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**TOURISM
IN FUNCTION OF DEVELOPMENT
OF THE REPUBLIC OF SERBIA**

Tourism product as a factor of competitiveness of
the Serbian economy and experiences of other countries



**THEMATIC
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II



**UNIVERSITY OF KRAGUJEVAC
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AND TOURISM IN VRNJAČKA BANJA**



TOURISM ECONOMY OF VOJVODINA AS A SOURCE OF COMPETITIVE ADVANTAGES OF SERBIAN ECONOMY

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Abstract

Constant tendency to increase the competitiveness of Serbian economy in global terms imposed by the need to find new sources for creating competitive advantage have their origin in the field of tourism. Tourism, as an increasingly important economic sector provides the necessary preconditions for creating new competitive advantages of Serbia in the international context. The fertile plains, Fruška Gora, rivers, lakes, farms and cultural and historical heritage of Vojvodina are all placed in one of the most important tourism regions in Serbia, as well as in the European context. The paper will provide an analysis of a business and economic structure of Vojvodina, its natural and social characteristics, the potentials of tourism development, the current market - tourism trends and potential future economic and tourism development with special focus on agritourism. All tourism peculiarities and economic benefits of Vojvodina as economically most developed part of Serbia should be valorized in the monograph.

Key Words: *tourism, tourism destination, Vojvodina, agritourism*

JEL classification: Z32

Introduction

Autonomous Province of Vojvodina is one of the regions that follows new trends in the global transition to a market economy within defined forms of modern international economic relations. Opting for the development of the tourism industry, Vojvodina should approach the creation of new strategies that will allow it to attract new and larger number of tourists to the increasing tourism competition. Tourism should

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occupy an increasingly important position in the economy of Vojvodina, because they can identify numerous factors of natural, cultural and historical and social background that allow the tourism industry as an important source of creating value-added economy of Vojvodina and Serbia as a whole. The fact that we have chosen for the establishment of the tourism industry as an important source of competitive advantage is not sufficient and it is necessary to undertake a series of strategic and operational measures that will allow to create a systematic approach to the development of the tourism industry of Vojvodina, which will enable compliance with real potential on the one hand, and, on the other, the set goals tourism policy that can often be at odds. To enable the valorization of tourism potentials of Vojvodina offers, tourism development strategies must incorporate all relevant factors that have an impact on the tourism industry. In its strategy of tourism development, Vojvodina should take advantage of all the benefits that the modern world provides for the development of tourism, which is reflected in the need for increasing the degree of peace due to the increasing degree of stress, hassle and tension immanent to the contemporary lifestyle, and the function of eliminating their negative sides which are reflected in negative health effects, but where Vojvodina has significant comparative advantage because of a more peaceful and stable and relatively "slow" lifestyle.

In structuring its tourism product, Vojvodina should give special emphasis to the farm or agritourism for which there are stable development potentials in Vojvodina. This attitude is particularly emphasized by the fact that the number of tourists who are engaged in rural tourism and visiting rural areas of more intense and Vojvodina with its farms and "peaceful" villages is a true oasis for the development of agritourism. Stress, tension and turbulent life that are accompanied with the modern way of life impose the need for rest, which is based on natural amenities, peace and tranquillity, which only rural areas can provide. This form of tourism gives peace to city population having urban and fast lifestyle, so that the potentials of its development are more than promising. Through rural tourism one can visit national parks, nature parks, scenic driving tour of rural panoramas and especially what is really significant advantage of agritourism is the inclusion of visitors in various activities as part of the family farm, exploring the style and way of life in the countryside. Countryside tourism at the same time represents a significant and stable source of income for rural households, enabling them to stabilize the economic income during the year, taking into account the seasonal nature of agricultural production.

Analysis of the achieved level of development and structure of the tourism industry of Vojvodina - current moment

Vojvodina, as the most economically developed part of the Republic of Serbia has significant tourism potential, which is necessary to put in place the universal economic progress, since tourism resources are not well used in the current economic development. In order to design a unique strategy that should make the way to tourism development of the northern Serbian province, it is necessary to consider all comparative advantages in the sphere of tourism which Vojvodina has and provide a greater degree of their economic exploitation.

Vojvodina is often said to have been founded on the "no man's land", stretching over an area of 21,506 km², between the Pannonian rivers of the Danube, Tisa, Begej and Tamiš. Vojvodina area is inhabited by a population of two million people that cohabit in tolerance and mutual coexistence. When we say 'Vojvodina' it is not just a geographical indication, but one unique geography, history, culture and world view. Vojvodina is, as often said, meeting point of Balkan culture with European civilization values and it guides Serbia on its path towards the European Union. The province itself is bordered to the north with Hungary, to the east with Romania and to the southwest with Bosnia and Herzegovina. Tourism offer of Vojvodina is characterized by a diversity and complexity that is designed to fulfill various demands of different kinds of visitors. Just as on a global world scale, it can be also said that in Vojvodina globalization has a significant impact on tourism trends. In order to comprehend the interaction of global trends, caused by the process of globalization, and tourism industry, we will use the following table:

Table 1: *The relationship between tourism and globalization*

TOURISM	GLOBALIZATION
The movement of population (tourists, employment in tourism industry)	<i>Population movements (migration, and the like)</i>
The movement of ideas (new cultural values, business in the tourism industry)	<i>The movement of ideas (new technologies, etc.)</i>
Movement of capital (innovation in tourism industry, foreign investment, profits)	<i>Movement of capital (accelerated movement)</i>
The need for expansion of new	<i>Slow new technologies</i>

technologies (open breakthrough)	
The ancient civilizations (limit certain social group)	<i>Time - space compression</i>
Strong growth in the last hundred years	<i>Time - space compression</i>
Travel to any development of the world tourism culture	<i>World Tourism Culture</i>
Tourism demands local culture or the image (differentiation between particular destinations)	<i>World Culture</i>

Source: *Nedeljković et al, 2013, According to Keome, 2004*

Analyzing Table 1, we see the interaction between tourism trends and the globalization process, which we will analyze in a few key elements. When you look at the movement of the population in terms of tourism, we see that it refers to the many tourists who participate in tourism trends, employment in the tourism industry, while the movement of the population from the aspect of global processes involves immigration, migration and so on. The movement of capital in terms of tourism leads to innovation in the tourism industry, large-scale foreign investment, while the process of globalization speeds up the movement of capital. Due to the globalization process resulting in the formation of the world tourism culture through tourism, it is reflected in the creation of travel for everyone. Finally, globalization has led to a relatively slow pace of new technologies, and tourism requires the rapid spread of new technologies, i.e. open breakthrough of new technologies.

When creating a new tourism product which produces tourism economy of Vojvodina it is necessary for the development and promotion of tourism product of Vojvodina to respect the qualitative characteristics of modern tourists, which represent an important determinant of their tourism demand. This suggests that creators of tourism offer in the database given the qualitative characteristics of modern tourists develop integrated tourism product (modern tourist is adventurous, curious, inquisitive, active (planner), helpful, friendly, tolerant, amiable, attentive, price, budget – caution, requirement, boldness, perspicacity, and passion).

Travel value from the disposal of Vojvodina, which can be used in development of the tourism industry can specify the following: land configuration, climate, hydrography and biogeography.

Tourism values derived from the characteristics of the relief can be a significant source of competitive advantage of tourism industry. If we look at the characteristics of the land configuration of Vojvodina, we can note that it varies depending on the administrative division of Vojvodina, which is structured in three geographical regions: Banat - a predominantly lowland area which is lined with Deliblato sands in the southwest and the mountain region in the southeast; Bačka - as well as Banat, it is mostly plains with arable land with numerous marshes and forests and Srem - whose configuration is dominated by Fruška Gora, while the southern part of Srem is mainly lowland. The main characteristic of the tourism industry of Vojvodina is that the importance of the configuration as a travel value has varied starting from international (Fruška Gora, alluvial plane of the Danube and Banatska sand land) through the regional (Subotička sand land and Vršac mountains) to the local (Titel hill), from which we can manufacture products to the character of the land configuration as a tourism value is extremely small. When we look at climate as tourism value, we can draw the conclusion that, regarded as an independent factor, it has relatively little significance. It is important to point out that although it has a little influence, it has no limiting character for the further development of the tourism product of Vojvodina.

In contrast to the terrain and climate, water is an extremely significant tourism value and one of the most important natural factors. When we look at water resources of Vojvodina as a tourism value we can divide it into two main sections, namely: open water (Bezdan - Apatin water area, the Danube river, the River of Bosut, the River of Tamiš) and closed waters (Kovilj rit Gradinovačka provala, Obedska bara, lakes: Palić and Ludaš, waters in the area Srbobran - Čurug, the Lakes of Melenci, water area between Idvor and Čenta and parts of the Danube-Tisa-Danube Channel). General tourism value of Vojvodina hydrographical region is satisfactory, which is a good potential basis for further tourism development. Flora of Vojvodina has a secondary importance for tourism offer of Vojvodina, while the wildlife stock in Vojvodina is satisfactory. Hunting represents a significant opportunity for development of the economy of Vojvodina and Serbia as a whole, but its further development requires a significant financial investment in equipment of facilities, establishment of unique control mechanisms shooting wildlife, ecosystem and other activities aimed at strengthening the tourism potential for the development of hunting tourism.

At the end of the discussion at this point it is necessary to underline that the development of the tourism product of Vojvodina should be based on creating a unique tourism product that will be based on the cooperation of all tourism stakeholders, to understand and underscore the importance of establishing cooperation between the various tourism destinations, it is necessary to identify advantages and the disadvantages of cooperation between different destinations.

Determining the direction of future tourism development in Vojvodina - Perspectives, challenges and constraints

Thanks to the available tourism resources of Vojvodina, it is clearly possible to make a prediction of future trends in tourism development and potential forms of tourism that can be developed in Vojvodina. Taking into account the aforesaid, we can identify several strategic directions of development of the tourism industry in Vojvodina:

1. **Transit tourism** - which allows Vojvodina significant development opportunities in the tourism industry, above all thanks to its geographical location, communication space and the number of transit corridors. Basic foundation for the development of transit tourism are numerous routes of international and national importance, such as the highway E-660 Subotica-Sombor-towards Sarajevo and the Adriatic highway E-70 Belgrade-Pancevo-Vrsac-Vatin-Romania, then the road traffic such as Kikinda-Senta-Sombor and the road Vrsac-Zrenjanin-Bečej-Odžaci and roads through the valleys of the Danube and Sava.
2. **City tourism** - in the context of plans for tourism development, an important place belongs to the city tourism, but it should be noted that two of the three urban centers of the first degree in the area of Serbia is located in Vojvodina, such as Novi Sad (the economic, political and cultural center and transport hub which, thanks to their natural environment as of Fruska Gora and the Danube and the city beach "Strand" has a great potential of tourism development), and Subotica (representing the second largest city in Vojvodina, which, thanks to Palic Lake and numerous cultural and economic events and valuable cultural monuments, is a real tourism attraction). It should be emphasized that cities are just one tourism pearl which has a strong tourism attraction for the future direction of tourism development, where their role is important in the development of cultural tourism that will be processed in the following considerations.
3. **Mountains** - although at first sight mountain tourism has no significant prospects for development in Vojvodina, which is

considered the plains, some parts of the province provide a good basis for the development of this type of tourism. Fruska Gora, which has the status of a National park, provides an important basis for the development of this type of tourism industry. The forests, pleasant climate, rich flora and fauna provide numerous advantages of these mountains in the development of mountain tourism, providing recreation for numerous tourists with its substantial infrastructure resources that provide significant support to the development of this type of tourism.

4. **Eco-tourism or tourism in a protected nature** - is highly developed form of tourism in Vojvodina because of exceptional natural areas that provide a good strategic base for its development. In the center of the development of ecological tourism there are the National park Fruska Gora, special nature reserves, such as the Banat and Subotica Sands, Vrsac mountains as a Nature park, Apatin Danube area, Stari Begej the Imperial pond, as well as strict nature reserves like Obedska bara, Palić, Ludaš and the like. There are lots of other locations in the territory which are protected thanks to the wealth of flora and fauna, many of the species that inhabiting this area have been put on the global "Red List", which incorporates rare and endangered species.
5. **Spa tourism** - the basis for the development of these forms of tourism are rich sources of thermal and hydrothermal wells which enabled the building blocks of health and recreational centers. The tradition of spa tourism in Vojvodina is really long and spas have in this area always represented an attractive place for rest and recreation. Rarely in one place can you find as many thermal springs like in Vojvodina, especially when one takes into account that it is a lowland area. To illustrate the reached level of development and the importance of spa tourism for tourism development there are just a few spa centers in Vojvodina like: **Banja Kanjiža** - situated in the north of Vojvodina, in Bačka near the state border with Hungary, it is classified as a sodium hydrocarbon - sulphide baths and is suitable for the treatment of rheumatism, nervous system and spinal cord. Its significant comparative advantage hardships is reflected in good accommodation facilities with the well-formed, and restaurant offer a high degree of cure and equipment; **Banja Junaković** - is located in the far northwest near the village Prigrevica and in today's conditions is a specific health – recreational center. It is suitable for the treatment of rheumatic, gynaecological and for inhalation. It belongs to the group of chloride - hydrocarbon sodium spas. This spa allows you to

organize various events, providing hospitality - tourism services that can meet the various needs of tourists and numerous visitors; **Banja Vrdnik** - located on the southern slopes of Fruska Gora near Novi Sad. Banja is primarily focused on the treatment of rheumatic and bone diseases using the latest methods of treatment. What is a special comparative advantage of the spa is the oasis of lush vegetation, clean air and a healthy climate. The central place in the tourist industry occupies the hotel "Termal" Vrdnik, and in this spa is the most important recreational - sports center on the slopes of Fruska Gora and **Banja Stari Slankamen** - located at 35 kilometres from Novi Sad and is located next to the Danube. This spa is directed primarily to the treatment of more serious health problems such as post-traumatic and post-surgical treatment of central paralysis. What gives a significant advantage to Stari Slankamen is the beautiful environment where it is located, because it is near the confluence of the Tisza River and the Danube, Slankamenački fortress and numerous sand beaches at the Danube. The potential for the development of spa tourism in Vojvodina is remarkable, especially when one bears in mind that there are numerous natural resources that are not exploited yet, as sources at the Old Hopovo, Ljuba or Erdevik which are tourist destinations that are not exploited enough.

6. **Sports - recreational tourism forms** - represent a significant opportunity for development of tourism in Vojvodina, whereby hunting surely occupies an important place. The basis for the development of this form of tourism are large hunting grounds, which according to some estimates range at the level of two million ha of hunting grounds and 1,700 kilometres of riverbanks and lakes suitable for hunting. Although Vojvodina is mostly a flat area with a large amount of arable land, it nevertheless provides ideal conditions for growing as well as hunting of all kinds of game. Thanks to all that Vojvodina hunting grounds are among the most popular in the European area which, combined with a high degree of hunting culture. Provide ideal conditions for the development of hunting activities. Vojvodina tradition and experience arising out of it in raising horses have created a good basis for the development of sports - recreational tourism. Tourist Complex "Zobnatica", which is located not far from the Backa Topola is a real jewel of tourism for the development of sports - recreational tourism, especially when you take into account that there are a tourist - complex infrastructure that provides a good development on this type of tourism. Kelebija near Subotica, which has a long tradition in dealing with cows, sheep and also together with

Backa Topola provides more than a stable base for the development of this form of tourism promotion. The tourist complex around the old castle Dunderski - Fantast provides good basis for the development of this form of tourism, where tourists can enjoy riding as a tourist attraction. In addition to sports - recreational activities of this tourist complex in one place allows you to view the entire architectural value Vojvodina, because in the castle there is a small castle, horse farm, chapel and park with other supporting facilities. Following the latest newcomer in the global tourism industry there is a Golf Course near Žabalj on the bank of the river Tisza near the Imperial hunting grounds and Imperial ponds near the main road Novi Sad - Zrenjanin. The natural environment in which it is placed this golf course is extremely encouraging because that is located near the old Vojvodina pearl river Tisza, gentle pastures and rich fishponds. At the end, Vojvodina is very suitable for the development of cycling as they are in the tourist offer of many cycling tours, among which the bike tour on Fruska Gora, as well as a tour of the Petrovaradin fortress.

7. Due to the rich cultural - historical values and traditions, Vojvodina has a great advantage in the development of cultural tourism, and especially religious tourism, cultural - historical, event and museum tourism. Fruska Gora monasteries that were built in the period from the 15th to the 17th century Vojvodina in Serbia has great comparative advantage in the development of sacred, religious tourism, which gets more intense development in the future. Petrovaradin Fortress, the fortress of Bac from the 11th century, the Roman ruins of the city of Sirmium are a good starting point for the development of cultural tourism. Vojvodina town with its distinctive architectural style provide a significant basis for the development of cultural tourism. These cities are mostly built during the 18th and 19th century and have a specific architecture that is mainly built in the Baroque and Art Nouveau, with a special place for Sremski Karlovci, Novi Sad, Subotica, Sombor, Subotica, Vrsac, Pancevo, Zrenjanin, Kikinda, Senta and Novi Bečej. The tourist offer is completed with Vojvodina villages and ethnographic heritage. A powerful impetus to the development of cultural tourism in Vojvodina provide rich collections in museums and galleries located in Novi Sad, Sremska Mitrovica, Vrsac, Zrenjanin, Subotica, Sombor and Kikinda. Vojvodina tourism is recognizable by the manifestation of tourism, since the entire space of Vojvodina is rich and distinctive with its numerous cultural events. Many festivals, fairs, exhibitions, sports events, religious celebrations ensure that Vojvodina with its tourist

offer in this area has significant comparative advantages. Special tourist value for the development of this form of tourism has little village Kovačica that has become world famous for its tradition of naive painting, which is crowned with the formation of the International Ethno Center Babka, which aims to raise awareness of the importance of this form of painting and to carry out its promotion on a world scale.

Analyzing the potential that allow further evaluation of the tourist area of Vojvodina it can be noticed that Vojvodina is rich with tourist offer, which is based on the extraordinary geographical position and natural and cultural features. What makes the strengthening and promotion of tourist offer of Vojvodina are exceptional conditions for the development of other forms of tourism which have become, globally dominant forms of tourist travel. These other forms of tourism, are often referred to in contemporary tourism literature regarding Vojvodina significant competitive advantage, a particularly important place in this tourist market is for religious (monastic) tourism, event and hunting, bicycling, horseback riding, golf, photo safari and a variety of activities designed for numerous admirers of the concept of active protection and respect of nature, which are becoming increasingly attractive to foreign tourists, who, due to the fast pace of life, want peace and pleasure as a complete antipode of modern life that is characterized by tension, stress and anxiety.

The authors of this paper, tend to indicate a specific type of tourism, for which Vojvodina has significant competitive advantages, and which in the past has not been the focus of development, which is the agritourism, which is more connected to a mountain area, and Vojvodina has got more than favorable conditions to create a clear development strategies in encouraging this type of tourism. Vojvodina farms, villages typical of lowland areas with its rich architecture, traditions and even cultural - ethnological and ethnographic values provide a stabile development foundation for the development of agritourism, which has lately been unjustly neglected in Vojvodina. The exceptional comparative value of this form of tourism is that it allows the extension of the tourist season throughout the year, attracting many tourists presenting characteristic forms of life in the village. This form of tourism enables the growth of family agricultural households, and also contributes to the promotion of Serbian and Vojvodina villages and traditional values fostered within them. That is why in the future one should think about focusing on the

development of rural tourism, which should become a priority direction in which according to the authors of this paper Vojvodina tourism industry should move, especially when one bears in mind that there are a number of potential projects that allow attracting foreign investments suitable for the development of this form of tourism.

Rural tourism - tourism development potential of Vojvodina

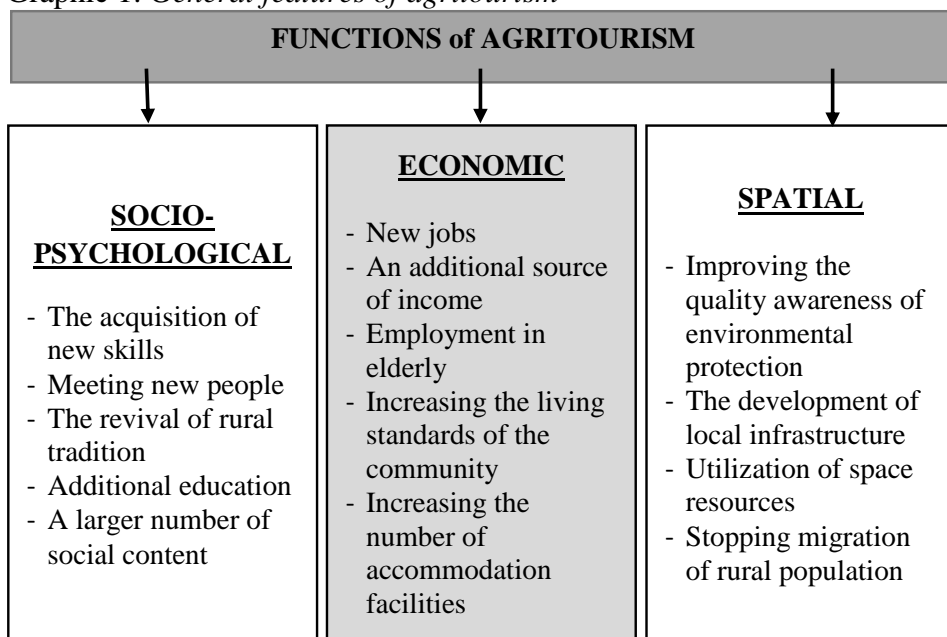
Although the rural tourism in recent years has been increasingly discussed in the literature, it is necessary to point out that it is both the old and new phenomena. As the process of urbanization and industrialization progressed, there have been significant changes in the quality of human life in terms of deterioration of quality and a higher level of tension, stress and anxiety, and in such circumstances rural tourism reached the zenith of modern tourism strategies tourist and economy. Today, more and more tourists are involved in this form of tourism trends. When talking about agritourism often on the wrong equated with the countryside and rural areas, but at this point we should point out that within itself it incorporates trips in nature, visits to rural areas, many culture - tourism events, festivals, recreation, production and sale of home handicrafts and similar facilities. Certainly that is the basic prerequisite for the development of this form of tourism in rural areas, the main consumers of the product that provides this type of tourism is the urban population, which is increasingly in need of rest and relaxation in the countryside. A specific feature of rural tourism is an active holiday tourists through their involvement in village life, participation in a number of rural activities, traditions and lifestyle in the countryside by providing personal contact, and a special sense of abiding in the natural environment that modern man is increasingly lacking, especially when one takes into mind that every man is really just an integral part of the natural environment from which it was created and how it develops.

To help us understand in what direction and how to pave the path of development of the tourism industry focused on the development of agritourism, it is necessary to point out some basic characteristics that it has. This form of tourism is primarily aimed at non-standard forms of leisure and people who want to learn something new, acquiring new skills and knowledge in authentic rural setting. Agritourism allows tourists to take care of domestic animals, participate in the processing of vegetables, field crops, fruit and other crops surrounded by rural area that provides peace and stability, and the ultimate effect of rural tourism to meet the

travel needs of the many visitors through the incorporation into the real rural life. Through the creation of the development strategy of the tourism industry focused on the development of agritourism there are numerous benefits such as primarily the development of rural areas, which is reflected in linking agricultural activities with other industries, which are effected by increasing the level of employment of the local population and increasing the attractiveness of life in the countryside, then create predispositions to ensure food security of the rural population, further it encourages the preservation of natural features in the country and as the ultimate effect is achieved by revitalization and protection nonmaterial and cultural characteristics of the local community.

In the development of agro-tourism, it is necessary to look at a number of functions that can be achieved by the development of agro-tourism. It can be seen in the following charts:

Graphic 1: *General features of agritourism*



Source: *Petrović, 2014.*

Analyzing the graphical representation of the number 1 we see that the agritourism achieves many functions that can be classified into three groups: Socio - psychological, economic and environmental. Socio - psychological functions that are realized through the development of

agritourism are reflected in the acquisition of new skills, meeting new people, and especially what is important in Vojvodina to revive the rural traditions of Serbian or Vojvodina village as a significant factor of Serbian history and culture. Economic functions agritourism is reflected through the creation of new jobs, providing an additional source of income for the rural population and rising living standards of the rural population which allows the retention of young people in the countryside and prevents further devastation of Serbian villages. The development of local infrastructure and a higher degree of utilization of space resources are implemented spatial functions agritourism. All this indicates that the development of agritourism achieve significant benefits by the entire community, especially given strong impetus to the development of the entire tourism industry. In order to define a clear strategic directions of development of agritourism, and tourism and the economy in general, it is necessary to further educate the tourism workers, as human resources administration are the most important factor in the development of tourism. Therefore, it is necessary to invest in the tourism industry, because it will achieve a significant improvement of the quality of tourism and leisure activities can be stated that every penny invested in the training of tourism workers is more than viable and profitable investment. Tourism development is a complex task that requires an interdisciplinary approach, which is particularly important in defining the strategic direction and pave the way of development of the tourism industry in the field of agritourism since it incorporates within itself a number of scientific disciplines, which is illustrated graphically as follows. It is important to underline this, because the only way to correct routing of the future development of the tourist industry to be based on a high degree of knowledge.

Graphic 2: *Multidisciplinary approach in the development of agritourism*



Source: Petrović, 2014.

Analyzing the given graphical representation we see that agritourism within itself incorporates knowledge from various scientific fields that are necessary to ensure the strategically placed and designed development of this sphere of tourism. Thanks to this interdisciplinary approach that incorporates agritourism the appropriate design and establishment of the knowledge in these areas is required, because only a multidisciplinary approach can achieve all the benefits that the development of agritourism provides for the overall community, and especially the positive effects on the development of the tourism industry.

An important feature of the tourism offer of Vojvodina are events that represent traditional folk values of peoples living in Vojvodina. Through this event they presented their customs, culture and ethnological value of preserving its identity while contributing diversity of tourist offer of Vojvodina, representing the main attraction of Vojvodina, which is reflected in the richness and diversity of the culture of many peoples living in Vojvodina. A large number of events is based on folk elements and folk heritage of Serbs. The legacy of Serbs in Vojvodina is largely different, primarily due to the different origins of Serbs in this region (central Serbia, Bosnia and Herzegovina, Lika, Kordun, Dalmatia, Montenegro, etc.). This difference could be the basis for the development of tourism, because visitors meet various customs and folklore of the Serbian people. On the other hand, significant events of the Hungarians are mainly in folklore events "Đonđoš bokreta" (Hungarian. Gyöngyös bokréta), which are held in Bačka Topola. A large number of events is linked to various church holidays, especially Christmas, and they are very attractive for visitors. In Skorenovac the largest attendance is at the time of village feast dedicated to St. Istvan, and other important events villages are "Skorenovac summer evenings," "Days of Hungarian cuisine" (11th October) and rural carnival. These are only typical manifestations of the two largest nations in Vojvodina, although all nations in Vojvodina have their own events which present their cultural and historical heritage. What is a significant problem in the development of tourism in Vojvodina, when it comes to events, is the fact that there are currently no unified and integrated events in Vojvodina, but also there is no unique event abounded in song, dance and cuisine of all nations of Vojvodina.

At the end of this consideration of the development of agritourism it is necessary to specify some basic steps to be taken towards the development of agritourist offers of Vojvodina, which should contribute

to further valorisation of tourist resources, these measures can be classified into the following groups:

- Establishment of an effective web site agritourism accommodation units;
- Stay in touch with guests who have already stayed in agritourism accommodation unit;
- Establishment of special offer sales - can be displayed on the banal and frequent event - after three paid accommodations, guests receive a free fourth;
- Cooperation with the media at all levels - with the necessary "provocation", it is necessary that the media interest in the offer of the host and that is about to spread (positive) news through print and electronic media, due to the positive effects brought about this way of advertising;
- Make a good first impression - guests need only a few minutes to acquire a good or a bad first impression and agritourist accommodation unit "label" as a pleasant or uncomfortable place to stay; it is necessary to remember the fact that the good news spread fast, and bad more quickly, and in this context, the first impression is often crucial to the impressions of guests;
- Offer quality products - the first thing that guests expect in agritourism accommodation units Agritourist is a quality product;
- The need for training of all family members and employees who are in contact with guests,
- Cooperation with tourist organizations (at local, provincial and national level) and professional associations involved in tourism, handicrafts, agriculture and similarly.

Concluding Remarks

All of the above suggests that there are significant tourism potentials that enable the development of agritourism as a specific form of tourism which is becoming more present in contemporary tourism trends. Just in this form of tourism activity, as a unique tourism destination, Vojvodina has significant development resources and natural advantages that enable it to further develop and improve. The richness of the Vojvodina village architecture, numerous cultural and historical monuments, events, ethnological values, tradition and culture are under-utilized potential for the development of agritourism offers of Vojvodina.

If we want to take the road to the ultimate aim to develop powerful agro-economy, it is necessary to timely implement a systematic approach that will include adequate standardization and categorization of tourism facilities of rural tourism, then create the legal conditions for the regulation of the provision of food in households, work on further affirmation and promotion of tourism offer of agritourism, further construction of infrastructure in rural areas, development of accommodation and catering facilities and in particular further education of tourism workforce. Only such an approach to the development of agritourism can be expected to achieve the desired effects of the development of the tourism industry.

Global trends in world tourism activities are directed towards rural areas and emphasize the needs and motivations of contemporary populations to return to natural and unpolluted environment. In this tendency, agritourism can occupy a significant market segment, while respecting the rules of sustainable development and cultivation of local traditions and culture, this type of tourism is becoming one of the strategic directions of development of rural areas. There is also the need for better cooperation among all peoples and ethnic communities in the above villages. Cooperation is necessary in order to launch an agritourism product, through the principle of multiculturalism and originality, better marketed as a unique tourism product in Vojvodina, and the whole of Serbia.

In the end, it is necessary to underline that Vojvodina can develop diverse tourism offer thanks to preferably state tourism potentials that exist in this area. A special advantage is reflected in the situation that Vojvodina can develop both traditional and new forms of tourism which have become global tourism trends and more attractive for many tourists who want to travel and to experience something new on their journeys. In order to achieve the expected effects of the development of the tourism economy of Vojvodina, it is necessary to achieve continuous monitoring of market trends and their adaptation to the demands of the consumers, because consumers are just chief tourism strategists of the tourism industry which has the task of creating such a tourism product that will fully satisfy the expectations of tourists, and this is possible only in a situation where tourism industry is flexible as well as the market.

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