, it must first carry out analysis of all the positive and negative aspects to it now influence. In order to promote tourism should not rely on positive trends and strengthen existing benefits, while working on the reduction and elimination of restrictions (Stanković, S., 2000).
Review of existing strengths and weaknesses of the area, as well as the opportunities and threats for further development of tourism were presented in the form of a SWOT analysis.

STRENGTH	WEAKNESSES
- Favorable geographic and traffic-travel position - Complementary tourist values (rivers, mountains, spas, countryside ...) - Complementarity with neighboring regions - The ability to develop more types of tourism (health and wellness, sports and recreation, cultural manifestations, congressional, tours, hunting, rural, excursions) - Close to the border and the possibility of spreading the contractile zones in other countries, development of transit tourism - Long tourist tradition - Many natural, cultural and historical value - The possibility of involvement of the local population and the creation of additional revenues from tourism	- Insufficiently developed transport and municipal infrastructure - Inadequate and poorly equipped with accommodation facilities - Close to the border as a potential risk of various adverse impacts - Poorly arrangement of riverside of the Drina and danger of flood - Deficit in educated staff - Lack of advertising on the tourist market - Lack of sports facilities - Some tourist sites are neglected - The seasonal feature of tourist visits - Lack of resources and absence of tourism development strategy

	- Degraded environment in commercial complexes - The existence of illegal landfills and dumps
Opportunities	**Threats**
- Improving transport accessibility and infrastructure by rehabilitation and reconstruction of the road network and construction of a railroad Valjevo - Loznica - A number of natural and anthropogenic values enable the development of new types of tourism - Growing stock and diversity of wild fauna, suitable for development of hunting tourism, wealth in wild berries, mushrooms, medicinal herbs, which provide opportunities to organized collection - Raising awareness of the importance of the environment - Functional integration with the Republic of Srpska and joint participation in the international tourism market - Staff training - Development of promotional activities	- High unemployment rate and low social income; - Economic and political instability - Depopulation, aging population, evacuating parts of the planning area, which could jeopardize further development of tourism - Lack of awareness and investment in environmental protection - Underdeveloped system of monitoring environmental quality - Restart industrial production with outdated technologies - Insufficient investment in the modernization of facilities and promotion of tourism values - competition

7. PROBLEMS OF TOURISM INDUSTRY

The main problems of the tourist industry in Loznica municipality can be identified and presented through the following segments:
1. Lack of a clear concept of development of the tourism sector;
2. Insufficiently valorized tourist potential (mountains Gučevo and Cer, Drina river, villages around Loznica);
3. Insufficient accommodation capacities, as well as maladjustment of existing capacity to different categories of tourists;
4. Undeveloped or poor infrastructure network;
5. Lack of motivation of the local population for greater involvement in the tourism industry;
6. Lack of a broader marketing approach in promoting the tourism potential of the municipality.

Despite the strategic orientation of the long-term development of tourism in the municipality the lack of financial resources and investments hinders the implementation of an action plan. Some activities can't be carried out because still it is not made a complete and detailed inventory and evaluation of all tourist potential. The expansion of the tourism industry is slow and requires more dynamic in definition of goals, but also in the implementation of development strategies, focusing on the offers of mountain tourism (mountain Gučevo and Cer), river (Drina) and rural tourism (Tršić, ethno villages).

At this moment an adequate marketing approach that would include Loznica offer with offer of the surrounding municipalities is lacking. This way region would be better positioned in the domestic tourist market and it could make a breakthrough into foreign markets. At the same time there has been progress in the development of event tourism, and this trend should be maintained and constantly improved.

8. THE MAIN OBJECTIVE OF TOURISM DEVELOPMENT

The main goal of tourism development is the creation of conditions for the appropriate use of tourism potential, which in conjunction with other economic activities will lead to a general development of the municipality in all segments. In this way, tourism is an important development opportunity for the municipality if it is organized in partnership cooperation with neighboring municipalities in Serbia (Ljubovija, Krupanj, Mali Zvornik) and in the Republic of Srpska (Zvornik and Bijeljina).
Tourism as an industry is not dependent on administrative boundaries, and as such is oriented to the unique tourism potential and value (Šećerov V., 2008). With this in mind, the municipality of Loznica together with the immediate environment in Serbia and Bosnia and Herzegovina - Republic of Srpska must become a touristic zone with different content. Joint action and appearance on the expanded market would increase the share of service sector in the overall structure of the national income, and consequently it would lead to activation of other economic and primary activities.
In this way tourism would contribute to the overall development of the community by affirming the natural and cultural resources, their protection, sustainable development and rational use. At the same time, great attention could be focused on environmental protection and compliance with environmental principles in order to create an environment that will be competitive in the market and attractive to both tourists and locals.

9. SECTORAL TASKS

Despite the evident diversity of tourist values in Loznica and the surroundings, the tourism industry so far was based only on a small number of them. In the future, this should be in accordance with all available resources, due to extend the operation of tourism (APLER, 2006). For this to be feasible and realistic it is necessary to perform the following:
• create a unified tourist database and include in it all existing tourism resources of the Loznica municipality and neighboring municipalities;
• put efforts in continuous improvement and enhancement of the environment, as a necessary condition for long-term development of tourism;
• invest in the construction of transport and utilities infrastructure, in order to get better connectivity of tourist facilities and contents;
• to increase and improve the accommodation facilities of tourist facilities and adapt them to different needs of tourists;
• spatial distribution of tourism should be executed in accordance with the tourist potentials, and form municipalities offer according to available resources and capacities
• marketing should be created in a way to attract a greater number of potential investors, who would be able to invest in tourism, but also supporting the economy.

To accomplish the desired results it is necessary to integrally fulfill all the tasks that have been set, otherwise the planned level of tourism development in the municipality will not be reached. (http://www.loznica.rs/cms/, 2014).

10. THE CONCEPT OF SPATIAL DEVELOPMENT OF TOURISM

In the Regional Plan of the Republic of Serbia, Loznica city territory is seen as a border area with largely mountainous character, resting on the riverside of Drina, and oriented on functional co-operation with municipalities and regions of the Republic of Srpska.

The Plan envisages significant development of high standard mountain areas and spa tourism, which should be emphasized as competitiveness of the region in a wider context. (PPRS, 2010).

The city of Loznica is set for the urban center of national importance in the Regional Plan of the Republic of Serbia. For cities and urban settlements in border areas or their vicinity, which include Loznica, envisages the adoption of special laws and regulations of the special incentive measures. The plan determined specific development potentials for each city, and Loznica was particularly pronounced for tourist potential, transborder cooperation and brownfield industrial sites.

Loznica area together with areas of Šabac and Bogatić represent a particular segment of the cultural area in Serbia. Banja Koviljača got the highest ranking in the Regional Plan as one of the most important potentials of development and element of the concept of development of tourism in the region of Mačva. It is ranked among the eight spas in Serbia that may have international significance with adequate investments.

The basic limitation for development of the area of Loznica is what is referred to as one of the eleven most endangered regions in Serbia in the field of environment (Hot Spot). Therefore, the Spatial Plan, defines the protection and improvement of the environment, as one of the priority objectives, which is a prerequisite of balanced development, use and development of space. In the future, this would lead to stopping the degradation and creating conditions for the rehabilitation and revitalization of endangered areas.

Opportunities for development of tourism in the municipality of Loznica may be increased, but following is necessary:

1) to form a joint tourist offer that would unify various forms of tourism in all parts of the municipality;

2) to form a joint bid with neighboring municipalities in Serbia (Ljubovija, Mali Zvornik, Krupanj) and the Republic of Srpska (Bijeljina, Zvornik) connecting their tourism capacities, which would achieve greater competitiveness in the market of tourist services;

3) determine the development strategy of tourism at the local level and work towards its implementation;

4) build new and improve existing road and utility infrastructure, and pay special attention to the reduction of harmful impacts on the environment;

5) work to improve the environment, as well as maintaining the high quality of biological and landscape diversity;

6) develop hunting and fishing, using the potential of the Drina and the Jadar river and its tributaries, and mountains Gučevo, Cer and Iverak;

7) improve the accommodation capacities especially in private houses and adapt them to new market demands;
8) maintain border crossings with the Republic of Srpska (Zvornik, Karakaj, Šepak) and within the framework of international cooperation try to consider modernizing their work in a way that would result in faster and easier flow of tourists;
9) to renew and reactivate abandoned rural households, the old water mills along the watercourses and build walkways that would come to them, which would allow the development of ethno-tourism;
10) Provide training for professional staff, as well as the local population in accordance with the principles of sustainable tourism development;
11) Promote tourism marketing modern approach, taking into an account market requirement, with emphasis on promotion and information programs, as well as modern advertising campaigns.
These activities should not be carried out partially. In order to achieve the best results it is necessary to monitor the development strategy of tourism in the municipality, because only thus diversity in the offer will be achieved. This way various aspects of tourism are combined, and offer also sets the activation of new unestablished destinations. The strategy should include neighboring municipalities, ranks tourist spots and set priorities. For the development of tourism, it is necessary to reach the optimum level of infrastructure, but also improve the quality of the environment. Tourism triggers many industries, but without developed sectors of the economy and services, it is impossible to meet the needs of tourism. Good and long-term development policy of the local government could encourage and promote private initiative and encourage investment in production and accommodation facilities, which are in deficit for some time.
Private initiative can be encouraged through soft loans, tax breaks or subsidies. The planning and implementation of tourism activities should be required to follow appropriate staff training, modern marketing, efficient information and professional campaign, in order to achieve the set goals. Restrictions that may hinder the realization of the objectives are the unstable political situation in the region, unresolved property-legal relations, various administrative barriers and inconsistencies, insufficient investment in projects, lack of good coordination with neighboring municipalities, continuous pollution of natural resources...
In reality good organization of tourism in the area can be achieved by connecting the tourist destinations in the future and defining the tourist zone, points and lines in them.

10.1. Zones

The following tourist zones are singled out in the municipality of Loznica:
1. Zone Banja Koviljača (includes part of the village of Banja Koviljača) - in addition to the basic character of the health center, in recent years developed a spa & wellness program, and presentation of cultural and historical heritage, completing offer with sports and recreational facilities and editing recreational and entertainment center in the coastal area of Drina emphasizes the development of sports and recreation, events and excursion tourism; (GPRBK, 2010).

2. Zone Tršić (includes Tršić village and surrounding hamlets), based on the cultural and historical, educational, excursion and the manifestation tourism, along with eco and rural tourism that experienced affirmation in recent years;(PGRPT, 2010).
3. Zone Tronoša monastery (including the monastery complex and parts of surrounding villages Korenita, Voćnjak, Zajača, Paskovac) - based on cultural and historical, religious, educational, excursion and recreational tourism;
4. Zone town of Loznica (including town center without suburban areas) - suitable for a cultural-historical, weekend, event tourism, which can easily be supplemented with the values of the surrounding area;
5. zone Badanja (includes settlements of Lower and Upper Badanja, Zavlaka, Tekeriš) - destined for the development of health and recreational tourism;
6. Zone of the Drina River (includes banks of the river and the territory of the village Gornja Koviljača, Banja Koviljača Trbušnica, Lozničko Polje, Lipnički Šor, Jelav, Lešnica) - has been identified as suitable for hunting and fishing, event, sports and recreational tourism and sightseeing;
7. Zone of mountains, with subzones Gučevo and Cer (comprising the territory of the village of Banja Koviljača, Upper and Lower Borina, Zajača, Tršić, Voćnjak, Paskovac, Trbušnica or Tekeriš, Trbosilje, Milina, Kamenica Joševa, Donji Dobric, Lešnica, Jadarska Lešnica and Čokešina) - presented with the cultural, historical, educational, excursion, sports and recreational tourism.

10.2. Points

Tourist destinations or points that are located in tourist areas are the basis of every tourist offers. They are the initial factor that motivates tourists to come and visit any place. As tourist potential, the points may be natural or anthropogenic in origin.
In zone 1, the natural content related to spa resort complement the historical and architectural and ambient objects (Kur-salon, spa park, villas, Bosnia and Dalmatia, Royal Bath, old railway house, private villas from the pre-war period);
In zone 2 buildings of the old popular architecture make the area unique in physiognomy, which combined with the cultural and historical contents with national values attract many tourists, especially in September, during the celebration of Vukov convocation, namely the Vuks house, convocation stage, picnic area, walking trail, watermills, river Žeravija with its spring, ethno complex "Milica's residence"; (http://www.trsic.org/projekti.php)
In zone 3. Tourist spots are religious, cultural and historical edifice (Tronoša monastery, the Museum of Vuks education, fountain of Ten Jugović, Vuks path to Trsic) and natural components (Tronoška river, the monastery forest, picnic area);
In zone 4 among many cultural, historical and architectural most distinguished are building of the Gymnasium, Museum of Jadar Gallery of Mića Popović, memorial complex, which consists of School "Anta Bogicević" Filip Visnjić Monument and Church of the Holy Virgin, along with city park with monuments and monument to Stepa Stepanović);
In zone 5. abundance of thermo-mineral springs and other natural components make the area attractive to tourists looking for a peaceful holiday;

In zone 6. tourists are mainly attracted by natural wealth of fish, beaches and other landscape values, manifestations (Drina River Regatta, a competition in making fish soup) and ethno village "Sunny River";
In zone 7. are allocated cultural and historical monuments from the World War 1, the museum complex in Tekeriš dedicated to the Battle of Cer and the monastery Čokesina.

10.3. Lines

Lines combine different zones and points and represent potential paths for future tourists, and thus allow a tour of important sites in the municipality. Lines can be adapted to various types of tourism and the needs of tourists. Some routes could take place only within the municipality, while others can be organized in cooperation with surrounding municipalities and their potentials. Loznica municipality has favorable position and with cross-border cooperation it can form transborder routes, linking the banks of the Drina River (eg, ethno village Stanišić in the Republic of Srpska, Tršić and ethno complex “Sunny River” in Serbia. We must pay more attention to the development of such offers in the future. Depending on the needs of tourist routes can combine several different points of offer or be themed, but in any case the priority is to provide tourists the best service possible and to initiate them to stay longer, with the help of diverse and high quality tourist contents. Satisfied tourists always return to the place they visited and it is the best advertising a tourist spot can get.
Loznica municipality adopted the action plan for local economic development in 2006. in which tourism development is defined as one of three key areas that activity should be focused on. It is expected to develop a strategy for tourism development in the municipality of Loznica since it is expected that tourism continues to be one of the pillars of economic development in the future (http://www.loznica.rs/cms/). Until now, we mapped the spatial plans and general regulation plans of Banja Koviljača and Tršić, which outline the current advantages and disadvantages of these places for tourism development. Basic guidelines are given for further tourism development, but application in practice is more than necessary. This is expected in the coming period, and is conditioned by attracting investment and implementation of new projects. Action Plan for the promotion of tourism in Loznica municipality envisages the development of culture, spa, cultural, ethno and rural tourism, sport and recreation, business and congress tourism. Priority project of action plan is the creation of a master plan and program development of tourism, which will contribute to creating a unique tourist offer, strengthening the capacity of Tourist Organization, setting action and raise tourist awareness (http://www.loznica.rs/cms/).

11. CONCLUSION

Loznica municipality has recognized tourism as an important factor and driving force of economic and social development in the future, and needs to focus its development strategy in that way. This is based on the fact that Loznica has a favorable tourist sites and numerous natural and anthropogenic tourist values that can be the basis for more intensive

development of various types of tourism. Thanks to the values it holds, Loznica could have a much broader, including national contractive zone (http://www.loznica.rs/).
For the best results, it is necessary to establish a clear development strategy of tourism and intensive work on its implementation on the local level. A unique offer must be designed for market, and a large role should be played by better marketing. Diversity in tourist offer, developing programs and organizing trips, may be attractive to those who come from other parts of Serbia, and could lead to increasing number of tourists. Improvement of transport and municipal infrastructure provides a better basis for the development of all aspects of tourism and to this end, in addition to other should be a prior activity. Tourism is impossible without professional staff, and thus is necessary to organize appropriate education, to tourism employees as well as local residents.
In the municipality of Loznica dominant role since the 19th century has a spa tourism, which has developed on the basis of wealth curative, mineral and thermal water and preserved nature, mainly in Banja Koviljača. The concept of future development of tourism also emphasizes the importance of spa tourism as a carrier of development, so it is necessary to devote more attention to evaluation and rational use of medicinal and thermal mineral water, as well as the preservation of a healthy environment, modernization and extension of accommodation capacities, improving the quality of services and involvement in the offer of all available natural (Drina river, the surrounding mountains) and anthropogenic (monastery, museums, monuments, cultural and sporting events) values on the territory of Loznica, as well as neighboring municipalities.
In the forthcoming period the main objective of the development of tourism in Loznica municipality is to achieve greater economic effects and to initialize other economic activities, primarily catering, commerce, agriculture, crafts and construction. In this way tourism will contribute to the economic strengthening of the whole region, which will result in the employment of trained personnel and general social prosperity.

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EKOTOURISM OF CACAK

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Abstract: *As ecotourism bazitran on natural forms of tourism in which the main motivation of tourists observing and enjoying nature and traditional culture that prevails in this area, it is possible to allocate all models of ecotourism. This paper presents the potentials of eco-tourism in the Municipality of Cacak.*

Key words: *tourism, ecotourism, gorge*

1. INTRODUCTION

Ovcar-Kablar gorge is situated in the central part of Serbia, in the framework of West and splits Šumadiju, in the north of Dragacevo and Starovlasko-Rascian highlands in the south. It belongs to those areas of Serbia with its natural values and monumental beauty attracted attention for centuries. The basic characteristic of natural gorges make impressive Ovcar and Kablar massifs, from which it takes its name. Few gorges in Serbia is decorated so pronounced squeezed meanders and thermal springs like this. The main morphological characteristic cliffs are extremely pronounced bend of the Morava river flow and lower, the lowest part of the valley, which is our famous scientist Jovan Cvijic called grafted Mendri or squeezed meanders. Regulation of the Government of the Republic of Serbia (FIG. Gazette no. 16/2000) Ovcar-Kablar gorge was declared as a protected natural asset - Landscape of exceptional quality.

2. ECOTOURISM PROTECTED NATURAL AREAS: THE OVCAR-KABLAR GORGE

Ovcar-Kablar gorge is one of those areas in Serbia, which are known to the general public for its natural beauty and monumental values, which attract attention for centuries. The basic characteristic of natural gorge makes relief, primarily upečativljivi ranges Ovcar and Kablar, from which it takes its name. Few gorges in Serbia is decorated so squeezed meanders and thermal springs like this.

One of the main features of the cliffs, and this, is that they are refuges of rare and relict flora and vegetation. The group of relict communities extremely important place occupied by the remains of pine woods, which are located on the vertical limestone rocks Ovcara at about 900 m above sea level The most important thing for this gorge, whether it is a coppice forests, or about šibljačkim formations in oak or transitional oak-beech Gaza is the presence of relict species from the Tertiary period, such as hornbeam (Ostrya carpinifolia), Turkey oak (Quercus), oak (Quercus petraeae), ash (Fraxinus ornus), maple (Acer campestre), sitnilisna linden (Tilia parvifolia), sumac (Cotinus coggygria), dogwood (Cornus mas), privet (Ligustrum vulgare), clematis (Clematis vitalba), Spindle tree (Euonymus verrucosa) and others, so that the national framework is of great importance as refuge habitat for rare and relict plant species and contributes to the preservation and enhancement of genetic, species and ecosystem diversity ..

Ovcar-Kablar Gorge is one of the few places in Serbia where you can encounter many species of wild orchids. So far it is known 19 species of flora that adorn the gorge. Some of the most popular types are kaćunak (Orchis morio), Orchid (Orchis simia), not worth the ear (Ophris cornuta), brownie (Orchis apifera) and others.

Birds are the most important animal groups area Ovcar-Kablar Gorge. The richness of the bird world is conditioned by a number of environmental conditions, one of which is one of the most well preserved relatively diverse habitats. In Ovcar-Kablar Gorge has so far recorded the presence of 160 species of birds. The total number of known nesting is 101, while the modern bird fauna Ovcar-Kablar Gorge has 98 species. From the point of care, the most important species of nesting birds Ovcar-Kablar Gorge are: Crake (Crex crex), gray-headed woodpecker (Picus viridis), Black Woodpecker (Dryocopus Martius), Green Woodpecker (Picus viridis), peregrine falcon (Falco peregrinus), the honey buzzard (Pernis apivorus), Owl (Bubo bubo). The wild cat (Felix silvestris) is one of the rarest and most endangered mammal species and the only species of the cat family that inhabits this area. This, once numerous and widespread species is due to uncontrolled overfishing izčezla fauna from many parts of Serbia. Thanks to a complete ban on hunting in a protected area, this mysterious animal still adorns fauna Ovcar-Kablar Gorge.

The fauna of reptiles adorned with four species of lizards, and five species of snakes and two turtle species. Amphibians are the smallest group of vertebrates in the fauna of the Ovcar-Kablar Gorge. So far there are nine species of which are najzačajnije with European and national aspects of the protection of the Alpine newt *(Ichtyosaura alpestris)* and the Yellow-Bellied Toad (*Bombina bombina*).

3. EKOTOURISM GREEN PLANINA- JELICA, OVCAR, KABLAR AND VUJAN

The relief of the city of Cacak is predominantly hilly - rolling hills, plains in a central part of the city and mountains on its perimeter. In terms of relief, the territory of the city can be divided into three main morphological units: Cacak valley, hilly hilly area and the mountainous landscape.

Cacanska valley, an altitude of 200 - 300 meters, is in the city bordered by mountains Ovcar and Kablar from the west, Jelica south and mountains Vujan Bukovik the north. Length of Cacak valley of Ovcar-Kablar Gorge to Kraljevo narrowing is about 40 km, the average width of 5.5 km and total surface area of just over 270 square kilometers. Cacak is located in the central part of Cacak valley on the banks of the West Morava.

Hilly hilly area which covers the area of 300 - 500 m above sea level is part of the territory that makes the transition between lowland and mountain regions and projects almost one third of the city of Cacak. Broken down river valleys give the impression of the wavy land that slopes gently in Cacak valley. Mountainous region interventions geographical area of 500 m to 985 m - the highest peak Ovcara.According to landscape diversity, shape and height, flora and fauna, the mountains of this region have special natural values. Would like to emphasize the following mountains Jelica, Ovcar, Kablar and Vujan.

Jelica (929 m) provides direction northwest-southeast, a distance of about 30 km. The natural border between the hilly and undulating Dragaceva the south and Cacak valley to the north. It was built from the upper - kretacejskih sediments, limestone, gabbro and serpentine. The highest peaks of this mountain are: Black Rock (929 m), Verinje (874 m), Gradina (846 m), Rajacki peak (818 m). The base of the mountain is under arable land and orchards, while in higher areas of oak and coniferous forest fund with a solid game. On one of these peaks - Gradina is the eponymous archaeological site worthy of attention. Disclosed herein is an old fortified town with the remains of five basilica from the XI century AD, as well as other objects from the old times, that his mystery attracts many hikers.

Ovcar (985 m) is the highest mountain in the city. From Jelica separated Presedlina Strazevica (610 m), from which a very steeply rising conical tip. It is predominantly composed of limestone and dolomite through which erupted thick wire igneous rocks. On the steep limestone, facing West Morava, carved the Ovcar - Kablar gorge - a region of outstanding quality - Category I. On top of Ovcara was built over 60 m high TV relay and erected buildings with devices for radio and television. In addition to this relay are the remains of the old relay, which was destroyed during the bombing in 1999. With the highest peak of the city of Cacak, which is the highest peak and the belvedere, offers

Kablar (885 m) is composed of diabase, cherts, limestones and serpentines. To the south is separated from Ovcara deeply cleft Ovcar-Kablar Gorge. This south almost bare, steep and rocky side of the gorge, it is cragged and in many places vertical. High bare cliffs rise above the Morava river a few hundred meters away. Nrthern slopes are mild and gradually pass to podgorine mountains Maljen and Suvobor. The foothills (except the southern slopes) under the fields, orchards and pastures, while higher areas under the trees.

Vujan (857 m) is a mountain range that separates the Cacak valley in the south of Takovo in the north end. It consists of gabbro, serpentine and donjokretacejskih deposits. It is divided into several peaks, such as the Great Vujan (857 m), Bukovik (850 m) and the blade (802 m).

4. EKOTOURISM WHITE WATER: THE MORAVA OVCAR-KABLAR LAKE

From hydrographic facilities of the city of Cacak most significant are rivers, lakes and thermal - mineral springs. All waters in the city belong to the basin of the West Morava river.

The river Western Morava created by merging Golijske Moravice and DJetinje near the village of Leposavic in Pozega valley. From there to the attitude of the South Morava river is 210 km long. But if the source arm adopt her right components Moravica, then the length of its flow 318 km. On the territory of its length is about 55 km. West Morava is the left component of the Velika Morava. The depth of the river depends on the water level, and is in the vicinity of the city of 0.4 - 2 m, and eddies downstream of the gorge and up to 6 m.Average flow of the West Morava near Cacak is about 36 cubic meters per second.

Western Morava in the city, receives mostly tributaries whose sources are in the region of mountains that line the Cacak valley. The most important and longest left tributary of the Western Morava are: Kamenica (24 km), Cemernica (30 km), Bresnicki river (16 km), Ostrovacke river (12 km).

On the right side of the Western Morava flows into the river whose source is located on the slopes Pedigree and Jelica, but no longer are Jezevicka river (7 km), Pridvoricka river with Jezdinsko stream (6 km), Atenicka river (5 km), Trnavska river (5 km), Slatinska river (5 km), etc. In the city of Cacak, the Morava is reconstructed in four places behind the dams which have formed an artificial lake. On the territory of the city there are also very rare mineral springs. Mineral springs with curative properties provide the basis for the development of health - lečilišnog and recreational tourism. The exploitation of mineral water on the territory of three spas: Ovcar Spa, Gornja Trepca and Slatinska spa.

5. ADVENTURE TOURISM

Hiking and mountaineering - Mountains Ovcar and Kablar are suitable for mountain climbing and on them are marked hiking trails. They are of different degree of difficulty and length and give pleasure to the hike enjoying the view of the beautiful landscapes of the Ovcar-Kablar Gorge. Lookout at the top Kablara has a special place in the memory of many tourists because it is on top of the mountain to see meanders Western Morava, the outlines of the surrounding mountains in the distance and the city of Cacak.

Climbing as an extreme form of climbing is becoming increasingly interesting for sports enthusiasts who require special psycho-physical training. Hiking Society "Kablar" organizes classes of climbing in winter and summer exchange visitors who have a desire to deal with this attractive sport.

Hiking - Great mountain race is the largest sports-recreational event in the area of Ovčar-Kablar Gorge (Cacak and Lucani) the "Great mountain race". Since 1996, on the trails and roads (about 22 km), the slopes of Jelica and Ovcara later Kablara and the valley of the West Morava, from year to year also had a number of competitions in mountain cycling and athletics Half Marathon and trail passes a large number of amateurs, a all participants in Cacak high schools.

The conditions for doing sporty fishing are good. In the area of Ovcar-Kablar Gorge are decorated fishing trails. Water reservoirs on the river are rich in species bleak, bream, asp, barbel, nase, carp ...

Rafting and boating on the river, which flows through the landscapes dominated countryside, are experiences that you can enjoy the view of the mountain landscapes, monasteries , the flight of many species of birds. The sound that comes out of nature, water and vegetation may be reason enough for moments of rest and relaxation.

West Morava and artificial lake Medjuvrsje provide multiple opportunities for engaging in sports and recreational activities on the water.In order to promote and meet as many people with the beauty of the Ovcar-Kablar gorge since 2005, in mid-July held a regatta on Lake Medjuvrsje. The regatta participating boats with engines up to 10 hp, in which participants with an entertainment program go from Medjuvršje to Ovcar Banja (about 11 km) through the most attractive parts of the gorge. It started with 20 boats and two large raft (central places of entertainment) and about 200 participants.

Paraglajding- real challenge and a close encounter with nature lovers can experience paragliding if they chose to stay in the mountains Ovcar and Kablar. Starting position of the take-off area at the top of Ovcara, and then enjoy the view from a height on the slopes of mountains, forests complexes, river, lake. These are moments to remember the excitement, the conquest of new spaces and shifting its borders.

Endurance is one of the 8 disciplines of equestrian sport International Equestrian Federation, which hosts world, European and regional championships. Competitions remote m riding out first were held in the US in the fifties, and in Europe have arrived just ten years later. Competitions are held in attractive locations at distances of 20 km to 160 km. Races take place in several stages whereby the Veterinary Commission and the Ground Jury care to pulse the horse does not exceed a certain threshold before the start of each stage. The winner is the rider on his horse in no time exceed the track and his horse passed veterinary inspections prescribed by the rules.

6. EXCURSION TOURISM

6.1. Cultural and historical monuments

Castle is located at the mountain Jelica, in Dragacevu, 8 km southwest of Cacak on the road to Goracici. This dominant and visible from a distance peak Jelica height of 846 meters, in the prehistoric, medieval and early Byzantine period, was inhabited and served people as stalnio residence and shelter.

Gradina on Jelica as an archaeological site was first mentioned in the description Janko Safarik, a pioneer of Serbian archeology from 1865. After these studies there have been occasional random finds at this site, which are generally blown today are not found in Cacak.Unfortunately, the greatest destruction of the site has experienced the 50s of the 20th century, when the stone was taken to lay the road Cacak - Goracici. Then broken and taken away forever a number of stone slabs with inscriptions, where they may have been located and the name of this old fortified town, which for us is still a mystery. Today it is part of the movable finds from this locality is the permanent exhibition of the National Museum in Cacak.

In her not too long a period, for now unknown city names on Jelica, was an important center of this part of Serbia. Inside its walls covered an area of about a few acres, but the site extends to the surrounding slopes, on which stood the church and its cemetery.Within the city there were, according to current knowledge, two churches, one of which was at the very top. It is sometimes possible to see from a great distance. In the lower city was a church with a brick baptistery, where the preserved remains of frescoes dating from the 6th century, today exposed at the National Museum in Cacak. Besides the frescoes discovered in a number of worked stone sculpture. Next to the church at the top was discovered and the building of residential character. There were found figural stone ornaments, capitals and parts of the posts. Archaeological findings speak of the presence of artisans and workshops. During the excavation of the foundations of residential and commercial building in the center of Cacak, in the area between the Lord-John's Street and the City boardwalk, behind the Hotel "Belgrade", close to the community center and at about 200 m south-southwest of the National Museum in Cacak, were discovered buildings from Roman times, whose name remained domesticated in professional circles and tourist map as the "Roman baths". Ancient Roman baths in Cacak was declared a cultural monument. And are under the care of the National Museum in Cacak.

Monument Hadzi-Prodan rebellion, set in the southern part of the churchyard in Trnava. It was built of white marble in the form of developed flag with a cross on top. On the monument are embossed group figures in motion. The head of the group's abbot Pajsije behind him Hadzi-Prodan with rebels in some shallow relief. The monument is Leposava Milosevic-Sibinović, sculptor from Belgrade.

Monument to the Warriors four religions was built and consecrated in 1934. Below him, in the ossuary, resting Serbian warriors, but together with my enemies whose life is turned off also here during some of the seven years of war.

The monument to the Stepi Stepanovicu in front of the post office in Cacak. Represents the Duke standing height of 245cm. The bronze bust is turned towards the house in which he lived, from the monument to the house are placed on the street plate with POMENA battles in which he participat.

Center of cultural events, firmly rooted in the overall social and economic life of the city, the house of culture is largely the initiator and creator of cultural habits ÇAÇAN. The idea of the construction and establishment of the House of Culture was born in the late 50s of the twentieth century, after the abolition of the National Theatre in which they are held and other city celebrations, literary readings, lectures and concerts.

The library was named poet Vladislav Petković Dis, the founder of modern Serbian poetry, the creator of "Nirvana", "drowned soul," "Maybe he's sleeping"…

Oorganized protection of archive material in the area of the institution to start on 24 March 1948, when it was founded Archival center in Cacak. Archive is housed in the building of the former Municipal Authorities Chachac district, which was built in 1877, at Lord John no.2. In the ground floor of the storeroom with archive, and upstairs workrooms library with reading room, photo lab and gallery archives.The building that houses the Archive was declared a cultural heritage very important, Feb. 11, 1974.

Residence of Jovan Obrenovic in Cacak, after the church is the oldest preserved building. It was built in 1835 by Jovan Obrenovic, the brother of Prince Milos Obrenovic. It is now a museum exhibition of old town houses. The outside facade of the house is painted with a coat of arms Obrenovic color. The National Museum includes three parts - a history from the Neolithic period to the Middle Ages, "Ovcar-Kablar monasteries and churches Cacak region" and "Cacanski end to the uprisings and wars 1804-1941".

6.2. Churches and monasteries

Madonna Gradacka in Cacak - Temple of Ascension of Christ is located in the center of Cacak. The founder was Prince Stracimir, brother of Grand Duke Stefan Nemanja. The temple was built from 1180 to 1190.. The church is rectangular, length of 29,75 m. The architecture, it is very spacious temple with a tripartite sanctuary to the east, with bell towers and high central dome spanning nearly 12 meters. The treasury of Cacak church there are several old manuscripts.

The collection is the most important icon Virgin Hodegetria with Christ. It is the work of an unknown artist from the sixteenth century, with a nice frame. The large, luxurious whole iconostasis owes its decorative capable master drvorescu Nikola Jankovic. It has a wealth of plant friezes carved with silver and gold foils.

Ježevica Monastery is located in the same spot near Cacak. The temple is dedicated to St. Nicholas and according to tradition was founded by King Milutin. The monastery is often destroyed during the Ottoman occupation and rebuilt from the Serbian people.

Stjenik Monastery is located at the foot of the mountain Jelica and dates from the Middle Ages. According to tradition, the monastery was raised brothers Mrnjavcevici a Marick battle. In the monastery the relics of St. John Stjeničkog who was cut down by the Turks in 1802. Near the monastery, under a large boulder behind very hot. The people respected source for centuries, and relics of believing to have healing powers.

Monastery Trnava is located in the village of Trnava, at the source of the eponymous river on the slopes of the mountain Jelica and dedicated to the Annunciation. The old monastery

on the foundations of which built this temple was founded by the Nemanjić in the Middle Ages. Restoration of the temple was performed in 1554. In historical terms this temple is extremely significant because it was built in 1814 famous Hadzi-Prodan Revolt, in which actively participated and monks.
Vujan is located at 6 kilometers from Cacak, on the slopes of the mountain Vujan and dedicated to St. Archangel Michael, and as a valuable cultural and historical monument is under state protection. It is assumed that it was built in the 14th century. In the narthex of the monastery were buried legendary warriors against the Turks in the First and Second Serbian Uprising, duke Lazar Mutap and Nikola Lunjevica.

Rarely on such a small space constructed so as monasteries in Ovčar-Kablar Gorge - by some claims even 25, but has so far preserved 10 - and the spa offers guests a unique opportunity to them for a short time visit and learn from their history, treasuries , Serbian spirituality and tradition.
Monasteries: Annunciation Nikolje, Presentation and the monastery of St. Trojice are protected as cultural monuments of great importance for the history and culture of Serbia.

6.3. Excursions

Ovcar-Kablar Gorge is an interesting area with numerous natural attractions and historical and cultural monuments. Special attention is drawn meanders Western Morava, caves, diverse and rich flora and fauna, lakes and mountains Ovčar and Kablar. Monasteries of the Ovcar-Kablar Gorge originating from the Middle Ages, has attracted the attention of research, artists, believers and all lovers of historical and artistic value. They are due to its long duration over time a kind of uniqueness of our cultural and artistic heritage accumulated over the centuries.
Fields marked footpaths through beautiful landscapes you will reach the monastery in which they found spiritual peace and enjoy the landscape, the contours of wooded mountains, river West Morava. From the lookout point at the top Kablara see the meanders of the Western Morava and Cacak city in the distance. For many this is the best view in Serbia.
Tourist Organization of Cacak organizes trips to all attractive places in Ovčar-Kablar Gorge. Organized groups and individuals accompanied by tour guides can visit monasteries, enjoy the natural attractions, with the sound of water and birds chirping spend one or more days in one of the most beautiful gorges in Serbia.

7. LOCAL FESTIVALS

Events city of Cacka: Dan town of Cacak, Mining frozen cross on Epiphany from the river, a traditional event of extracting the frozen cross on Epiphany of Morava, which is in Cacak existed until World War II, and on occasion even after, it was rebuilt on the Epiphany 2005th year. The traditional St. Sava Concert in "Dule Milosavljević" in the great hall of the Cultural Centre in Cacak which involves folklore section, Orchestra, a group of singers and soloists in the occasional cultural and music program, publishing and printing industry exhibition in Cacak in the previous year with accompanying cultural umetničkim amenities, festival masks for Moravicki, Raska and Zlatibor district is organized every year on the eve of the carnival week.

8. RURAL TOURISM

Cacak area has favorable conditions for tourism development in the country. These are primarily favorable conditions preserved nature, a mild climate, clean air, rich flora and fauna. These benefits are especially pronounced in the area of Ovcar-Kablar Gorge, on the slopes of Ovcara, Jelica, Vujna. Staying in nature tourists the opportunity for walking, recreation, organized excursions to nearby caves, springs, monasteries, with the possibility of hunting and fishing, hiking, picking wild fruits and medicinal herbs and other outdoor activities. Those tourists who show interest in it may be included in agricultural operations. Tradition, folklore, original music, folk customs and other characteristics of rural life, tourists can present over many tourist events and traditional events.

9. ECO-EDUCATION CENTERS

Permanent education of citizens (especially preschool and school age, demonstrated effectiveness in practice). Established the constant activity of collecting plastic in pre-schools and primary schools. The project is in its fourth year of implementation. There have also been many TV and radio programs about the need and importance of waste selection. In the initial phase of implementation of primary waste selection were realized numerous commercials to educate citizens with a model of separation of waste. Requires the continuation of this action with the correction of identified weaknesses. Children from primary and secondary schools were involved in analyzing the morphological composition of waste in the City of Cacak, and thanks to their work were obtained by analyzing the quality results significantly better quality and more reliable than previously obtained. Education of citizens is essentially important segment and basic orientation in the integrated control system on the territory of Cacak. City of Cacak has actively participated in the establishment of the Regional Eco-Educational Center in the village Rosco. Eco-Educational Center is a unique example in the territory of the Republic of Serbia in the incorporation of environmental protection into the educational system and in developing environmental education through non-formal education. Within the project, Be-Natur - better management of Natura 2000 sites, were held thematic seminars for school children. Before the realization of seminars in schools were implemented thematic meetings for students and teachers, to whom he presented the project.

10. CONCLUSION

Ecotourism is a new model of life in the context of developing awareness of the correlation and dependence on tourism and the environment (alternative tourism, eco-tourism, ethical tourism, communes, green tourism, sustainable tourism). However, the most frequently mentioned are ecotourism and sustainable tourism, based on environmental and all its potential.Ecotourism destinations are travel arrangements that represent a direct challenge to enjoy nature and direct contribution to the preservation of our planet. Ecotourism is a return to nature and involves a series of tourist and recreational activities: hiking, horseback riding, jogging, cycling, collecting medicinal herbs, accompanied by guides and others. Participants of tourism they want a higher level of experience, greater independence, are not inclined to pray for a favor, take the initiative and Finally, they have a higher level of awareness about a healthy lifestyle. However, it is important to mention that tourist activities based on sport are not necessarily consistent with the environment. Mountain biking and walking are healthy activities, but can cause soil erosion and disturbance of flora and fauna, as well as problems of aesthetic pollution.

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TOURIST DESTINATION VISEGRAD AS A DEVELOPMENT OPPORTUNITY

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Abstract: *Visegrad is a city on the Drina River, which makes it more attractive to tourists. It is located in a large valley of the Drina, to the hilly slopes gently rising in the mountains. Visegrad Valley is one of the few extensions on the Drina River. Visegrad contains a lot of tourism potential, natural and cultural, (climate, flora and fauna, interesting natural areas, tangible heritage, intangible heritage, cultural institutions, events, legends, gastronomy), which are very appealing and attract tourists to Visegrad. This tourism development can be presented as a development opportunity Visegrad, and the Republic of Serbian.*

Key Words: *Visegrad, Drina, tourist, tourism development*

1. INTRODUCTION

Visegrad has 448km², and the average elevation is 324 m. It is a small town in the east of Bosnia and Herzegovina, but also has great tourist potential. It is an interesting tourist destination, has a very favorable geographic position, on the very border with Serbia, and through it runs the main road to Dubrovnik. Thanks to this, Visegrad is a transit an attractive tourist destination. There are a Figure of tourist resources: natural, cultural, suitable climatic conditions, also has conditions for the development of different types of tourism.

The objective and scope of this paper is to show a tourist destination Visegrad and its potential natural and cultural as well as development opportunities.

2. TOURIST RESOURCES OF VISEGRAD

Tourist resources of Visegrad are varied. Natural resources are:
• Climate (moderate continental);
• Flora and Fauna (Serbian spruce - an endemic species, in the opinion of many experts the most beautiful European conifer, “dodder” specific type of fern that grows in Visegrad spa;

Protected species of wild goats and bears; sprout; birds that inhabit the banks of the River Drina - mallards, herons, cormorants, ...);
• An interesting natural areas (Canyon of the Drina River - the second largest canyon in Europe Hunting Ground "Oyster" - inhabited by chamois, very attractive prey);

Figure 1. *Visegrad*

Figure 2. *Bridge on the Drina*

Cultural resources are:
• Tangible Heritage (Mehmed pasha Sokolovic Bridge - a monument to the UNESCO list of World Heritage Sites; Hamam - built in the 16th century: Markov tower; remains of the old city Dobrun; medieval tombstones; Written rocks; House of Ivo Andric, a former building of Lotte hotel, Monument to Ivo Andric, Monasteries and Churches);
• Intangible Heritage (life and work of Ivo Andric, Folk traditions and legends);
• Cultural institutions (House of Culture; Memorial Library "Ivo Andric" City Gallery Visegrad, Memorial Classroom "Ivo Andric" Museum of the First Serbian Uprising);
• Events (Christmas football tournament, the International Folklore Festival; Visegrad track; Jumping from the Visegrad bridge; Drina regatta; International Art gathering; Fair honey; Drina cauldron; Memorial tournaments).
Cultural Resources Visegrad already significant tourism resource Visegrad, and deserve to be on them some more say.

2.1. Bridge on the Drina

Bridge on the Drina (Figure 2) is the endowment of Grand Vizier Mehmed Pasha Sokolovic, who as a fifteen year old boy was taken to the "tribute in blood" in Turkey. Bridge spanning one of the most important cultural monuments on the territory of Bosnia and Herzegovina, was built in the period from 1571 to 1577. The architect of the bridge was Mimar Sinan, who is Turkey's largest builder of all time. This bridge is a UNESCO World Heritage Site in 2007.

2.2. Andrictown

Andrictown (Figure 3) is a tourist, cultural, administrative and educational complex situated on a peninsula rivers Drina and Rzav. Andrictown has emerged as an idea of the famous film director Emir Kusturica on the stone town-inspired works and characters Ivo Andric. In architectural terms, the city itself has elements of different epochs and styles which are changed throughout the history of this area: the Byzantine style, the Ottoman period, the Renaissance, the Austro-Hungarian, neoclassicism.

Figure 3. *Detail from Andrictown*

Figure 4. *Monument to Ivo Andric*

2.3. Monument to Ivo Andric

Monument to Ivo Andric (Figure 4) is a work of academic sculptor Ljubomira Antunovića and represents open book with positive and negative Andric character. As a two year old boy lost his father, and his mother Catherine sends her husband's sister Anna to Visegrad for safekeeping. In Visegrad, John will attend elementary school. Thirty mother Katherine-Kata occasionally come on holidays and visiting son. After finishing elementary school, he register great high school in Sarajevo. After high school he enrolled the Faculty of Philosophy in Zagreb, then studied in Vienna and Krakow, and their education is completed in Graz, where he defended doctorate thesis "The Development of Spiritual Life in Bosnia Under the Influence of Turkish Rule". Ivo Andric, Nobel Prize in 1961.

2.4. Memorial classroom Ivo Andric

Memorial classroom Ivo Andric (Figure 5) is a museum classroom from the 19th century. In this classroom there are collections of Andric's photo and his literary works.

Figure 5. *Memorial classroom Ivo Andric*

Figure 6. *Visegrad Spa*

2.5. Visegrad Spa

It is located 5 km north of Visegrad, is located in a pine forest. After radioactivity, this spa is the first in Bosnia and Herzegovina, the other in the former Yugoslavia. In this healing water first were convinced workers who were digging Mehmed pasha Sokolovic Bridge, by whose command here built the hamam. Hamam was built from the same stone as the bridge. The Visegrad spa is only regulated picnic. Also in town was the church of Sv. Jovana which has the form of single-nave basilica and not with frescoes.

2.6. Dobrun Monastery

Located near the main road that links Bosnia and Serbia, 12 km from Visegrad, a center of spirituality of this region. It was built in 1343, was erected by noble man Pribyl and his sons Stephen and Peter. Dedicated to the Annunciation. The highest value of the monastery are the frescoes, whichare only partially preserved today. Special emphasis is placed fresco Serbian Emperor Dusan with his wife Jelena and son Uros. The monastery complex is located in the Museum of the First Serbian Uprising, photo gallery, Treasury metropolitan dabrobosanske and monument Karađorđu leader of the First Serbian Uprising. The monastery is the greatest damage suffered during World War II, when the Germans used as a storehouse for weapons, and when they left they had destroyed the monastery mines.

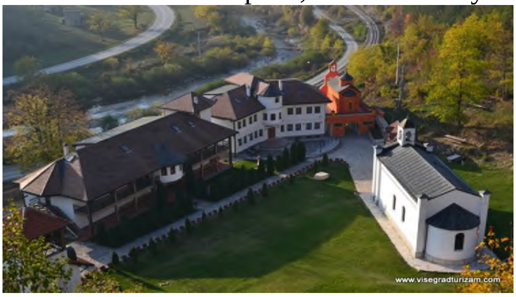

Figure 7. *Monastery Dobrun*

Figure 8. *Cruising on the river Drina*

2.7. Cruising on the River Drina

Full day cruise through the canyon of the river Drina, in one of two tourist boats, from Visegrad Estuary Zepa and Visegrad Perućac. Cruising can include waterfalls river Zepa tour Strait sunken Kamenicko streams, waterfalls and the picnic. Also possible is the urban ride that lasts an hour.

3.TOURISM VISEGRAD FOR RESOURCES DEVELOPMENT

3.1. Woodentown - Andrictown

Ethno Village "Mecavnik" is known as "Wooden Town". Woodentown the "fairytale town", something to be seen and experienced. This is a city hotel with all the necessary elements to call the city and the hotel at the same time. However, in Visegrad, near the bridge was built Stone town (Andrictown) in response to ethno village Woodentown. These cities are connected by both city ideas famous film director Emir Kusturica. Tourist railways reaching the Visegrad is also linked these two cities, an unforgettable ride with ulcers from Drvengrad to Andrićgrad on its way to be able to visit the monastery from the 14th Dobrun Ages. It is observed that the excursion the Serbian Republic, Bosnia and Herzegovina, Serbia, the Croatian who come to tour one of the city go on a tour and more.

3.2. Bridge on the Drina - Arslanagića Bridge - Goat's Bridge

The bridge on the Drina was built in the period from 1571 until 1577, which is located in Visegrad. Arslanagića bridge is a bridge that is located on the river Trebišnjici and was built in 1574 years. Goat's Bridge is located in the canyon of the river Miljacka in Sarajevo. These three bridges are the endowments of Mehmed Pasha Sokolovic, built in the same style of tufa and arches, of which the highest arches have the bridge on the Drina. All three bridges are the First and Second World War has been damaged, but were then reconstructed.

4. CONCLUSION

Visegrad is a small town, and a very attractive tourist destination, which has a large natural and anthropogenic tourist resources. It is very well visited destination of domestic and foreign tourists also. From year to year increase arrivals and overnight stays in this small town. Through wars, our resources are damaged, but also all reconstruct and recover from damage. Anyone who has not visited this city told would come to visit him, to get to know the city, the history of cultural and natural values and enjoys their charms.
Visegrad, as a tourist destination and independently and in cooperation with its neighbors provides a development opportunity of Tourism of the Republic of Serbian and Western Balkans.

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