

DEVELOPMENT OF TOURISM IN WESTERN SERBIA¹

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Abstract

The essence of the work is to explore the possibilities of tourism development in western Serbia, in the future, based on entrepreneurial intentions and desires of students, as part of the population from which further depend on the social and economic mainstream.

Given the importance: that mental creativity (science and art) exists since the foundation of the common people, the overall progress of mankind was created thanks to the great creative mind of former civilizations, and the fact that Western Serbia has exceptional natural and anthropogenic values suitable for evaluation in order to develop Tourism, research questions are formulated and approached the above-mentioned research.

So, and autors have an indicator, not only economic, but social development the total number of students at one hundred thousand inhabitants (known to the developed world, compared to the underdeveloped, is incomparably more students) in a way encouraged this research.

The methods: analysis, synthesis, correlation, deduction and induction. Primary field studies were based on questionnaires, interviews and in-depth interview.

Ontological method-in particular the principle of sufficient reason and the results of the study provide support for the hypothesis (confirmed)-that tourism can and should be a leading economic activity in the future of Western Serbia.

Keywords: *tourism development, tourism industry, research*

¹ The work is part of the research project: "Development and application of new and traditional technologies in the production of competitive food products with added value for the domestic and world markets create wealth-wealth of Serbia" (Ministry of Education and Science of Serbia, no. 046001).

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Introduction

Over the past six decades, tourism has experienced expansion and diversification, thus becoming one of the largest and fastest growing sectors of the economy. This is supported by the data of the World Tourism Organisation and the International Monetary Fund⁴, which show that tourism is one of the five leading export activities 83% of the countries of the world and a major source of foreign exchange earnings for at least 38% of the countries. World Tourism accounts for 10% of the world's gross domestic product, with annual revenue of 980 billion U.S. dollar and employs 200 million people⁵.

Despite the negative economic trends and political turbulence, the number of international tourist arrivals is continuously growing. The global economic crisis has also affected tourism, but the global tourism industry, already in 2010. the recovered. That is 2010. year saw an increase in foreign tourist arrivals to 7% in 2011. year, the number of international tourist arrivals grew by 4.6%. Revenues from tourism in 2011. year, estimated at 1030 billion U.S. dollar as compared to the previous year, an increase of 3.9%. According to the World Tourism Organization, in the first quarter of 2012. the total number of international arrivals rose by 5% compared to the same quarter last year. With current annual growth rate of international tourist arrivals (average annual growth rate of 4.4% from 1990.), it is expected that by 2020. year will be about \$ 1.6 billion foreign tourists in the world (Premović and others, 2012).

Given the physical geographic location and natural and anthropogenic value available to Western Serbia, the previously mentioned paper the performance of tourist traffic globally, have been singled out to certain incentives and goals of the development of tourism in the future.

Theoretical and methodological basis of research

⁴ *WTO's Tourism Economic Report*, 1998.

⁵ <http://www.unwto.org>

The relationship of production and consumption units, market mechanisms (market function) and the behavior of economic agents in the market are the aspects that allow the knowledge of tourism in the economic process.

Two basic factors of tourism "free time and free money" that on the one hand the aim of human creativity in order to meet the need for luxury, leisure, recreation and recovery, are directly related to the basic economic relationship, the relationship between limited resources and unlimited needs. Furthermore this relationship leads to a fundamental relationship of man and the conditions of survival, and it is the relationship and the nature of man.

"One must first earn money, i.e. produce a variety of goods, order, consuming these goods could satisfy different needs. Unlike almost all of its production capabilities limited resources because the resources are limited, as opposed to the needs that are generally above the production capacity" (Dulčić, 2001:49).

Given the socio-economic developments at the state and broader level, implicitly all economic activities and sectors, in the context of further economic developments, they are now able to present the research in the future development of tourism in terms of entrepreneurial intentions and desires of students. The methods: analysis, synthesis, correlation, deduction and induction. Primary field studies were based on questionnaires, interviews and in-depth interview.

The authors, considering the responses and opinions of the respondents included in the sample, and given the economic problems on a global scale, consider that further development should be sought through the analysis of the relationship, or rather interdependence techno-economic and socio-economic sphere (Frolov, 2011) in the context of the overall economy. Techno-economic and socio-economic sphere are linked by cause-effect model. Frolov (Daniil Petrovich Frolov, 2011:41) by analyzing the problems of the world "financial" crisis, rejecting the views and opinions of various world theorists noting that solutions should be sought in the techno-economic and socio-economic sphere of analyzing economic trends in the short and long term, so short and long waves. Accepting the findings of the Frolov, however, (the authors) all

movements in both of the sphere, are conditioned by institutional and evolutionary economics, institutions and institutes of the system. Tourism can not transformational and transactional technology, whose importance in the business trend and economic development within the context indicates Frolov technological determinism. How Frolov said *"technology in general are interrelated manner of use of the method of increasing the efficiency of certain activities to be carried out which character their classification. Therefore, it is methodologically correct distinction between transformational and transactional technology"* (Frolov, 2011:51).

However, despite all the economic problems and disorders and what the research confirms, the only economic activity (or a model of economic development) that, regardless of all the disturbances in the economy and at all levels going forward is tourism. In what specific destination, zone or region has inorganic quality, organic and man-made elements, tourism is definitely an activity that provides economic development and integration into the international division of labor (Vujovic, 2012: 42).

Tourism is incorporated directly in three out of four (extractive industries, agriculture, manufacturing industries and transportation) core areas of material production-transportation, manufacturing and agriculture. "In extractive industries, agriculture and manufacturing industry there is a fourth area of material production, which also passes through different stages, craft, Manufacturer's and mechanical work-it's transport industry (Lokomotions industrie) was to transport people or goods" (K. Marx , 1978: 387).

In accordance with the previously quoted statement, tourism can be said that the first (or one) of the five primary areas of material production. Since there is a direct link between multiple tourism and transport, agriculture and manufacturing industry, and if we exclude extractive industries, tourism, then one of the four basic areas of material production. Countries with developed tourism can be due to tourism revenues, offset needed good extractive industries, so tourism can be regarded as the first of the four main areas of material production (tourism, agriculture, transportation, and manufacturing). It listed four areas form the basis of material production and upgrading of further economic development of Western Serbia.

Benefits aspects of tourism development are reflected in the reliance on tourism and techno-economic and socio-economic sphere, constantly evaluating the firm and the natural and cultural values of the environment inevitably respecting the laws and principles of institutional and evolutionary economics (Frolov, 2011:60).

In accordance with the previously mentioned, accepting the same general conditions as inevitable, a research of entrepreneurial intentions and desires of students as part of polpulacije which depends on tourism.

Analysis and evaluation of research results

The main hypothesis of this paper is, *that tourism can and should be, the leading economic activity in western Serbia*. As the main issues during the research in order to confirm or not confirm the basic hypothesis, they (and requested answers, opinions and attitudes) following four questions⁶:

- **students' attitudes to the most promising areas for starting a business;**
- **put the entrepreneurial environment;**
- **determinations related to entrepreneurship and**
- **who, in your opinion, was promising entrepreneurial ventures these days.**

Within each of the main issues of the framework-provides more specific issues or sub-issues.

The paper is based on research conducted in the field by means of questionnaires, interviews and in-depth interviews, the student population aged 1993, 1992, 1991, 1990, 1989 and older, born in Uzice and space environments, radius of up to 100 kilometers. The study authors have worked and a select group of students of the Business and technical high schools in Uzice.

⁶ Complete questions with sub-questions are attached to the end of the paper in the form of contributions

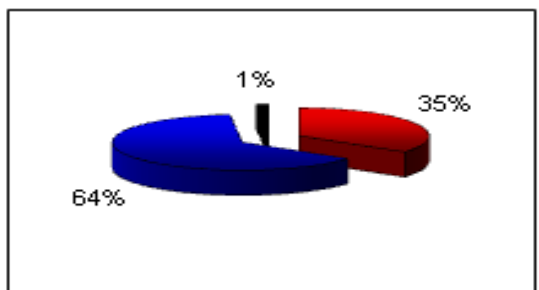
Respondents, and interviews conducted with a total of 1500 students (primarily Business and technical high schools and Teachers College in Uzice and students from other institutions OF higher education present in Uzice (private and public). However, for this particular work, testing initial hypotheses dealt with the sample of 320 respondents. In geographical terms, the study area included locations of municipalities: Ivanjica, Sjenica, Prijepolje, Priboj, Rudo, Čajniče, Višegrad, Bajina Bašta, Ljubovija, Požega, Zlatibor, Užice and Čajetina.

Table 1. *Demographic data*

Sex	Results	%
male	115	35,94
female	200	62,50
unspecified	5	1,56
total	320	100

Source: *Authors' research*

Graph 1. *Demographic data*



Source: *Authors' research*

In the first question⁷-**student attitudes about the most promising areas for starting a business**, offered a seventeen-field activities to start a business where the students through a written questionnaire outlining

⁷ See appendix no. first

their views and opinions. Later, in depth interviews, talks, media-dilemma subjects or tourism, referred to the significance of the media in terms of media power and great wealth of individuals or very narrow circle of people, while the dominant view that tourism promotes economic development at a broad level. The first question involved a total of 517 respondents, and the most promising area of 11.22% by the respondents is that the media in the first place (but as indicated above, in-depth interview, it was explained that the attitude of the media towards relations of power and enrichment of individuals), and 9.86% of the respondents through a questionnaire and in-depth interview later considered the best prospects for tourism activities.

As promising entrepreneurial venture⁸ in today's student-respondents citation tourism 8.75% response, and in this issue, a number of respondents was no answer.

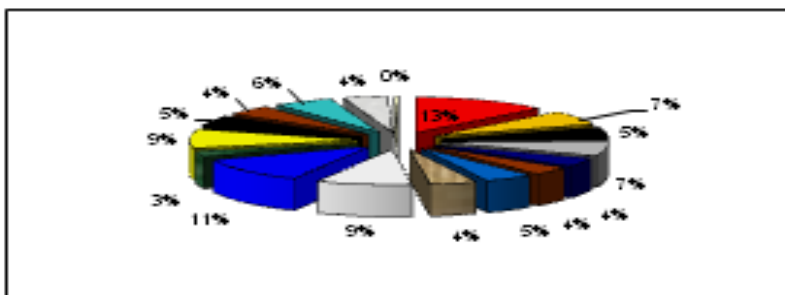
Table 2. *Attitudes towards the most promising areas for starting a business*

Business	Results	%
Media	58	11,22
IT technologies	29	5,61
hospitality	22	4,25
medicine	30	5,80
insurance	18	3,48
agronomy	16	3,09
craftsmanship	21	4,06
transport and forwarding	20	3,87
education	41	7,93
Tourism	51	9,86
Trade	12	2,32
Banking sector	38	7,35
production	22	4,25
services	20	3,87
Building industry	26	5,03
Hotel industry	19	3,67
Other	2	0,39
With no answer	72	13,93

⁸ See appendix no. four

Source: Authors' research

Graph 2.



Source: Authors' research

The results of the second question-student attitudes about entrepreneurial environment, split into eight sub-questions, show that the chance to start their own businesses in the tourism industry in general and the poor, the existing infrastructure is poor and the support of the government, while aspects of the foreign students' personal characteristics of entrepreneurs as positive, as can be seen from the results presented in eight options (a, b, c, d, i, j, k, l) table number three and graphs. All tables, graphs and drawings are the result of the tests.

Table 3 with question (a). Chances for development of private business

a) Numerous chances for development of private business are present in surrounding

Marks	Results	%
One	81	25,31
Two	79	24,69
Three	61	19,06
Four	33	10,31
Five	17	5,31
Without answer	49	15,31

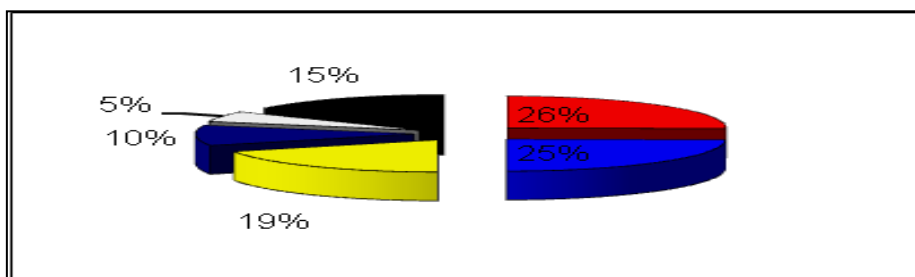


Table 3b. *Social infrastructure for development of private business*

b) Social infrastructure is adequate for development of private business

Marks	Results	%
One	77	24,06
Two	83	25,94
Three	75	23,44
Four	26	8,12
Five	6	1,87
Without answer	53	16,56

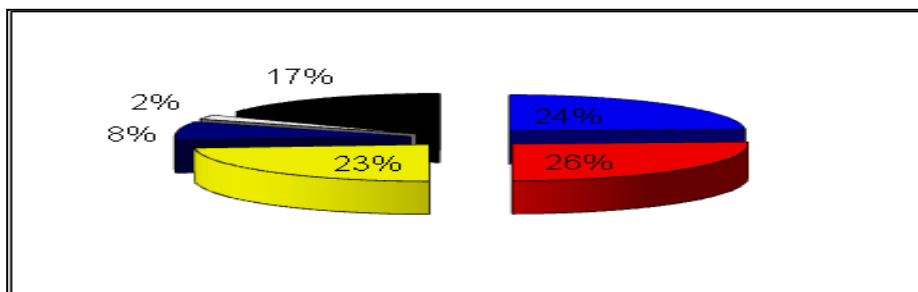


Table 3c. *Supporting entrepreneurship by government*

c) Entrepreneurship is well backed up by government

Marks	Results	%
One	76	23,75
Two	89	27,81
Three	67	20,93
Four	19	5,94
Five	7	2,19
Without answer	62	19,37

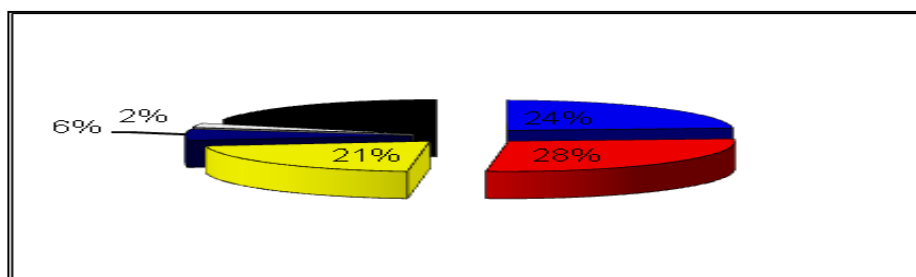


Table 3d. *Opportunities for start my own business*

d) I have good opportunities to start my own business

Marks	Results	%
One	83	25,94
Two	68	21,25
Three	64	20,00
Four	34	10,62
Five	17	5,31
Without answer	54	16,87

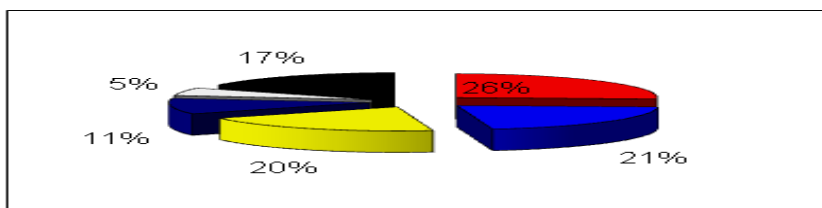


Table 3i. *Control of business success and career*

i) I can control my business success and career

Marks	Results	%
One	29	9,06
Two	38	11,87
Three	83	25,94
Four	70	21,87
Five	45	14,06
Without answer	55	17,19

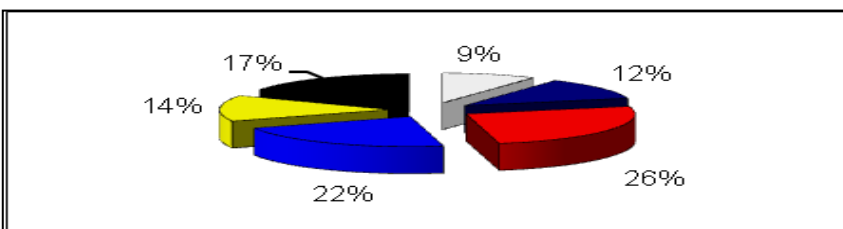


Table 3j. *Propensity to innovation*

j) I tend to be more innovative than others

Marks	Results	%
One	18	5,62
Two	48	15,00

Three	83	25,94
Four	72	22,50
Five	40	12,50
Without answer	59	18,44

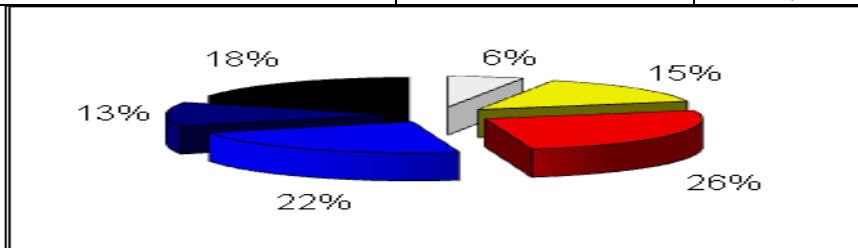


Table 3k. Family attitudes toward entrepreneurship

k) My family thinks that it is good for me to become an entrepreneur

Marks	Results	%
One	29	9,06
Two	35	10,94
Three	87	27,19
Four	60	18,75
Five	55	17,18
Without answer	54	16,87

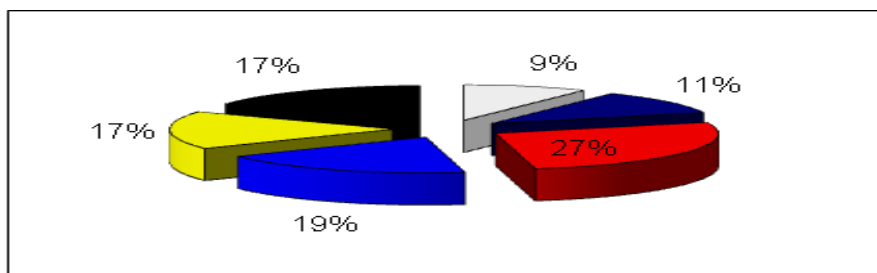
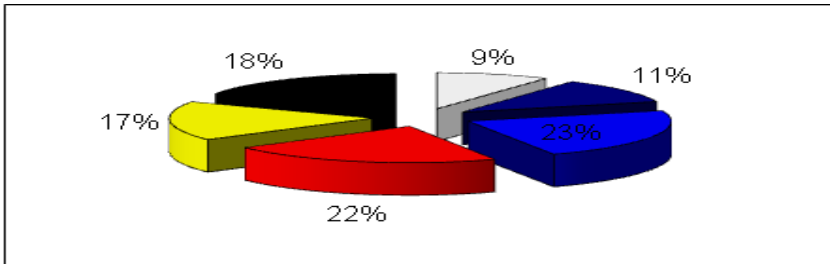


Table 3l. Thoughts on entrepreneurship friend

l) My friends think that it is good for me to become an entrepreneur

Marks	Results	%
One	29	9,06
Two	36	11,25
Three	73	22,81
Four	70	21,87
Five	56	17,50
Without answer	56	17,50



The results of the third question⁹-**determination related to entrepreneurship**, the sub-question under a)-*I do not want to run the initial (start-up) in the area where the competition is high*, most of the respondents 81 respondents or 25.31% of the total, expressed a reluctance by the competition and achievement-achievement results, while 63 or 19.69%, however, has a positive attitude towards business and competitive bidding. To question b)-*be entrepreneur gives me more pleasure than to be employed in a large company*, 84 or 26.25% of the respondents were undecided, while 16.56% disagreed.

For questions under c) *I am eager to compete and achieve achievements*, 83 or 25.94% of the students expressed a willingness to compete in entrepreneurship. Answers to questions under d)-*I am ready for high risks, with the majority of respondents said that it is prepared at high risk*, 72 or 22.50%, and the question by e)- *I want to do a job that I love*, where 86 or 26, 87% of respondents said they wanted to do their jobs, according to the no. 4, where students are considered as the most promising tourism activity, confirming the main hypothesis of this paper that tourism can be a leading economic activity in western Serbia. The results of the third question presented in the five options (a, b, c, d, e) in the table and graphs of four.

Table 4a. *I dont want to start up in area with strong competition*

Marks	Results	%
One	63	19,69
Two	38	11,87
Three	81	25,31
Four	50	15,62
Five	28	8,75

⁹ See appendix no. three

Without answer	60	18,75
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Table 4b. *I have more satisfaction in being an entrepreneur than to work for big company*

Marks	Results	%
One	29	9,06
Two	53	16,56
Three	84	26,25
Four	48	15,00
Five	46	14,37
Without answer	60	18,75

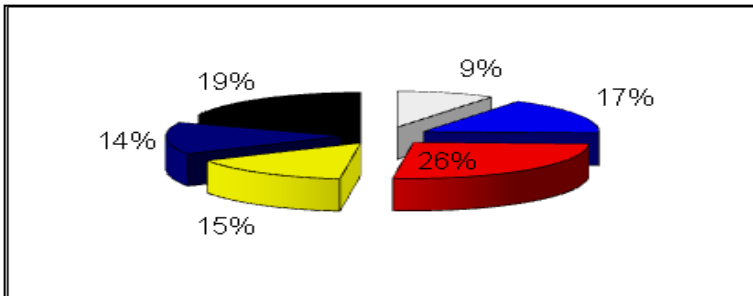


Table 4c. *I am anxious to compete and achieve results*

Marks	Results	%
One	25	7,81
Two	47	14,69
Three	83	25,94
Four	58	18,12
Five	49	15,31
Without answer	58	18,12

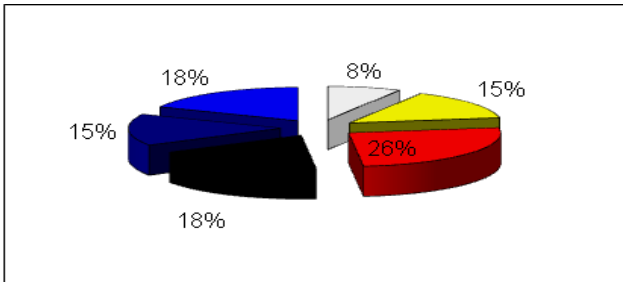


Table 4d. *I am ready for high risks*

Marks	Results	%
One	28	8,75
Two	45	14,06
Three	66	20,62
Four	72	22,50
Five	53	16,56
Without answer	56	17,50

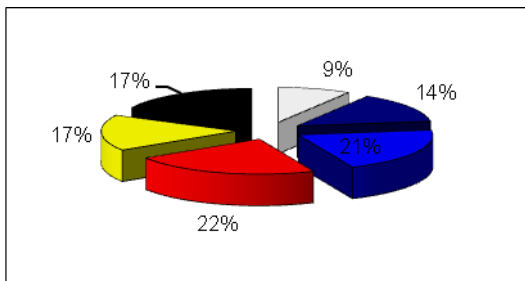
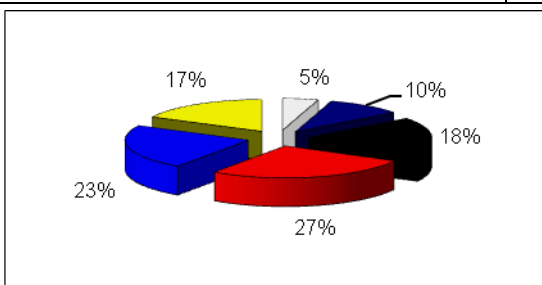


Table 4e. *I want a job that I like*

Marks	Results	%
One	15	4,69
Two	32	10,00
Three	58	18,12
Four	86	26,87
Five	73	22,81
Without answer	56	17,50



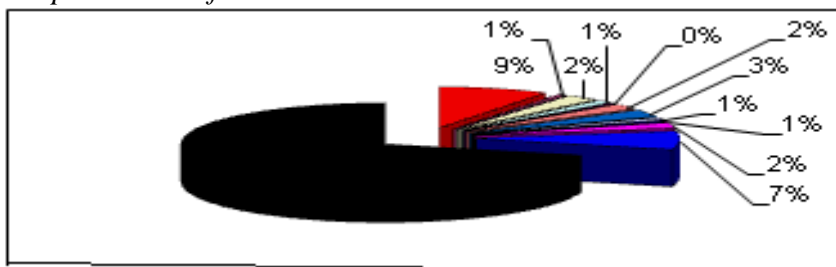
The views and opinions of the students in fourth question¹⁰: What, in your opinion, was promising entrepreneurial venture in today's time, no doubt tourism in first place of 8.75%. In this issue are interesting item-no answer to the question of 70.62%, and no, I do not know 7.19%.

Table 5. Student responses to the question-which, in your opinion, was promising entrepreneurial ventures today?

Business	Results	%
Tourism (hospitality, travel agencies, rural tourism)	28	8,75
Medicine (opening private hospital)	2	0,62
Food production	8	2,50
Insurance	4	1,25
Florist	1	0,31
Construction	7	2,19
Ecology (recycling of waste material)	9	2,81
Membership in political party	3	0,94
Connection with other cultures	2	0,62
IT technology, media	7	2,19
None of the above	23	7,19
Without answer	226	70,62

Source: Authors' research

Graphs number five



Source: Authors' research

Conclusion

¹⁰ See appendix no. four

The expansion of economic problems reflected through the prism of finance, in developed economies, it is getting wider and wider. If all the financial power centers, financial institutions and the latest technology in the developed economies of the world, the question is what is the cause of the economic crisis and why the emerging financial problems.

All powerful alliances and bloc division of the world (referring primarily to the EU and NATO) on a planetary scale collapse is euphemistically expressed or seek the solution of economic problems at any cost (opening up new wars). Large corporations have imposed a completely new design concept of socio-economic relations, so-called. "korporatokratija". However, korporatokratija in trouble.

In accordance with the previously mentioned, one of the specific role of tourism in the context of the economy is that some of the serious problems of planetary economy, linked to demographic factors (population size, unequal population, birth rate, the level and quality of education), natural resources (quantity, relation of man to resources and exploitation), energy and food, to the basic flow of the economic process, specifically amortized and absorbed.

In what specific destination, zone or region has anoraganske quality, organic and man-made elements, the logistics of the state, technosphere systems and institutions, tourism is definitely an activity that provides economic development and integration into the international division of labor. Growth and development of tourism at the global level is not possible without new technologies, on the one hand, while on the other hand, the consumer (or economic) component encourages the development of tourism economy (development of economic processes). In short, knowledge is the most important factor, not only for tourism, but the overall development and progress of society.

Financial centers of power dictating changes in international economic relations, tourism is converted into a specific world movement, not allowing more individual countries to independently create policies for tourism development. The reality, however, is that the industrialized world race for profits at any cost (destroying and polluting the basic natural elements: air, water, soil, climate, etc.). Sent to underdeveloped

(those countries that have healthy elements previously mentioned) gives some chances undeveloped in the future.

Countries that have the conditions for the development of tourism (with the natural elements and conditions) and professional staff, with money from international financial institutions can finance the development of their tourism. It is clear that the "centers of power" to decide on the distribution of the profit, but not developed to avoid the fate of nuclear waste dumps and other waste, avoid wars, epidemics, experimenting with various diseases, and so on.

Tourism development is related to the spatial context in which the resource is located, and is therefore much more connected to the local and regional, rather than global level. Tourist activity is part of the economic system and therefore is influenced by global processes, but its specificity is primarily reflected in said lower attachment to the space frame.

Tourism product delivers exactly the local and regional environment in which refract global impacts. In this context, the aim of the research is partly shown in this paper is to contribute to all entities (public and private) in terms of what are, and what opportunities for tourism development in western Serbia in the future.

Analysis and research in the theory of multiplier effects of tourism, show that money from the sale of travel services to foreign tourists, circulates in the economy of the host country, creating additional effects to the economy, even in the 13 to 14 transactions, before disappearing through the import of goods or services from that country (Clement, 1961). Theoretical aspects of the "multiplier" that is. the multiplier effects of tourism on the economy, Clement was analyzed on the example of seventeen Pacific countries and the Middle East. This author has been empirically determined that achieved income by selling goods and services to foreign tourists, a year passed 5-6 transactions and to reverse the 3 to 3.5 times. Multiple or multiplikativni effects of tourism on economic development in Western Serbia, can be seen through tourist spending.

Multiplication coefficient, which indicates the number of trades revenues from foreign tourists a year, directly depends on several factors such as the level of development of the domestic economy, the availability of

local products to meet the needs of foreign tourists, the volume of expenditures for local residents traveling abroad as and the money supply, which is extracted from the circulation and deposited as personal savings of citizens. This last feature is typical for tourism. The point is that private households (participating in meeting the needs of foreign tourists) a share of the revenue from foreign tourists (unauthorized charge in foreign currency) pulled from the market and keep the home in the form of savings. Therefore, in determining the multiplier effects of income from foreign tourists in particular the analysis, should take into account only the total amount of expenditures (for imported goods and paid services) that are used directly to meet the needs of foreign tourists, because on that basis there is an outflow of foreign currency from the country, as well as the withdrawal of foreign funds from the market by the locals in the form of personal savings or currency of making them overseas.

Tourism is one of the most sensitive sector in economic structure and initially respond to market turbulence in the world or some other phenomena (political instability, conflicts, terrorism, etc.), but tourist arrivals and tourism receipts are not reduced, only a change of direction travel movement and redistribution of income from tourism. However, looking at the dynamics of the flow and growth of international tourism in the last few decades, none of these negative impacts is drastically disrupted the international tourism market, which indicates that tourism can be a model of economic development and economic growth. Thus, the results of the research confirm that tourism can be a western Serbia leading economic activity.

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