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Tourism - connection of local values and global competitiveness³

Abstract: *The process of globalization, generated by neoliberal principles has contributed, no doubt, a faster flow of goods and services on a global level, and faster movement of finance, particularly the corporate capital, but also the flow of a series of social, economic, and social problems. Neoliberal globalization did contribute to the promotion and leaving the national framework of national names of settlements, the availability of new technologies, more efficient dynamisation of the market, while, on the other hand, social development and social processes and problems leaves national economies. Accordingly, the paper explores how small economy by its own natural and anthropogenic values can be competitive on the world market, the development of tourism. Tourism with its specific (primarily spillover BNP and invisible exports), thanks to the comparative advantages of the economy, to solve the inevitable problems in the global tourism market and to competition.*

Keywords: *tourism, economy, globalization.*

1. Introduction

As it was already mentioned in the abstract, the neoliberal globalization contributed to the promotion and leaving behind the national framework by national economies, the availability of new technologies, more efficient market dynamics, while, on the other hand, it left all social development processes and problems to national economies. This contributes to a growing gap between the large corporate capital and economically poor populations around the world. Particularly interesting is the corporate financial capital. Controlled by centres of political power, without departing from the high profit rates, this type of capital deepens the gap between the technical and economic, on the one hand, and the socio-economic sphere on the other hand. Financial capital regards population (world population) as interesting only from two aspects: as voters and as consumers.

Speaking about the economy in terms of globalization, emphasizing the economic trends during globalization in the future, in light of neoliberalism, Tuševljak (2015) states that it is "theoretically, systematically and institutionally serious problem and serious concern, and that the theory of neoliberalism contributed to a dynamic market on a global scale, introduced numerous benefits, made access to technology, communications, but in a particular domain it sparked numerous issues".

Clarifying at the same time the positive and negative effects of globalization, Tuševljak pointed out that the already established values of social upgrading remain in the domain of obligations and responsibilities of national economies, while on the other hand, globalization led to a further affirmation of the importance of the economy.

A major issue in terms of globalization for Tuševljak is the issue of competitiveness, noting that the current economic crisis and the problems require national recovery program, which would identify local resources, both material and human, and what can be done using own resources, particularly stressing that a prosperous country cannot be created if financial and human resources are underestimated.

Some authors (Vidojević, 2015), analysing the correlation between globalization and economics suggest that "Globalization has its positive effects in bringing people together in culture, sports, but the essence of globalization is connecting the world on the basis of capital that leaves behind huge social inequalities". The author states that alter-globalization is yet to appear, that it occurs in youth and

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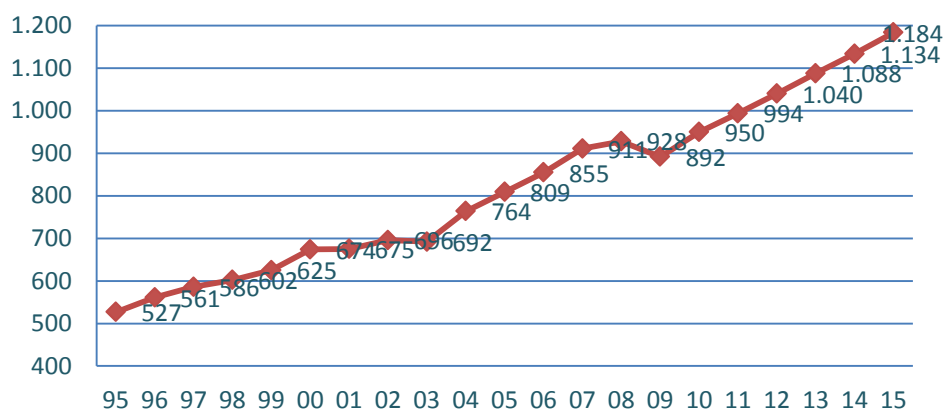
political movements, and that it is not yet matured to the level of a relevant strategy, which is directly present.

Katić's stand (2015) is a fairly realistic approach to analysing the impact of globalization and neoliberalization on the national economies: "From the perspective of a small country, globalization is the same as colonization, provided that this small country has no high-quality government, which is able to alleviate these processes and control them".

2. Indicators of Tourism Development at the Global Level

According to the statistics of the World Tourism Organization and the International Monetary Fund (WTO, 1998), in 83% of the countries of the world tourism is one of the five leading export activities, while being the main source of foreign currency revenue for at least 38% of countries. World tourism accounts for 10% of world gross domestic product, generates annual revenues of more than USD 1,100 billion and employs 200 million people (WTO, 1998).

Figure 1. Number of total international tourist arrivals in billions of USD



Source: <http://www.unwto.org>

One of the positive characteristics or strengths of tourism in relation to other economic activities, is the positive stats, i.e. a constant increase in tourist arrivals, accommodation and revenue realized, despite the negative economic trends and political turbulences (Vujović i ostali, 2012).

The fact is that the global economic crisis in 2008 reflected on tourism, but the global tourism industry already recovered in 2010, proved by an increase in foreign tourist arrivals by 7% in 2010, while the number of international tourist arrivals increased by 4.6% in 2011.

According to the World Tourism Organization, the total number of international arrivals in the first quarter of 2012 was 5% higher compared to the same quarter of the previous year. Given the current annual growth rates of international tourist arrivals (average annual growth rate was 4.4% since 1990), about 1.6 billion of foreign tourists in the world is expected by 2020 (Premović et al, 2012).

The processed data of UNWTO show that the global tourism revenue for 2013 reached USD 1.187 billion, or 230 billion more than in pre-crisis 2008, which was a great year for world tourism.

A record number of 1.2 million tourists travelled the world last year, which is 50 million or 4.4 percent more than in 2014, and bearing in mind the positive trends in demand this year, a similar increase is expected as it was announced by the World Tourism Organization (UNWTO). Analyses at the global level show that Europe remains the leading tourist destination, accounting for more than half of the total tourist arrivals.

In 2015, 609 million of tourist arrivals was recorded in Europe, which is 29 million or 5 percent more than in 2014. The increase was even more pronounced in central and eastern Europe, with 6 per cent,

as well as in northern Europe, while southern Mediterranean Europe recorded 5% increase in foreign tourists, and west Europe 4%.

The growth of tourist visits in the Mediterranean part of Europe is the result of unrest in North Africa and the Middle East, but also of growing interest of tourists from the Nordic countries, Russia and Germany.

Data from the Republic Bureau of Statistics showed that 11% more tourists visited Serbia in 2015 compared to 2014, out of which domestic (+12%) and foreign (+10%) tourists.

Compared to July 2015, the number of tourist arrivals in Serbia in July 2016 increased by 12.7%, while the number of overnight stays increased by 11.8%.

3. Natural Resources and Natural Conditions

The most common theoretical approach to the definition and analysis of natural resources implies by the term of natural resources the "totality of the various forms of the natural resources that is the basis of human life" (Apecsec, 2015) i.e. at a specific tourist destination, all the natural elements that enable creation of tourist offer, i.e. meeting the needs of tourists (and other structures of the human population).

When analysing the possibilities of organizing a tourist offer and the development of tourism in a given area/new destination, the first question would be: what are the existing elements of the natural environment and how will they affect the future development of tourism? "The first question that arises when considering the natural environment-tourism relation is what elements of the environment influence the development of tourism and how? In other words, to what extent they are attractive for tourism. It is certain that besides geological structure and soil cover (which effects can be marked as direct and sporadic), all elements of the environment are important and have a more specific impact on tourism development (relief, climate, hydrographic features, vegetation, wildlife). This influence is manifested in various ways, where the most important is recreational one. They can be valorised on the basis of established manner and intensity of physiological functioning of the individual elements of the environment on the human body, its recreation and relaxation" (Dinić, 1993).

Tourism development and organization of tourist offer in new tourist destinations enable the transformation of specific natural resources into certain (or specific) goods and values, while the individual goods are used in its original form as free. With the development of tourism and human civilization in general, the natural environment as an overriding requirement for life is increasingly converted into a factor of economic reproduction. In science, the natural values are classified into the resources of: biosphere, hydrosphere, atmosphere and lithosphere.

There is also the division of natural resources depending on different criteria, but more important is the question of their assessment and geographical distribution. From an economic point of view, the main manifestation forms of natural resources are:

- mineral resources,
- forest resources,
- animal resources,
- seas and oceans, and
- inland waters.

From the aspect of tourism, the important manifestation forms of natural resources would be:

- elements of the atmosphere,
- biosphere,
- hydrosphere,
- lithosphere, and
- relief features (Vujović, 2008).

The geographical distribution of natural resources is very heterogeneous. The differences are first noticed in the location and structure of natural resources by continents, then some parts of the continents, specific zones.

Natural conditions can be defined as the qualitative and quantitative characteristics of natural resources or the environment (relief, climate, mineral and water resources, flora and fauna, etc.). Natural conditions have a superior effect, and they are very important factor in the development of tourism.

Different natural characteristics of certain landscapes planned for the development of tourism depend on their natural elements, such as: relief, climate, water and biosphere (Apecsec,2015).

The involvement of local resources in the global tourism flows, indirectly through the quality tourist offer that is competitive at the global level, implies their adequate evaluation at the local level. Evaluation of resources is a complex assessment of natural and anthropogenic values of importance to the development of tourism in a particular tourist place and destination. The main aspects in the evaluation of resources for the purpose of organizing a tourist offer are: attractiveness, geographic location and distance from the place of residence of tourists and larger urban centres.

Although the factors of demand are considered to be the driving factors of tourism development, when analysing correlation and inclusion of local resources in the world tourism flows, the practice confirms that the quality and availability of resources determine the direction and volume of tourist movements. Therefore, the process and methodology of evaluation of tourism resources are very important, serving as a starting point of the competitive inclusion into global tourism flows.

When analysing the involvement of local resources in the global tourism flows, considering the importance of their valorisation, special attention should be paid to the analysis of external factors. These factors include the analysis of their possible use, point out their certain specifics and their recognition in the global tourism market.

Internal factors are also important and are related to the specifics of the quality and level of utilization.

In practice, for the evaluation of tourism resources the following are mostly used: quantitative and qualitative method based on six indicators (Čomić and Pjevač, 1997) and Hilary Du Cros method (See, Vujko and Plavša, 2014).

4. Theoretical and Methodological Basis of Research

Given the socio-economic trends at national and broader level, all implicit economic activities and sectors, and in the context of further economic developments, the analysis was conducted on actual possibilities of tourism development in the future in terms of entrepreneurial desires and intentions of students. The methods used are: analysis, synthesis, correlation, deduction and induction. The priority was given to field research based on questionnaires, interviews and in-depth interview.

5. Results and discussion

The main hypothesis of the paper is that tourism resources are of fundamental significance for the inclusion of certain tourist destinations/cities in the world tourism flows, for the world tourist market.

Questions asked during the research for the purpose of confirming or rejecting the null hypothesis, and which were used for collecting students' answers, opinions and attitudes are:

1. How important and what is the role of tourism resources when it comes to the inclusion of a particular destination in the world tourism market;
2. How important is the role of the media, and
3. Other factors.

The study was conducted in the field by means of questionnaires, interviews and in-depth interviews. Target group of the study was the student population, born between 1989 and 1993 and older students born on the territory of western Serbia. The study was done by authors and students of the Technical College of Vocational Studies in Užice.

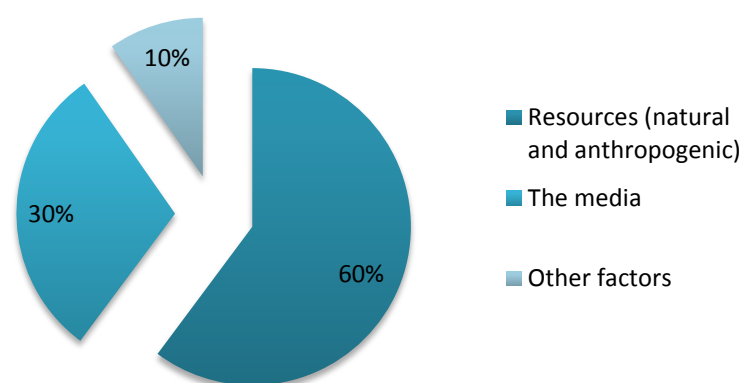
The sample consisted of a total of 1,500 students (primarily from the Technical College of Vocational Studies and the Teacher Training Faculty in Užice, but also students from other Colleges in Užice (private and state-owned).

However, specifically for this paper, with the aim of testing the null hypothesis, the sample of 515 respondents was analysed out of the total collected questionnaires, interviews and in-depth interviews. The sample consisted of 42% male respondents, 57% female, and 1% undecided.

Students expressed their views and opinions on the offered defined questions through the questionnaire in writing. Later during interviews and in-depth interviews, the conversation with a number of respondents revealed the dilemma - whether resources without the media can have a fundamental role, or their synergy is mandatory.

Based on the results of the analysed material, in the opinion of 60% of respondents, resources are ranked first when it comes to the inclusion of tourist destinations/cities in the world tourism flows, 30.14% of respondents believe that the media plays a crucial role, while 9.86% of respondents believe that other factors, such as politics, competition and the role of the state, are of decisive importance.

Graph 2. Important factors for inclusion of tourist destinations/cities in the world tourism flows



Source: authors

6. Conclusions

Without a doubt, both in theory and in practice, the development of tourism is linked to a particular spatial framework enclosing the resources, and therefore it is much more connected to local and regional, than to global level. Tourist activity is part of the economic system and therefore is influenced by global processes, but its specificity is primarily reflected in the connection to the lower spatial frameworks.

The tourism product is delivered by local and regional environment, where global impacts refract. In this context, the aim of the research, partly shown in this paper, is to contribute to all entities (public and private) in terms of showing how important and what the role of tourism resources is, when it comes to the inclusion of tourist destinations in the global tourism flows, i.e. the global tourism market. Furthermore, it shows the extent and type of possibilities of tourism development in western Serbia in the future.

The research confirmed the null hypothesis, i.e. the resources are crucial when it comes to the inclusion of certain tourist destinations in the world tourism market.

During the research, in addition to emphasized importance of the media in this regard, a number of respondents were caught in dilemma, as to whether the resources can be revealed without the media in terms of inclusion of destinations in the world tourism market.

“One must first earn money, i.e. produce a variety of goods, in order to satisfy different needs by spending these goods. In doing so, abilities for production of goods are limited, because resources are limited, unlike the needs that are generally above manufacturing capabilities (Dulčić, 2001:49)”.

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