

ECONOMIC EVALUATION OF THE EXTERNAL EFFECTS OF CULTURAL HERITAGE AS A DEVELOPMENTAL ENVIRONMENT OF AGRO-TOURISM (Vojvodina sample)¹

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Abstract

In the work, the economic valuation of external effects of the cultural heritage was done, as developmental agro-tourism environment on the example of Vojvodina. The authors suggest that the culture had a crucial role in the evolution of human creativity. Culture is a value without which there is no development of agro-tourism and economy in general. Ethnological approach to the importance of culture and cultural creativity in the creation of agro-tourism, involves interdisciplinary scientific research from the earliest times to the present day. The work seeks to emphasize the importance and role of culture in the development of rural tourism in Vojvodina and development of human society as a whole. Nowadays, when the processes of globalization and integration have led to rapid development and expansion of economic activities, agro-tourism as a form of touristic offer, becomes more important as it contributes to overall economic development.

It is pointed out that tourism, especially agro-tourism, is directly related to agro-culture. It significantly affects the development of tourism, trade and consumption. On the other hand, tourist turnover retroactively influences the development of agriculture, especially agro-industry.

Key words: culture, human creativity, tourism, agro-tourism, Vojvodina.

Introduction

Economic opportunities/difficulties, economic problems in most countries of the world exactly, adequately indicate the general accepted illusion of the nineteenth and twentieth century that technical knowledge, i.e. technical and technological progress are way to El Dorado. Knowledge is a major factor in economic and social processes, but knowledge without education, or if the knowledge does not follow the spiritual development, it becomes or may be counterproductive.

The illusion is that the mere accumulation of material goods can raise the moral level of humanity. Reality and truth of everyday life indicate otherwise. All inventions are created thanks to the theoretical efforts of science, and are only artificial additives to natural features and human organs. All inventions or »equipment and devices« have extended the human out of body (egzosomatske) evolution, contributing to the increasing of the "body of humanity", i.e. the scope of its technical and technological capabilities. (Kalezić, et al. 2001)

However, under the laws of nature the soul has primacy. In order to maintain the body and that its movements are regulated, the soul must be expanded and upgraded. Otherwise, there are significant difficulties; the balance of the body is endangered. The economic, social and political difficulties of some other level in future periods, reflects a disproportion between the soul of humanity, almost unchanged compared to the original state and its enormously enlarged body. Therefore, reduction of these disparities appears as a necessity to preserve civilization.

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Maybe the American University professor James Burnham has right, when he sees the management revolution as transfer of control over the economy and other social affairs, from the responsibilities of capital owners (here, in the above context, the capital is only seen in material terms, factory-tools and similarly,) to the responsibility of technical and other professionals who are entrusted with management of capital, but »luckily« evolution is inexorable. He further says that the ruling class in the future will consist of people who have the greatest technical knowledge and leadership skills, but not of the capital owners. According to him, people with technical knowledge will overwhelmingly control the means of production and have the highest share in the distribution of goods produced with those funds. (Dragičević, 1983)

However, technical knowledge and knowledge in general, without education by neglecting the spiritual development of man, lead to the previously mentioned discrepancies, i.e. they open the question of the survival of mankind. Reducing discrepancies between out of body and spiritual development is the broadest framework for the survival of man as a being who, unlike other living creatures has no, as biologists say, »extreme specialization that compels him to certain form of life«. (Kalezić, et al. 2001)

Man's uniqueness, viewed from the standpoint of biological evolution, enables him to express his diversity and individuality freely and rationally at the same time. This means that one's actions are based on the crossing of knowledge about what is going on before him with what will happen in the future. Man's ability to plan and critically judge-decide is a key for restoring balance between soul and body.

English historian (Toynbee, 2000:5) views the past of mankind as a series of civilizations that came one after another in succession and cyclical movements, and not as a struggle of nations or political entities. According to him, every civilization survives or perishes depending on its own ability to successfully respond to challenges, human and natural, moral and religious. He believes that in the history there were 26 civilizations.

The historian Sarić (Sarić, 1996) claims that there were more than 30 civilisations. He believes that the civilisations progress - they go forward if they are led by talented, creative minority, authentic elite, and they go down if the incapable minority governs. Contrarily to C. Marx, he claimed that the civilisation is shaped by spiritual, and not the economic forces and that the fall of the civilisations is unavoidable.

Regardless of all this, for a human, the regeneration of all physical and mental capabilities is important, in a healthy natural environment if possible. According to demographic movements, climate changes and the needs of a mankind, the life of the humans in the future will depend more and more on nature, its natural and cultural values. The work and rest of a human are conditioned, on the one hand by values of the culture, and on the other by his relation to the nature.

To be more precise, it is necessary to explain additionally in which context the terms: rural tourism, country tourism, agro-tourism etc. Will be used and what they mean.

Country tourism, beside services of accommodation and rest in the country has a number of other activities of touristic offer in rural areas. Nowadays there are a lot of ways of tourism in the rural areas (home, hunt, fishing, adventurous, agro-tourism, religious etc.). The base of all the mentioned kinds of tourism is the rural area.

The term country tourism is accepted officially by the European Commission in order to clear the touristic activities in the rural areas. The first European congress⁷ about country tourism was held with the topic «The characteristics of the development of country tourism in Europe» in the organisation of the European federation for the country tourism (Euro Gites). The two terms

⁷ Held in the year 2003 in Spain in Andalusia in Haen.

«country» and «rural»⁸ were used concurrently. The terms «farm tourism», «green tourism», «eco tourism», «agro-tourism» etc. were argued, (Štetić, 2007).

The analysis of the similarities and differences of the various kinds of tourism in rural areas is a thing to discuss and demands great notice. Country tourism, apart from space and commercial, implies socio-economic component. The rural space can be just rural and wild, without towns and people, while the country means infra- and superstructure, population, life. The life in the country was always dependent on the agriculture. Regardless of the fact that some authors equal rural and country tourism, there are differences, although every country is in the rural area. «Agriculture and forestry use the most of the soil in the rural areas and they have the key role in natural resources management and defining of the rural landscape. Agriculture and tourism provide the socio-economic development of the rural areas and the complete fulfillment of their potential, thus they are the platforms of economic diversification in the rural communities.» (Todorović, M., Štetić, S., 2009)

The authors emphasize in the work the agro-tourism as the segment of the rural tourism, with the offer which is generated by the time spent on a farm, in the old houses, camping, exploration of the ethnographic values and gathering new knowledge connected to cultural heritage of the domicile people. All the activities included in the rural tourism offer can be a part of agro-tourism offer.

Vojvodina, as an example, has significant agrocultural areas, the traces of cultures of various people that existed there during history, which is interesting for the tourists. Beside that, Vojvodina is not polluted, which is a precondition for the production of biologically qualitative food that can be served in the authentic country area⁹.

Developmental aspects of agro-tourism

If there is a qualitative organisation of the development of agro-tourism, the economic effects are multiple. Considering economic effects of agro-tourism input-output relation is especially interesting at the level of local community. Almost all the inputs are in the local community, and also the outputs are there, they are not transported or exported anywhere. All the revenues stay in the local community, the economy is stronger. If the resources are engaged in a proper way, there can be good results. All that is needed for the complete offer (what the tourists need) is there in the local community.

Beside the fact that the agricultural products are sold to the foreign tourists with prices considerably higher than the export prices, it is important that the realisation happens in the land of production, thus the transport costs and protectionist barriers on the foreign markets are eliminated. Different ways of import quotas, high standards, health and ecological aptitudes, strict quality control etc. are eliminated by the realisation of the agricultural products through touristic services.

The built structures (starting from old houses, ranches, pile-dwellings etc.) are good accommodation offer of the authentic ambient. Economic objects on the farms, as a part of the food production infrastructure, are an important part of superstructure.

The developmental aspects on one side, and agricultural on the other, generate their complex interdependency.

Tourism, as economic action or a model of economic development, is different from production actions, especially industry. The difference is that production actions generate the

⁸ Europe Committee defined the rural tourism in 1986 as tourism that includes all the activities in the rural area in which the tourists have a role. The most important characteristics of that form of tourism are peaceful and preserved environment, absence of noise, communication with the hosts, domestic food, getting familiar with the farm work etc. (Štetić, S., 2007)

⁹ A good example for that is Ranch 137 near Novi Sad where one can enjoy domestic food and beverages in the authentic ambient and local Vojvodina etno music. Ranch 137 is already established by its cuisine and social life.

development by producing new values, and tourism stimulates development through the consumption of those values.

In the developed economies, there is the advantage of the services over production, emphasizing that the modern economies are serviceable economies. The problems of further development are in the consumption, but not in the production, in other words in the possibility of the sale of the produced. The fact that tourism enables the sale of the produced values through the tourist market, confirms the developmental function of tourism. The developmental aspects of tourism are established on the complex interdependency of touristic consumption and various production activities. This pinpoints that tourism can not be studied and managed as strictly defined independent action or economic branch in the range of economy. «Tourism is a complex phenomena, and its developmental functions are various and mixed. To manage this phenomena, on national or regional levels, demands sophisticated skills and wide cross functional knowledge.» (Dulčić, 2001:5)

The geographical position and other factors, determine agriculture and tourism as basic actions, main pillars and carriers of the complete economy development. The considerations are not rare that the development of the rural tourism and proper relation to nature are one of the way of the connecting of these two actions. However, rural¹⁰ tourism is just one direct correlation of agriculture and tourism.

In Hungary the term »country tourism« relates only to the services and activities realised at the country, while in Finland or Croatia – Istra under the term rural tourism there is the rent of the old houses with the ability of food preparation on your own. In Slovenia and Netherlands rural tourism means the touristic activities on family farms, while in Greece, the main product of rural tourism is spending a night in traditional rooms and having a traditional meal.

Eco-tourism, with all positive aspects¹¹, is directly conditioned with healthy food and environment. There is a special place for autochthon flora and fauna. The proper and payable valorisation of values of flora and fauna are in synergic development of agriculture and tourism, it demands engagement of professional and ecologically educated staff. In cooperation with local people, the staff would provide environment preservation, while the stay of the tourists in the country side would effect the ecological awareness. In the long term, it would provide the proper attitude of people towards the environment.

«In the time of `mass tourism` one of the determinants is: compatible interaction of tourist economy (all segments of national economy) and agriculture. Those interactions are (quantitative) very impressive and (qualitative) very important for the development.» (Vukićević, 1979:25)

The healthy food production solves a number of ambiguities and problems concerning nature, various types of tourism (ethno, green, rural and responsible tourism). The multiple analysis, from the aspect of economy, geography, agronomy and sociology, confirms that healthy food and water are primary development element of the previously mentioned types of tourism, and at the same time qualifying them as integral segments of agro-tourism.

The concept of sustain also means the connection of agriculture and tourism. Tourism is connected to the area, sustainable tourism for the sustainable area, sustainable agro-tourism for the sustainable agriculture, and this again for the healthy environment-area. These two actions are indissolubly connected by «inter-sustain» by healthy food. The healthy food can only be produced in the healthy environment. The spheres of concern are that tourism works on the education of the tourists in the direction of agro-tourism – healthy food, healthy life, and on the other hand, agriculture works on the sustainable development, sustainable agriculture. Interdependency of agriculture and tourism is stronger and wider, than rural or some similar way of tourism.

¹⁰ Greek agros; lat. ager; then, lat. rus and ruralis; fr. touriste; eng. touring.

¹¹ Insisting on the preservation of nature; faster development (in recent years) in relation to other ways of tourism; then, engaged means and revenues (invested means in eco-tourism for the period of five years from 1993 to 1998 on the world level went from 10 to 20 billions of dollars). (Williams, A.M, 1988:35)

It is not enough to pinpoint just rural or country tourism as point of contact in the analysis of interdependency of tourism and agriculture. Through food products, economic stimulation, every type of tourism is connected to agriculture¹².

Table 1. Arrivals and tourism revenues in the world

| International arrivals | Mil. | Revenues | Mld. \$ |
|------------------------|------|---------------|---------|
| France | 81,9 | USA | 96,7 |
| Spain | 58,2 | Spain | 57,8 |
| USA | 51,0 | France | 54,2 |
| China | 49,9 | Italy | 42,7 |
| Italy | 41,1 | China | 41,9 |
| Great Britain | 30,7 | Great Britain | 37,6 |
| Germany | 23,5 | Germany | 36,0 |
| Ukraine | 18,9 | Australia | 22,2 |
| Turkey | 18,9 | Austria | 18,9 |
| Mexico | 21,4 | Turkey | 18,5 |
| Serbia* | 2,2 | Serbia * | 0,94 |

Source: Đurašević S., (2010), The basics of tourism, Metropolitan University, Faculty of Foreign Languages, Podgorica, pg. 8.

* Data NBS for 2008, Belgrade.

Tourism as mass phenomena and one of the leading actions in the world (it is in the third place for its number of participants and turnover) is in the direct correlation with agriculture. According to the data, the revenues from the foreign tourism in the world in 2006 were 735.000 mil. \$, or daily 1.304 mil. \$. There are 260 mil. people employed in tourism. From 100 employed, in France there are 6, in Portugal and Austria 7, in Switzerland 9, Spain 11, Greece 12 and Austria 15 people that make their living out of tourism.

The tourism analysts calculate that in 2030 rate of the people who travel to foreign countries as tourists in relation to the total number of world population will come to 14.1%, which can rarely be noted by any other action. Beside all the changes in the world, tourism had 10,5% in the world GDP on the global level and 12,5% in the world export in year 2006. According to World Tourist Organisation assessment the total foreign tourist turnover in the world in 2010 was billion tourists, while in 2020 it would be 1,56 billion of foreign tourists.

If we take a look of UNWTO calculations the international travels will increase from 842 million in 2006 to 1,6 billion in 2020¹³. The tourist will spend over two billion dollars and make tourism the leading world industry. These calculations are based on the annual growth rate of 4,3% for travel and 6,7% for costs.

The tiptop question of a further successful development of Vojvodina economy is the question of range and way of investment in agriculture and tourism. A good model or way of effective connection of these two actions in order to develop Vojvodina economy is agro-tourism. The concept of public-private partnership (especially when it comes to the construction of infra- and supersructure objects and systems necessary for agro-tourism) according to the example in the world it would have special significance in investments in Vojvodina agro-tourism. With this

¹² Congress tourism, with all its aspects, no matter of the organisation level or place (Switzerland for instance) through economic stimulation and food is connected to agriculture.

¹³ If we leave out the disruption on the global level: terrorism, tsunamis, bird flu, sars virus etc.

model it is important that the private partner takes the risk of projecting, deadlines and construction costs and also the mere functioning in the agreed period. The government of John Major in Britain was among the first to apply this model in the construction of British embassy in Berlin, or subway in London. Netherlands does even the transactions of cadastral sectors by this model. In Germany 40% of public investments are public-private partnerships. Portugal and Ireland have constructed the great part of infrastructure by this model. (Marenjak, Skenderović, 2006:20-23)

The correlation of agriculture and tourism development

In the theory of economy, especially in the theory of economy development, the effects of tourism on the total economy are well known. The positive effects of the tourist consumption in agriculture are especially expressed in foreign tourism. The money that foreign tourists spend in one country has multiple effect on GDP and employment. The foreign tourist consumption causes initial impulse with which the multiple sequence starts. This consumption means overflow income from abroad, that runs through a number of actions and branches, till it goes abroad, at the basis of import of goods and services, or it turns into domestic savings. (Stevanović and co-authors, 2005.) Intermediate economic effects are seen through the development of other economic actions that are for the touristic consumption. Economic results of touristic turnover are highly seen in the development of traffic, trade, production craft and service actions. The growth of production and services in turnover actions results on the basis of growth of demand and turnover through tourism and catering industry. By the tourist consumption the economic effects and growth in the total economy are increased. From all the direct effects, the most significant is the currency or balance of payments effect of tourism. Coming to agriculture, this effect must have special attention. In economic theory well known is the phenomena of "invisible export", export through giving services to foreign tourists.

Tourism is developing under the effect and as a result of the total economic development and growth of the productive work. Beside that, some economic actions significantly effect the development of tourist economy, its turnover and consumption. Tourism retroactively affects the development of economic actions, most of all agriculture and food industry. Tourist turnover, and especially foreign tourism affects the development of agriculture and its modification industries.

Analysing the correlation of development of tourism and agriculture, the following possibilities should be considered:

first, there are favourable conditions for both tourism and agriculture development at the same time in tourist places;

second, there are favourable nature and other conditions for the tourism development, while the conditions for agriculture are not favourable;

third, there are favourable nature conditions for the development of intense and various agriculture production, while the conditions for tourism development are relatively modest and not favourable, and

fourth, there are not favourable nature and other conditions, for both agriculture and tourism development.

In the first case, it is objective to expect that there can be high level of interdependency between these two economic actions. Here are the tourist places that can meet their agricultural-food product needs by bigger production in local range or in the regions that have or are near tourist places. There can be great effect on agricultural development if there is spa tourism near agricultural zones or they have a good connection in communication. This is characteristic for almost all the tourist places in Vojvodina and significant number of places in central Serbia. By widening of the tourist capacities, especially in the rural areas, there are favourable conditions for the development of country tourism for relaxation, recreation, health rehabilitation, sport activities and other. Suitability for the country tourism is in mountainous areas.

In the second case, tourist destination affects the additional demand for agricultural-food products. The deficit of the agricultural products is solved by the import from regions with the developed agriculture, but in which there are no conditions for tourism (case 3). Tourist demand will affect the agricultural product demand, and it will affect the total development of the region. It affects also the change of the employment structure, in the mere region where the tourist capacities are and in the regions from which the food, which is realized in the tourist offer, comes. The development of tourism leads to the decline of agricultural employment, while in the others, that produce food to satisfy tourist demands, agricultural employment increases. In the places of tourist destination people get the new possibilities for employment and earning more than in agriculture. For tourist areas it is usual to have the decline of agricultural employment. Thus it is reasonable to consider one of the favourable solutions for agrarian overpopulation, even more effective than industrialization. The tourism development in some regions absorbs excess of farm work force, without any pressure on the cities and without a number of unfavourable socio-economic and ecological consequences that the accelerated industrialization can bring. In other case if there is depopulation and the country is getting old, as in Vojvodina, (table 2) the tourism development can solve this problem.

In the places with favourable conditions for tourism development (case 2), which are characterised by undeveloped or not enough developed agriculture, tourist consumption can affect agricultural production development. In this group there are low mountainous regions, lakes and spa capacities. Not polluted environment is an advantage of this region for the production of agricultural-food products that can be a special tourist offer.

The effect of foreign consumption is especially significant if there is optimal supply of agricultural-food products. It enables the export of agricultural products in the range of local tourist turnover. The effects of agricultural products classification through export channels and classification in local range through the foreign tourist consumption are in proportion 1:10. With some agricultural products, this proportion can be more favourable when it comes to foreign tourist consumption. The classification of agricultural-food products through foreign tourism has no foreign competitor. Through foreign tourism there is consumption of agricultural-food products that can be hardly classified in the choosy foreign market.

He places that can provide intense agricultural production in order to supply developed tourist places are interesting. In these zones the offer of agricultural-food products is higher. However, in order to classify these excess products from these regions on the domestic and foreign market, or tourist places in other regions, it is necessary to develop and organize modern market. With modern trade, package, traffic these products can be classified even in very far tourist destinations.

Agro-tourism of Vojvodina: characteristics and specifics

Simply, the concept of agro-tourism implies two groups of people. The ones that visit (they need natural area, adventure, introduction of other cultures etc.) and the ones that host (motivated by the earnings). Both sides spend some time on agricultural household because of: geographical area; ethnographic and other cultural values; work and other activities of the host in which the visitors want to take part: works in the vineyard, preparation of food in the traditional way – hearth, sač(special kind of lid for food preparation), chains, well water taking, horse riding, swimming in rivers or channels, walks in the untouched countryside, the adventure of meeting different animal species or simply passive participation – not doing anything but be present and emotionally enjoy.

It is assumed that the first steps of country tourism in Europe were made in France at the beginning of XX century, with spontaneous visit of the citizens to the county at the weekends. Because of the vehicles of that time, these visits were not far. The population of the country at that time did not have much free time to host these visitors, but because they were in family relations, the accommodation was provided. Thus, there were no strategies or laws. It started thanks to private initiative both on the side of demand and offer.

As a next phase in the development of country tourism (the middle XX century) there is the organised access to migrations of the population from the factories to the country land in France.

France forced the organisation for planning and development of country tourism "Gites de France" in 1955, which today is great organisation in Europe. It is said that European federation of country tourism, which has more than 25 organisations from different countries, got the name from the French organisation.

In the sixties and seventies in XX century there is the focus of the tourism development in the country to agriculture, to agro-tourism. The migrations to country areas, made that the revenues of the visitors are not given to the country communities, but to agriculturists.

In the eighties and nineties in XX century starts the organisation of the state to access these funds and programmes LEADER-1 and LEADER-2, with debates should the new trends in rural areas be defined as country or agro-tourism. However, all the debates concerning agro or country tourism had as an aim the development of country areas. The agriculture is coming bac through agro-tourism.

The chances of Vojvodina agro-tourism are built with the new world trends through the sophisticated demand. In the first decade of XXI century the agro-tourism demand was intensified: the adventures and emotions in the country, the understanging of other culture, to be active and understand the customs etc.

The potential effect of foreign tourists on the Vojvodina economy, agriculture most of all is significant because of the small import dependency of tourist economy. Thus it can be expected that every dollar of the increased foreign tourist consumption, will have longer effect in our economy. It is very impotant, concerning food and drink, the products which are domestic, produced without any foreign input. However, it must be taken into account that smaller number of tourist spendings goes for food and beverages. We are witnessing decline in the significance of food in tourist offer. This will have counteraction in our conditions, but a little bit slower. The qualitative food is our competitive value. If we emphasize it, the multiple effects of the foreign tourism on the growth of GDP will be higher, significantly greater than in the transport, traffic etc.

Table 2. Municipalities and places in Vojvodina with a negative natural increase

| | 1993 | | 2003 | |
|----------------------------|-------|------|-------|------|
| | Total | % | Total | % |
| Municipalities | 45 | - | 45 | - |
| With neg. natural increase | 43 | 95,6 | 45 | 100 |
| Settlements | 466 | - | 467 | - |
| With neg. natural increase | 353 | 75,8 | 411 | 88,0 |
| Urban settlements | 52 | - | 52 | - |
| With neg. natural increase | 38 | 73,1 | 50 | 96,2 |
| Other settlements | 414 | - | 415 | - |
| With neg. natural increase | 315 | 76,1 | 361 | 87,0 |

Source: Statistic Serbia annual report , Statistical Office of the Republic of Serbia, Belgrade, 2005

According to the register in 2002, in Vojvodina there were 2.031.992 people, 984.942 men and 1.047.050 women in 709957 households, with increased population consistence of 94 citizens/km². There were 912.800 work capable citizens, 530.197 men and 382.603 women. With personal income there were 408.999, and 382.603 dependent citizens. There were 215.147 citizens working in agriculture, 125.506 active and 89.641 dependent. Attention is driven to the natural increase at the demographic factor in Vojvodina (Table 2).

In period (1993-2003) data show the negative dynamics of natural increase in municipalities and settlements. Negative dynamics is greater in urban settlements, where the number of urban settlements was increased from 38 in 1993 to 50, which is 96,2% of total number in 2003.

Table 3. The types of settlements according to the type and changes in the number of citizens in the period of 1991-2002

| Settlements | Total | | Decline of citizens | | Increase of citizens | | No changes | |
|-------------|-------|-----|---------------------|------|----------------------|------|------------|-----|
| | No. | % | No. | % | No. | % | No. | % |
| Urban | 52 | 100 | 21 | 40,4 | 31 | 59,6 | - | - |
| Other | 415 | 100 | 260 | 62,7 | 154 | 37,1 | 1 | 0,2 |
| Total | 467 | 100 | 281 | 60,2 | 185 | 39,6 | 1 | 0,2 |

Source: Statistic Serbia annual report , Statistical Office of the Republic of Serbia, Belgrade, 2005

The data is showed according to the type of the settlement (Table 3). In the last inter- register period (1991-2002), over 40% of urban settlements has tendency of the decline of citizen number. 60% of total number of settlements in Vojvodina is included in the decline. Having in mind negative rate of natural increase in Vojvodina in the last inter-register period the greater and greater number of settlements will be emptied.

Recommendations for the development of agro-tourism in Vojvodina

In the context of the above mentioned, there should be realistic and clear rules and law frames, in accordance with disposable institutional infrastructure, which must be regarded. The present capacities should be adjusted to new demands, according to the state in the private sector.

Building simple and easily applicable law regulations, the state must pay attention to security and tax regulations regarding flexibility and simplicity. In this way the private initiatives would be supported. The tourists need, beside natural environment and and physical activities, the authenticity, originality and adventure. They need the emotions on the ranch, čarda (special type of house) or pile-dwelling¹⁴. With the perservance and restauration of ethnographic and other cultural values the authenticity and originality would be saved and the tourists would like to see that and pay for it. The professional staff can break the delusions concerning agro-tourism¹⁵. Vojvodina can have a serious development of agro-tourism in the short period (5 to 10 years) according to its geographical position and other values.

¹⁴ If someone believes that he can organise accommodation in an old house on the soil bed (a special bed made of soil, made in the houses before World War I, usually near the hearth, the houses did not have ceilings like today, only wooden posts and straw roofs) he should not be stopped by law procedures.

¹⁵ France was the first in Europe, sixty years ago, to start the development of agro-tourism. Today, France has over 70.000 of accommodation units organised in different ways (from overnight stay in country areas and on farms to cottages with the catering in the countryside). Spain needed 15 years to organise serious level of offer in agro-tourism.

Table 4. Arrivals and overnight stays of tourists in Vojvodina according to types of tourist places in 2010

| | Total | | Domestic | | Foreign | |
|------------------------|---------------|-------------------------|-----------------|-------------------------|----------------|--------------------------|
| | No. | index (2009 =100) | No. | index (2009 =100) | No. | index (2009. =100) |
| Arrivals | | | | | | |
| Vojvodina | 281842 | 97 | 179385 | 94 | 102457 | 104 |
| Main centre | 92620 | 110 | 41870 | 106 | 50750 | 114 |
| Spas | 2468 | 71 | 2354 | 71 | 114 | 90 |
| Mountains | 15521 | 90 | 13962 | 90 | 1559 | 88 |
| Other tourist places | 147873 | 96 | 103129 | 93 | 44744 | 102 |
| Other places | 23360 | 77 | 18070 | 81 | 5290 | 67 |
| Overnight stays | | | | | | |
| Vojvodina | 767304 | 101 | 550278 | 102 | 217026 | 98 |
| Main centre | 168347 | 104 | 68181 | 105 | 100166 | 104 |
| Spas | 27600 | 82 | 26253 | 82 | 1347 | 87 |
| Mountains | 76203 | 106 | 70848 | 106 | 5355 | 114 |
| Other tourist places | 420492 | 98 | 322551 | 99 | 97941 | 94 |
| Other places | 74662 | 112 | 62445 | 122 | 12217 | 80 |

Source: Statistics of tourism and hosting, Statistical Office of the Republic of Serbia, Notice No. 21/2011

Vojvodina had tourist revenue in 2010 Vojvodina je u 2010 282 thousand arrivals (domestic tourists 179 thousand and foreign 102 thousand) and 767 thousand overnight stays (550 thousand domestic and 217 foreign). This turnover could be higher according to natural values (ethnographic and other values). According to the values in the tables No. 1 and No. 4 there is an essential question concerning developmental aspects of agro-tourism in Vojvodina: *how can Vojvodina use trade potentials of international tourism to activate its developmental resources, or, how can Vojvodina develop competitive production of tourist services?*

As a consequence of the global financial crisis¹⁶ there is a decline in the arrivals and overnight stay in Vojvodina (graph 1). In relation 2008¹⁷, number of domestic tourist arrivals declined in 2010 by 20%, and foreign only 1,5%. The number of overnight stays of domestic tourists in 2010 is 15,2% less, and foreign 6,5% in relation to year 2008.

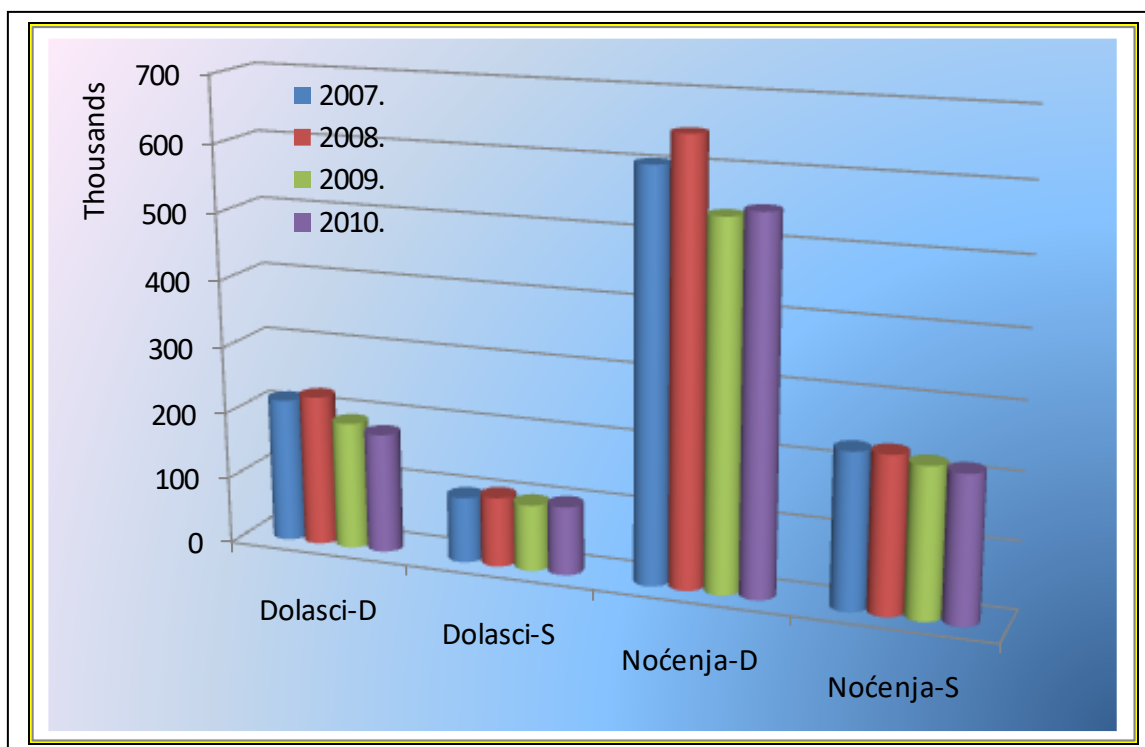
The consequences of the global financial crisis had a much greater negative effects for domestic tourists. It is a consequence of the low standard of living in Serbia. The global financial crisis only deepened for many years present crisis in the economy of Serbia.

In 2009 and 2010, the reduction of the number of arrivals and overnight stays of foreign tourists in Vojvodina was stopped, which is case in arrivals and overnight stays of domestic tourists. Namely, it is still downtrend in the number of arrivals and overnight stays of domestic tourists. Given the level of GDP per capita in Serbia, especially if one bears in mind the level of GDP per capita in the EU, in future we can not expect a significant increase in arrivals and overnight stays of domestic tourists in Vojvodina.

¹⁶ It is known that tourism is very sensitive to changes in life standards changes, but also that it has a positive reaction if there is an increase in the standard.

¹⁷ Negative effects of the global financial crisis in Serbia were felt in the second half of 2008

Graph 1. Arrivals and overnight stays of the tourists in Vojvodina in the period 2007-2010



Source: Republic Statistics Institute, Belgrade.

Bearing in mind the offer of agro-tourism the conference or saloon styles should be avoided when furnishing the objects. It is wrong to impose opinions on what and how to do, especially copying models from other countries. Each country has different natural and cultural values, and accordingly the appropriate legislation. Standards, especially foreign, must not destroy the individual, traditional and authentic¹⁸. In short, to prevent the destruction of a healthy rural by urban!

Agro-tourism should be based on the knowledge that the money from visitors to rural areas should be returned to rural population. If you consistently apply the principle of sustainable development of rural tourism, the economic effects are multiple. In perception of the effects of agro-tourism, the input-output relationship at the community level is especially interesting. Almost all the inputs are engaged from or in the local community, while the outputs are also realized there, they are not transported or exported anywhere. All revenues remain in the local community, local economy is stronger. If the local resources are smartly engaged, all it takes to complete the offer (what tourists look for) is in the local community¹⁹.

The governmental and academic institutions are expected to break down prejudices that agro-tourism is "charity for the rural population", but that it is healthy development and a nice business.

¹⁸ Tourists sometimes want to see and/or learn how to breed pigs on the private farms, for example in the country near Zrenjanin, or how to feed horses and pigs on the island in Danube near Krčedin on the open.

¹⁹ All the objects (starting from the old houses, ranches, pile-dwellings etc.) are a good basis for the tourist offer of the authentic ambient. Economic objects on the farms, as part of infrastructure for food production, are an important part of superstructure.

Significance of the culture and human creativity for the development of agro-tourism

The values of other cultures and human creativity are infinite, immeasurable evolutionary mosaic, but also the flow, i.e. "the river" without a source and the mouth. All the cultural values of Vojvodina present its holistic picture to the other nations and other countries.

Agriculture with all its traditional values and specificities without doubt is an integrative element of culture. Judging from the literature and research findings of the theorists (Vujović, 2007:215), agriculture from the smallest to the largest spheres of the development of mankind, is a fundamental activity or starting point of human existence.

Written records show that the economy, even in ancient times, about 6000 BC, was based on agriculture, cattle breeding and trade. At the time of Greek city-states and the Athenian Empire, and later in Roman times, the basic industry of both Greece and Rome was agriculture (Galbraith, 1995, 7). The famous British economist Malthus (Malthus, TR, 1798:131) in his scientific analysis, directly linked the growth and survival of the population to agriculture through the production of food.

Aristotle (384-322 BC) by analyzing the fundamental categories of economics (value, exchange, distribution, etc.) and ethics (morality, moral norms and principles) never questioned the fundamental position of agriculture. A similar relation, after Aristotle through history, had well-known scholars of economics Smith, Ricardo, Marx, Keynes, Leontief and others (Vujović, 2007).

However, there were those such as Hume (David Hume 1711-1776) who, speaking of economic development and manufacture production, created confusion, with allegations of type "could not think of any paragraph of any ancient author in which the growth of a city was attributed to the establishment of manufacturing "(Galbraith, 1995, 7). Is it right?²⁰ In agriculture and economies in general, the human factor has indispensable role, but skilled and knowledgeable factor, which confirms the ingenuity and visionary of advocates of personnel formation.

Tourism, as one of the leading²¹ sectors in the world, is directly related to agriculture. In terms of healthy eating and healthy environment, i.e. primal necessities of life, through health it can be said, that tourism is vitally dependent on agriculture. On the other hand, directly or indirectly stimulates the prosperity of agriculture and the economy.

The term agro-tourism indicates the unbreakable interdependence between tourism and agriculture, whether it is organized by unifunctional or profit model. Agritourism can be interpreted in many ways. Most often this includes tourism focused on substantive issues, healthy eating and staying in a healthy environment, through integrated development of agriculture, taking into account the aspects of sustainability.

Multifunctionality and integrated development of agriculture on the one hand and the heterogeneity of the request or desire on the other side, with the implementation of the principles of anthropocentrism and ecocentrism make their relationship very complex.

Interdisciplinary analysis of the interdependence of these two activities (more tourism than agriculture) profiles agro-tourism as a citadel of the total tourism, which has a base in agriculture. Agritourism directs the total agricultural complex to sustainable development, food production and its classification on the market. It does not only encourage and support the orientation of tourism activities to the original meaning of the term "agro" (Greek agros; lat. ager), but to sustainable integral development with primary agriculture in the center. Indirectly, through the concept of integrated development of agriculture, tourism encounters various activities related to agribusiness.

²⁰ It is true that working with a hoe or knitting sweaters is manufacture, but also work on the harvester, or computer, or magnetic resonance scanner in a clinic, manufacture in a certain way, but significantly different from the first.

²¹ Tourism is on the third place with its number of participants and turnover

»Terms agrarian (agricultural) and rural (country) entrepreneurship are derived terms from the literature and practice, the model of multifunctional agriculture, that, integral rural and sustainable development of agriculture and rural areas of developed European countries, especially EU members, which have determined for this» (Milanović, 2006:56).

Conclusion

As the basic values of all cultures and civilizations from the earliest times to the present, mentifacts are equally fundamental values necessary for the development of agro-tourism.

The links between culture and agriculture from the earliest times are direct, linearly dependent. According to their permanent complex interdependence, there is a further question - whether the culture generates agricultural development or vice versa, agriculture generates the development of culture? The fact that agro-culture implies agriculture as the foundation of its own existence, provides an answer to the question what impact culture has on the development of agritourism.

Material and spiritual values, created during the long evolution were very often, because of its historical and artistic significance, uniqueness and exoticness, very attractive by its very motivation. In that respect the following group values can be noted: ethnographic, archaeological, historical, artistic, urban and technical. They have irreplaceable essential effect on the development of tourism and the tourism of Vojvodina. The domain of traditional material culture in particular points out: the authenticity of the former way of life (ranches, old houses and cottages), costumes, craft products and handicrafts, ethnic food, etc. Spiritual traditional cultural values are: folklore, music, speech-language, customs, traditions, etc.

No matter that the early feudalism in the Middle Ages contributed to slowing (stopping) of the development of science and culture, there was the appearance of renaissance. The conditions for the development of science were created. Economic and cultural progress went on. Even today, despite all the economic problems and the global economic crisis, development of agriculture and tourism is going on.

Tourist offer of a country should be recognized. Health, sports, country, and especially hunting and fishing tourism, provide great opportunities for an atypical, highly diversified offer, in terms of accommodation facilities and food. Usually this kind of touristic offer means higher prices and guarantees greater use of positive effects of tourism, which means that the essence of the development of agritourism in Vojvodina, in answer to the question of how to use the available resources of international tourism to activate their own development resources.

The governmental and academic institutions are expected to break down prejudices that agro-tourism is "charity for the rural population", but that it is healthy development and a nice business.

For successful tourism development a good marketing approach is required, which would emphasize all the qualities of the variety of tourism. As the skills of resource management in international domains gained a dominant role, the existence of firm commitment and financial support towards the education of professional staff (by world standards) in the field of tourism and its related activities is necessary, which is a safe investment in the future. Management has to design and create the tourism functioning and its bid to attract foreign tourists, who could ensure the inflow of foreign currency as a driving force for further economic activity.

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