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И ОПЫТ РОССИИ**

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**Устойчивое развитие туристского рынка: международная практика и опыт России :**  
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В сборнике опубликованы статьи, в которых рассматриваются проблемы развития отрасли туризма и сервиса, а также влияние их на смежные отрасли. Теоретические аспекты туристской отрасли, современные особенности развития туристской отрасли в условиях глобализации, роль туризма в устойчивом развитии сельской местности: Европейский опыт и возможности его применения в России, возможности инновационного развития российской экономики за счет туризма, современные тенденции в управлении туристскими объектами, информационные технологии в туризме и сервисе, социально-экономическая и экологическая ответственность туристской отрасли в свете обеспечения устойчивого развития.

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AND RUSSIAN EXPERIENCE**

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### DEMOGRAPHIC CHANGE AND SPA TOURISM: CASE STUDY SERBIA

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**Abstract:** The tourism is often seen as an instrument for development furthermore affecting demographic change in tourist areas. By contrast, demographic change has implications on tourism supply and demand. Due to a large number of mineral springs, spas have traditionally been an important part of the tourist offer of Serbia, but with domination of domestic tourists. The aim of the paper is to contribute to highlighting the complex inter-relation between demographic change and tourism, based on the Serbian spa settlements' case study.

**Key words:** migration, population change, spas, tourism, Serbia

### Introduction

Spa tourism in Southeast Europe have tradition that dates back from the ancient Rome. At the end of 18th and beginning of 19th century, this way of tourism becomes more popular

and attracts first the wealthiest and the most powerful people in Europe (spas in Germany, France, Austria, Hungary, Romania and others). Similar situation was in Serbia as well, with the first official, noted tourist offer in Serbia for Sokobanja (Bjeljac et al. 2017). Certain spas on the territory of former Yugoslavia represented some of the most important tourist destinations, both for domestic and foreign tourists (Rogaška Slatina, Čatež, Radenci, Ilidža, Vrnjačka banja, Sokobanja, Bukovička banja, Niška banja, Varaždinske toplice, Krapinske toplice and others). With development of spa and wellness tourism, many of those spas have also had significant demographic changes as well.

Natural resources provide opportunities for green field investments, which can enforce rapid regional economic development – youth and female employment, construction of smaller accommodation facilities, the development of the service sector and agriculture. Therefore, the tourism is often seen as an instrument for development and as a determinant of demographic revitalisation. Rare research on the relation between tourism development and demographic change conducted in the former SFRY (Socialist Federal Republic of Yugoslavia) pointed that the decision to emigrate to the tourist region was made because the settlement of destination was valued as promising, while the score of prospectivity was linked to the level of tourism development (Devedžić, 1999). Tourism enables the existence of small settlements, while for those settlements with more functions and other comparative advantages, the population increase is mainly due to in-migration flows (Devedžić, 2007).

While tourism affects demographic change by contrast, demographic change impacts many aspects of the society, including development of tourism - the future of tourism, tourism supply and domestic demand. It impacts directly on tourist demand (volume and structure) and the tourism labour market (number of workers and their qualifications) and has an indirect effect on jobs within the tourism industry and tourism services (type and quality of sector-specifics and enhancing infrastructure). Relevance of direct and indirect effects of demographic change for tourism policy has been recently discussed in the countries of Western Europe. Therefore, the declining population volume, migration and the change in age structure are at the focus of the tourism-related trends and effect forecast (Grimm et al. 2009).

Bearing in mind the numerousness, health aspect and quality of spas in relation to the territory of Southeast Europe, this way of tourism represents one of the most significant elements of the total tourist offer of Serbia. Due to this, spa settlements have gone through significant demographic changes over time, which is in focus of the research in this paper.

### **The Serbian context**

The Republic of Serbia with over 50 spas and about 500 springs of cold and hot mineral water, as well as the wealth of natural mineral gas and medicinal mud, has a huge potential in the health/wellness segment of tourism (Government of the Republic of Serbia - GORS, 2016). Spa tourism has long tradition in Serbia, so there are data that yet Romans had been using medicinal waters in these areas, whereas medicinal attributes have been recorded on 400 localities in Serbia (Stanković, Pavlović, 2005). The main zones with concentration of thermomineral springs are river basins of Zapadna Morava and Južna Morava (Jovičić, 2009).

Nevertheless it was only after the Second World War that spas have overgrown health function and spa tourism with the necessary facilities have began to develop in spa settlements. Spas became dominant in the tourist traffic of Serbia from the beginning of the Sixties of the 20th century, but with maximum of visits during the '80s, while declined since the turbulent socio-economic '90s. The data on the volume and structure of tourist traffic in Serbia, according to the number of overnight stays and type of resorts, show that in the last two decades a dominant share of spas, with one third, can be noticed, compared to the main administrative centers, mountain resorts and other tourist resorts. Few the most developed spas absorb even 2/3 of the total tourist arrivals in the Serbian spas (Jovičić, 2009). According

to the basic indicators of tourism development (number of tourists, number of overnight stays, number of beds) Vrnjačka banja is on the leading position due to the modernization - the opening of the spa and wellness center, as well as promotion of other forms of tourism in its tourist offer (Belij et al. 2014).

Strategic tourist markets for tourist economy of Republic of Serbia are: the countries formed after the breakup of SFR Yugoslavia, Romania, Bulgaria, Hungary, EU member countries, China, Russia, Belarus, Japan and others. Thereat, health tourism (spa and wellness programs in spas) belongs to priority types of tourism (GORS, 2016). In February 2017, there was the tourist forum of the countries formed after the breakup of SFR Yugoslavia held in Belgrade namely the ministers whose sectors include tourism), where it has been agreed to jointly promote mutual tourist destinations as a final tourist products, where spa centers of the region are among the most important destinations.

Spas have important place in tourist offer of Serbia considering the domination of domestic tourists (Jovičić, 2009) as well as intensive ageing of population. Increase in the number of spa users may result in a intention of some users to settle permanently in one of the spa settlements (Đurđev et al. 2007). The population ageing is one of the demographic processes with the most pervading effect on many societal spheres. From mean age of 26 years as 1953 Census recorded, Serbia grew substantially older to an average of 42.2 years according to 2011 Census. This led to disturbed ratio between large age groups as shown by ageing index meaning there is nearly 25% more of those older than 60 compared to younger than 20 years (SORS 2014a). The core of this tremendous demographic changes lies in low fertility with emigration of young population. Long history of emigration exhausted the most of the demographic potential of smaller settlements in Serbia and contributed to the accelerated ageing of the areas of origin due to the selectivity of migrants by age. Internal migration flows contributed to those processes by having the same direction for decades, while following the patterns of socio-economic development and intensifying North-South and urban-rural disparities. Municipalities with larger number of inhabitants are more developed ones, attracting population from underdeveloped areas which have been facing numerous economic, demographic and social problems (Lukić, 2013). According to the First National Report on Social Inclusion and Poverty Reduction of Serbian Government, the ratio between the most developed and the most underdeveloped municipality, observed according to level of economic development, was 10:1 in 2008 (GORS, 2011:70). The tourist aspect of development of spa settlements has also influenced the wider economic development by creation of brands of mineral springs as bottled mineral waters (waters Vrnjci, Prolom, Knjaz Miloš, Karađorđe, Akvaviva, Jzak, Planinka and others), which has influenced the demographic changes as well.

### **Data and Methodology**

The key data on demographic change in selected Serbian spa settlements have been analyzed. The analysis is focused only on those settlements where spa tourism is predominant economic sector and which, around the time of the last two censuses (2002 and 2011), had over a hundred thousand overnight stays of tourists (Table 1). Bukovička banja, Ribarska banja, Mladenovac and Gornja Trepča in which there were over 100 000 overnight stays, but not in all observed years, have been excluded from the analysis. All analyzed settlements are urban ones with population between 4,000 and 10,000, where Vrnjačka Banja, Niška Banja and Sokobanja are municipal centers, while the Banja Koviljača is the settlement in the municipality of Loznica.

**Table 1. Serbian spas with more than one hundred thousand overnight stays in 2001-2003 and 2010-2012 periods**

Spa	Number of overnight stays					
	2001	2002	2003	2013	2014	2015
<b>Banja Koviljača</b>	158,374	143,496	133,000	150,677	113,259	83,476
<b>Vrnjačka Banja</b>	421,101	445,548	424,000	531,574	431,455	481,150
<b>Niška Banja<sup>7</sup></b>	301,161	169,721	152,000	-	29,519	29,991
<b>Sokobanja</b>	390,351	363,854	366,000	301,179	209,057	184,022

Source: Statistical Yearbook of the Republic of Serbia for 2002, 2003, 2004, 2013, 2014 and 2015 (Statistical Office of the Republic of Serbia).

We took into consideration available data from various national sources (SORS – Statistical office of the Republic of Serbia and GORS - Government of the Republic of Serbia strategic documents).

### Discussion

Population decline in Serbia has been recorded in the last three inter-census periods. Looking at the population change in the group of most important Serbian spas, there has been a continuous increase in the number of inhabitants in each of the six post-war inter-census periods until the 2011 Census (Table 2.). Only Banja Koviljača and Vrnjačka Banja in the inter-census period of 1981-1991 recorded a slight decline in the number of inhabitants (Đurđev et al. 2007).

The population of Serbia in the period 1948-2011 increased by 24% whereas the population of observed spa settlements tripled. Population of Vrnjačka Banja and Niška Banja increased the most. In the last inter-census period (2002-2011) only Vrnjačka Banja spa, which is the largest settlement by number of inhabitants (10,065 in 2011), recorded a population increase. The relation of accommodation capacities and the number of the local population in most spas can be defined as favorable (green zone), because there is no intensive tourist development (Pavlović and Belij, 2012).

**Table 2. Population change in spa settlements**

Period	Banja Koviljača	Vrnjačka Banja	Niška Banja	Sokobanja	Total	Serbia <sup>8</sup>
Chain indexes of intercensus change						
<b>1953/48</b>	131.0	134.1	128.4	118.2	126.7	106.3
<b>1961/53</b>	135.9	157.4	170.5	106.1	134.9	108.4
<b>1971/61</b>	129.2	131.2	157.3	131.4	134.1	108.0
<b>1981/71</b>	105.4	148.8	123.1	129.7	128.6	107.2
<b>1991/81</b>	97.0	98.6	105.9	115.0	103.8	98.0
<b>2002/91</b>	119.4	103.2	108.7	101.5	106.7	99.0
<b>2011/02</b>	81.2	101.9	98.7	94.9	95.0	95.8
<b>2011/48</b>	227.9	427.4	481.3	236.8	310.0	124.0

SORS, 2014b.

<sup>7</sup> Since 2012, hotels and spa hospitality businesses in Niška banja, which was one of the symbols of spa tourism in the region, had two privatisations, which have both failed.

<sup>8</sup> Due to the lack of statistical data for the territory of the AP Kosovo and Metohija the data for the Republic of Serbia are presented without data for the AP Kosovo and Metohija.

Data on the impact of the two components of demographic change on number of inhabitants of the spa settlements indicate that there have been changes in the last two decades (Table 3.).

**Table 3. The contribution of natural increase and migration to demographic change in spa settlements**

Spa	Intercensus change	Natural increase	Migration
1991-2002			
<b>Banja Koviljača</b>	1,029	44	985
<b>Vrnjačka Banja</b>	309	76	233
<b>Niška Banja</b>	356	-21	377
<b>Sokobanja</b>	124	-222	346
<b>Total</b>	1,818	-123	1,941
<b>Serbia</b>	-78,863	-171,672	92,836
2002-2011			
<b>Banja Koviljača</b>	-1,189	-297	-892
<b>Vrnjačka Banja</b>	188	-285	473
<b>Niška Banja</b>	-57	-126	69
<b>Sokobanja</b>	-425	-430	5
<b>Total</b>	-1,483	-1,138	-345
<b>Serbia</b>	-311,139	-297,377	-13,762

Source: Đurđev et al. 2007; SORS, 2017.

Namely, positive effects of migration in spa settlements have been losing its significance especially in Banja Koviljača spa, which is the only settlement in the analysis that has no function of the municipal center.

The dynamics of population ageing in the observed spas follow the dynamics of ageing of the total population of Serbia, but with greater intensity. The average age of the population of Serbia in the period 1961-2011 increased by 38.4%, while for population of spa settlements the average age in the same period amounted to 39.4%. According to 2011 Census data, average age of population in observed spa settlements was 43.8 years, which is bigger than the average for Serbia, especially if only urban settlements are considered (41.3 years).

Due to the higher life expectancy of women, ageing leads to a feminisation of the settlements which are affected by this process. In the Serbian spa settlements, on every thousand men there is an excess of 98 women and this excess is almost twice higher than the average for Serbia (Đurđev et al. 2007).

### Conclusion

Tourism in Serbian spas has a long tradition due to a large number of mineral springs. Nevertheless, the official statistics record a huge differences in the volume of tourist traffic of spas in Serbia pointing to a few the most developed ones. Considering the data on population change, we can conclude that the development of tourism with its economic effects has stimulated demographic development of Serbian spa settlements in the 20th century. The tourist aspect of spa settlements' development has also had its influence on a wider economic development, which consequently has affected demographic changes as well. Although the spa settlements had better indicators of demographic development in relation to the average of Serbia, the effects of tourism have been losing its significance and nowadays only larger settlements experience population increase and a positive migration rate. Compared to the average for Serbia, the accelerated processes of feminisation and ageing can be noticed in the spa settlements.



Tourism policy in Serbia should consider the impact of demographic change on tourism such as ageing of workforce in the tourism sector or the shift in the structure of demand. The rise in the number of senior citizens could result in specific behavioural patterns such as greater significance of spa tourism, while the new generations of the elders might have different needs wishing to incorporate additional activities.

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