



THE SECOND INTERNATIONAL CONFERENCE

**CASB25**

CREATIVE INDUSTRIES IN THE SECTOR OF TOURISM  
AND HOSPITALITY - CHALLENGES AND PERSPECTIVES

# CONFERENCE PROCEEDINGS

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Academy of Applied Studies Belgrade

Department of Geography, Tourism and Hotel Management,  
Faculty of Sciences, University of Novi Sad

**BOOK OF PROCEEDINGS**

**THE SECOND INTERNATIONAL CONFERENCE CASB25:  
CREATIVE INDUSTRIES IN THE SECTOR OF TOURISM AND  
HOSPITALITY - CHALLENGES AND PERSPECTIVES  
(28-29th March 2025)**

Belgrade, 2025

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## PREFACE

In the field of tourism and hospitality, creative industries offer a wide range of opportunities for enhancing business activities, simultaneously contributing to the preservation of local heritage and tradition, creating new workplaces, increasing the diversity and quality of all resources along with the attractiveness of tourist destinations. Furthermore, they are a part of the world strategy for attaining goals in the Agenda of Sustainable Development until 2030 (Agenda 2030). Consequently, in line with the fact that global changes and events influence tourist trends, as well as demand for products and services in the field of tourism and hospitality, the significance of the analysis and the application of creative solutions in these sectors is evident. As innovation is a result of creativity, it is necessary to incorporate creativity as an integral part of the processes in the education system, producing skills and knowledge which are necessary for the future.

Recognizing these tendencies, the international scientific conference CASB25 was designed as a networking place for domestic and international experts to share experiences and examples of good practice in the field of application of creative industries solutions in tourism and hospitality generally, as well as in health tourism as an emerging global trend. The final goal was to contribute not only to the development of creative economy but also to the education sector as a necessary precondition for the development of the local society. Thus, it was a great honor for us to host many authors and guests at our conference, and we hope to have inspired new avenues of creativity in the related sectors. One of the initial outcomes of this initiative is the Proceedings you have in front, which clearly showcase an interdisciplinary approach through a diverse range of themes and research.

President of Academy of Applied Studies Belgrade  
Dr. scient. med. Danijela Pecarski, Professor of Applied Studies

Head of Department of Geography, Tourism and Hotel Management  
Faculty of Sciences, Novi Sad  
Dr Lazar Lazić, Full Professor

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# THE MUNICIPALITY OF ARANĐELOVAC AS AN EXAMPLE OF GOOD PRACTICE FOR A SUSTAINABLE TOURIST DESTINATION

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**Abstract:** Sustainable tourism, or more simply, the smart management of tourism resources, both natural and anthropogenic, is the focus of contemporary tourism planning for numerous destinations, both on the international and domestic markets. Sustainable tourism development, as well as sustainable tourist destinations, have become increasingly popular terms in the tourism industry in recent years. These concepts refer to tourism development that respects the economic, social, ecological, and cultural values of the tourist destination. The municipality of Aranđelovac, as a tourist destination including Bukovička Banja, has a tradition spanning two centuries in terms of health, spa, and other forms of tourism. In recent years, the municipality of Aranđelovac has emerged as an example of good practice for a sustainable tourist destination, thanks to overall engagement, collaboration with numerous tourism entities, institutions, and organizations, as well as the implementation of projects important for the future tourism development of the town under Bukulja.

**Keywords:** municipality of Aranđelovac, tourism, destination, sustainable development

## INTRODUCTION

Sustainable tourism does not mean achieving quick and short-term, primarily economic results; rather, it implies effects that are satisfactory from economic, sociological, and ecological perspectives over a longer period of time. Tourism development should occur in a way that ensures the rational use of the natural environment and cultural heritage, the promotion of authentic and specific values of a particular area, the spirit and tradition of a place and its inhabitants (Štetić & Šimičević, 2014).

The concept of sustainable development is based on three key principles: 1. the principle of ecological sustainability, which ensures that development is compatible with vital ecological processes, biodiversity, and biological resources; 2. the principle of social and cultural diversity, which ensures that development is compatible with the cultural and traditional values of human communities and contributes to strengthening their integrity; and 3. the principle of economic sustainability, which ensures that development is economically efficient with the open possibility for future generations to use resources (Jovičić, 2000).

The concept of sustainable development aims to create a better world where economic, social, cultural, and ecological factors are balanced. The idea of global sustainable development will only be achieved if identical ideas are implemented at the local level. The role of local authorities and communities is crucial in this process. Such a process involves characteristics shaped by local conditions, including geographical, economic, sociological factors, as well as public opinion (Stojanović, 2011).

The issue of applying sustainable development indicators for cities is relatively similar to the issue of applying general sustainable development indicators and sustainable tourism development indicators (Klarin, 2017).

Through sustainable development, the ecological and economic aspects of tourism should be reconciled, meaning that mass tourism should be replaced by sustainable tourism that focuses on quality rather than quantity. In this way, it will retain positive economic effects while simultaneously preserving the ecological integrity of the area. In order to increase the chances of a tourist destination to ensure its survival and build an appropriate position in the tourist market through sustainable development, in addition to the consistent

application of principles aimed at sustainable tourism development, additional efforts must be made (Vujović & Cvijanović & Štetić, 2012).

## KEY CHARACTERISTICS OF THE MUNICIPALITY OF ARANĐELOVAC AS A TOURIST DESTINATION

The Municipality of Aranđelovac is one of the municipalities in the Šumadija District (central Serbia). It is surrounded by the Venčac, Bukulja, and Preseka mountains at an altitude of 250 meters. It is impossible to determine with certainty when the first settlement emerged in the area that is now Aranđelovac, but the fact that there are 38 registered archaeological sites within this municipality suggests that this region has always attracted people due to its fertility, natural resources, and climate. In the Risovača Cave, tools made of stone and bone, estimated to be around 118,000 years old, were discovered, and several archaeological sites belong to the younger Stone Age. The town of Aranđelovac was originally named “Varoš Vrbica” (Spasić, 2011), and its name was changed to Aranđelovac by a decree of Prince Miloš Obrenović in 1859. During this time, Prince Miloš requested that the municipality of Vrbica prepare the stone for the construction of a church dedicated to Saint Archangel, the construction of which he would finance. Since then, an annual fair has been held on St. Archangel, and since July 17, 1859, the town of Vrbica has been called Aranđelovac (Matić, 2012).



**Figure 1:** The Park of Bukovička Banja in the Municipality of Aranđelovac  
Source: Tourist Organization of the Municipality of Aranđelovac

The Municipality of Aranđelovac covers an area of 357.89 km<sup>2</sup>, which is 15.75% of the total area of the Šumadija District, ranking third in the district, after Kragujevac and the municipality of Knić (Sustainable Development Strategy of the Municipality of Aranđelovac, 2011-2015).

The traffic-geographical position of the Municipality of Aranđelovac is defined by coordinates between 44 degrees and 12 minutes of northern latitude and 20 degrees and 25 minutes of eastern longitude. The traffic position of the Municipality of Aranđelovac is relatively favorable. The distance from Aranđelovac to Kragujevac is 55 km, to Belgrade 74 km, to Mladenovac around 22 km, to Topola 14 km, and to Lazarevac around 33 km. This location of the town enables connectivity with administrative, economic, and tourist centers (<https://arandjelovac.rs/o-arandjelovcu/arandjelovac/>).

With an area of 376 km<sup>2</sup>, Aranđelovac is the third-largest municipality in the Šumadija District and the second in terms of population (41,297 residents according to the 2022 census). Currently, the relatively good traffic-tourism position of Aranđelovac on the regional road M4 will be significantly improved with the construction of the “Vožd Karađorđe” highway, while connectivity with emitting centers will undoubtedly contribute to the development of tourism (Stanić Jovanović & Ilić Miletović, 2024).

Aranđelovac is rich in numerous natural resources that should become one of the main catalysts for tourism development in the municipality. Forested mountains, lakes, thermomineral springs, caves, rich deposits of

white marble, and other natural elements represent unique characteristics of Arandjelovac. Anthropogenic tourist resources are highly suitable for the development of cultural and event-based activities, arising from their aesthetic, curious, artistic, and significant properties of tourist attraction (Prodanović, 2024).

Since the 18th century, known for the beneficial effects of its waters, Arandjelovac is one of the oldest tourist destinations in Serbia. This small town is most famous for its spa located in the heart of the town, Bukovička Banja, which is considered one of the most beautiful spas in Serbia. It represents a point where long-standing tradition and the most modern medical methods intersect (<http://www.redasp.rs/arandjelovac.p173.html>).



**Figure 1:** Special Hospital for Rehabilitation “Bukovička Banja”

Source: Tourist Organization of the Municipality of Arandjelovac

Among the most significant attractions of the Municipality of Arandjelovac are: the Bukovička Banja Park, the historic site of Orašac, the Risovača Cave, the Bukulja Mountain, and the Garaši Lake. Within the cultural heritage offerings on the website of the Tourist Organization of the Municipality of Arandjelovac, you can find: the 15th-century Brezovac Monastery; the 1832 wooden church in Darosava, and the National Museum of Arandjelovac (<https://bukovickabanja.rs/atrakcije>). In addition to the offerings of health tourism and cultural heritage, a significant segment of the Tourist Organization of the Municipality of Arandjelovac is dedicated to the development of rural tourism, adventure tours, gastronomy, events, and wine routes.

The development of wine tourism destinations needs to be built on interesting wine events and festivals that are based on a long tradition and attractive programs, including traditional crafts as part of intangible cultural heritage, folklore, wine museums, and other unusual segments of the wine tourism offer (Stanić Jovanović & Dagović & Vuković, 2024).

## **THE MUNICIPALITY OF ARANĐELOVAC AS AN EXAMPLE OF GOOD PRACTICE FOR A SUSTAINABLE TOURIST DESTINATION**

The Tourist Organization of the Municipality of Arandjelovac is a public service established by the Assembly of the Municipality of Arandjelovac to organize and contribute to the more successful operation of the economy, focusing on the promotion and advocacy of tourism. The Tourist Organization was founded on June 30, 1994, through the transformation of the Tourist Union into the Tourist Organization (<https://arandjelovac.org/o-nama/>).

One of the main activities of the Tourist Organization of Arandjelovac is the promotion of the tourist offer within the municipality of Arandjelovac. In addition to fairs, advertising in the media is another form of marketing used by the Tourist Organization of Arandjelovac for promotional purposes. Advertising through social media is particularly relevant and popular, especially in tourism. The Tourist Organization of the



Municipality of Aranđelovac has profiles on Facebook, Instagram, and TikTok, which it uses to promote tourist attractions and sites within the municipality, announce events, sports activities, and more. The marketing campaign conducted by the Tourist Organization of Aranđelovac in 2021 and 2022, branding city buses on the two longest routes in Belgrade, had very positive results. In addition to its promotional role, the Tourist Organization of the Municipality of Aranđelovac contributes to the tourism offer of Aranđelovac through projects implemented with the help of the Municipality of Aranđelovac, as well as the Ministry of Tourism. The observation tower on Bukulja, which also includes a facility designated as the Information Desk for the Tourist Organization of the Municipality of Aranđelovac, is a project realized by the Tourist Organization of Aranđelovac and the Assembly of the Municipality of Aranđelovac, with an estimated value of 6 million RSD. The tower is 19 meters tall and stands at an altitude of 660 meters, offering a magnificent view of half of Šumadija from its summit. This project was completed in 2011 and is of great importance for the development of tourism in Aranđelovac and Bukulja Mountain, which is one of the most popular destinations for visitors of Aranđelovac. On the mountain itself, there are hiking trails, health trails, and mineral water springs. What makes it even more remarkable is that the mountain's natural environment is well-preserved and unaffected by urbanization, which makes it an attractive destination for visitors. The 2021 excursion facilities project is another notable achievement of the Tourist Organization of Aranđelovac. These facilities were installed along the hiking trail on Bukulja Mountain at 14 locations, designed to provide comfort and rest to hikers who choose the health trail to reach the mountain's summit. This project aims to enhance the visitor experience and encourage outdoor activities while promoting a deeper connection to nature. Additionally, the tourist signage project, completed in 2022 in collaboration with the Ministry of Transport and Infrastructure, further improves the accessibility and orientation for visitors exploring the area. The installation of tourist signage has marked the most important points in the municipality of Aranđelovac, as well as tourist attractions, including all notable tourist sites, well-known restaurants, and wineries. Both road and pedestrian signage have been put in place. This project is one of the most significant initiatives by the Tourist Organization of Aranđelovac for the development of tourism in the area, as it has marked all the tourist attractions, significantly easing their identification and access for visitors of Aranđelovac. The value of this project was approximately 5 million RSD. For many years, the Tourist Organization of the Municipality of Aranđelovac has had successful cooperation, acting as an intermediary, with accommodation facilities in rural tourism. The organization collaborates with around 100 accommodation providers through promotion and its role as an invoicing entity for tourist stays in rooms, apartments, and rural households. Annually, more than 10,000 overnight stays are registered through the Tourist Organization, with the largest number of overnight stays facilitated through vouchers for subsidized vacations in Serbia, awarded by the Government of the Republic of Serbia to eligible citizens of Serbia, as a form of support both to tourists and accommodation providers (Prodanović, 2024).

## CONCLUSION

The role of local tourist organizations in positioning and creating the image of a destination is becoming essential for the modern development and planning of the tourism concept. Creating sustainable tourist routes represents an innovative tourism product of the local tourist organization, with a focus on building a network of partnerships and strengthening cooperation between the public and private sectors, with the goal of forming a quality service that will meet the demands and desires of tourist demand. The objective is to promote cooperation and connect tourism as an economic activity with culture, gastronomy, sports, recreation, and more, with a particular emphasis on educating tourists and the opportunity to promote local products (such as handicrafts, souvenirs, agricultural products, etc.), with expected benefits including increased tourist traffic and improved visibility of the tourist destination in the market.

The Municipality of Aranđelovac stands out as an example of good practice due to its recognition of the importance of project planning in the modern development of tourism. The projects implemented by the Tourism Organization of the Municipality of Aranđelovac are in line with contemporary trends in the tourism market, focusing on the planning and management process that integrates the interests of various stakeholders in an innovative manner.

In this way, the town under Bukulja, as Arandelovac is also called, gains an opportunity for accelerated tourism development on the tourism map of Serbia. In addition to its long therapeutic tradition and the health function of Bukovička Banja, Arandelovac today offers a wealth of tourism programs. The cooperation between the Tourism Organization of the Municipality of Arandelovac and rural households has resulted in the popularization of rural tourism. The realization of numerous events and festivals in the Arandelovac area (such as the Art Review “Marble and Sounds”, “Roll and Blues Fest”, Statehood Day “Sretenje”, “Street of Smiling Faces”, “Hardworking Hands”, July Celebrations, Gullaš Festival, Book Festival, Theater Festival, Children's Saturday with Theater, Puppet Festival, New Year's Bazaar, and Wine Festival) has contributed to the development of event tourism, as well as enriching the experience for guests staying in Bukovička Banja or its immediate surroundings. Additionally, the well-equipped “Izvor” hotel is often the preferred choice for business tourism organizers to host congresses, meetings, or conferences in Arandelovac. The rich offering of restaurants, grill houses, and ethno-restaurants is directed towards the development of gastronomic tourism, while the increasingly significant offering of wineries (“Tarpoš”, “Eden”, “Matijašević”, “Legat”, “Veličković”, “Trilogija”, “Blagojević”, “Vladimir”, and “Grb”) showcases wines with the geographical origin designation of Šumadija as part of the wine routes segment. The collaboration with the Equestrian Club “Arandelovac” offers tourists a total of nine horseback riding tours through nature, catering to adventure enthusiasts who wish to experience Šumadija on horseback. The Special Rehabilitation Hospital “Bukovička Banja” is the heart of the health and spa tourism offering of Arandelovac, which is a key feature of the city's identity. Attractive tourist sites (Risovača Cave, Bukulja Mountain, Garaši Lake, Bukovička Banja Park, the historic site Orašac), alongside the offer of cultural heritage and historical legacy, undoubtedly contribute to positioning the municipality of Arandelovac as an attractive, modern, and sustainable tourist destination on the market.

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