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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
PROCEEDINGS**

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**UNIVERSITY OF KRAGUJEVAC
FACULTY OF HOTEL MANAGEMENT
AND TOURISM IN VRNJAČKA BANJA**



HUNTING TOURISM AND ITS ROLE FOR SERBIAN RURAL REGIONS DEVELOPMENT

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Abstract

Hunting is a primal human activity. Thanks to his hunting skills, the man managed to survive in the early stages of development of the human race. Today, the hunting is specific industrial branch - hunting tourism, as an integral part of the rural tourism, which generates valuable income to organizations dealing with the protection, cultivation and use of ethical norms of hunting, as well as areas where hunting takes place. Bearing in mind that the modern tourists' demand is primarily characterized by a serious shift from mass tourism to the selective forms of tourism, where the emphasis is on the return to nature and a high level of awareness for preserving natural, ethnic and cultural heritage of a tourism destination with a tourist being not a mere consumer and a passer-by but an active participant in life of destinations, hunting is increasingly gaining in significance. The paper points out the importance that the implementation of hunting tourism in rural areas can have on economic growth and development of the field. The advantages and limiting factors that affect the implementation of hunting tourism are presented. Paper also emphasises the importance of marketing management, as well as tourist propaganda for the development of hunting tourism destination. It points to the potential dangers posed by uncontrolled implementation of hunting tourism.

Key words: *hunting, hunting tourism, rural regions*

JEL: *R11*

Introduction

Uneven regional development is a global issue with decades of presence. The phenomenon of uneven regional development is also present in other, far more developed countries than Serbia. Serbia is particularly affected

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due to the implementation of agricultural policy that is not adequate, which was the cause of mass migration from villages to cities or to the countries of Western Europe. In particular, this negative acceleration has provided a decay of agricultural cooperatives, which were serious bearers of economic growth and development of rural regions. Under the pressure of such negative tendencies, rural regions are forced to seek alternative sources and ways of obtaining funding for the sake of survival and preservation of bare subsistence. The imposed result is the development of tourism as a logical choice, especially because they coincide with these trends and changes in trends in tourism demand, which went in favor of rural orientation towards tourism development. Namely, modern tourist demand is predominantly characterized with a very serious shift of mass tourism to selective forms of tourism, which is primarily dominated by the return to nature and a high level of awareness of the need to preserve natural, ethnic and cultural heritage of tourist destinations, and a tourist is not a consumer and a mere observer but an active participant in the life of destination he is located in. Tourism is today in rural regions, primarily additional activity besides agriculture population for the sake of employment redundancy and faster realization of agricultural products produced in their own household. Development of rural tourism has been specially favoured by measures undertaken by the state in this direction over the last decade. Hunting is one of the oldest forms of consumption of renewable natural resources. Therefore, it is also an integral part of the culture and traditions of European rural society. Today, according to FACE in Europe there are more than 7 million lovers of hunting. They are mainly motivated by the desire for recreation, staying in nature, new hunting experiences, exploring new areas and various hunting customs. According to estimates, FACE, fishing and hunting most directly employs more than 120 000 workers in Europe, in activities that are specifically related to hunting as an activity. Hunting in its entirety within Europe employs, according to some estimates, at least three times as many workers. This actually means that one must bear in mind the importance of supporting activities (arms factories, production of ammunition, production of clothing for hunters, ready-made for dogs, veterinary, automotive-production of SUV, the production trifles necessary for hunting, production of optical device, dog food, etc.) that make hunting activities what they are. Sustainable hunting can contribute to the conservation of biodiversity, the preservation of the rural way of life, growth and development of the local economy. Rural areas have a wealth of ecosystems and biodiversity, so from that point of view, hunting may

represent a significant contribution to rural development, both in economic, and social and environmental aspects.

Hunting tourism

The necessity of diversification of agriculture in rural areas, leading us to the need for the introduction of different economic activities in the activities of agricultural households, provides possibilities of the additional earnings. The tourism industry, as well as hunting as its selective form, may constitute the fastest and most economical way of rural development. Hunting is the most sensitive part of the hunting economy and a specific segment of the tourist traffic. Mediation and hunting tourism, organization and execution of the hunt, renting vehicles for the transport and accommodation of tourist-hunters, hunted wild game processing, evaluation of big game trophies, hunting weapons rental, providing hunting ammunition, and other services for hunters-tourists during hunting, are considered to be services in hunting tourism. In relation to other forms of tourism, the specificity of demand in the hunting tourism lies in its multiple layers, which is based on the specific needs of tourists-hunters, and those needs, besides hunting, include: active leisure and recreation, staying in healthy natural environment, enjoying natural beauties, or the exotic landscapes of hunting grounds with specific biocenoses and attractive species of flora and fauna, educating for successful hunting tourism activity, etc. On the other hand, in addition to the diverse and prime trophy game, a hunting-tourism product assumes other types of services, primarily: accommodation, meals, transportation, educational, cultural, fun, and recreational services and activities and the like. As a segment of hunting, hunting tourism is closely associated with a greater number of economic and non-economic activities, especially with forestry, agriculture, water management, sports, education, science, culture and others. This is so because the hunting in the formation of its “product” depends on the resources of these fields. Thus, for example, forestry, agriculture and water management provide hunting, that is, hunting tourism, the necessary spatial and environmental milieus for the existence of game, as the main motivation for hunting-tourist recreational activities. These industries also provide the grounds for the implementation of hunting tourism as the main segment of hunting tourism offer. The enlisted economic activities provide the elements for enriching hunting-tourist offers with programs which include sport, educational, cultural (including festivals) and scientific-specific character. Hunting tourism reciprocates these (economic and non-economic)

activities by allowing them to participate in the distribution of income generated through hunting-tourist turnover. Hunting tourism, a future section (a segment, a selective form) of tourism, correlates with industries, such as catering, transport, trade, and other trades. This is because accommodation services, food and transport of tourist-hunters, their supply with various necessary items (hunting weapons, ammunition, equipment), souvenirs and provision of certain services (repair of weapons, equipment, etc.) represent a significant part of the structure of hunting-tourist product. The research conducted shows a high correlation of hunting with rural tourism. It is based on the fact that hunting areas (hunting grounds) are fully located in rural areas; therefore, catering facilities of both hunting and rural tourism may offer their services to the clientele of both of these tourism branches. The connection of these two forms of tourism is also reflected in the field of tourist demand in such a way that a statistically significant number of hunter-tourists prefer to spend their stay in hunting-tourist destinations with other people (family members, business partners, a business escort) who might not be fans of hunting and prefer exploring new and unfamiliar landscapes and gaining new experiences and knowledge (Živković - Cvijanović et al., 2016).

Wealthy hunters from the USA and Western European countries gladly choose trips aimed at carrying out hunting both on the territory of the home country and beyond. Hunters tourists are willing to pay a multiple higher price than residential hunters for the atmosphere in game hunting organization for which they are interested. We should bear in mind that if hunting is based on the principles of sustainable use of natural resources, it could have the multiplied positive effects on a hunting tourist destination. In the first place, it is fostering economic growth and the development of destinations on one hand. On the other hand the local community is encouraged to make further efforts in the preservation of wildlife, their habitats and biodiversity in general. All these are due to hunting as the primary objective of tourist travel, but part of a well-organized hunting tours make other elements involved (transport of hunters, food, accommodation, hunters exploring the cultural and historical heritage, etc.). As an integral and most propulsive economic segment, hunting generates a significant share of revenues, which are mostly directed to the production, care and protection of wildlife, ie. the introduction of the hunting grounds of at least one of the individuals of certain species of wild animals, as far as tourist hunting brought out. In addition, part of the funds gained through hunting focus on investment to improve the overall conditions for the implementation of the tourism and

hunting in general in hunting areas (construction and maintenance of hunting-technical facilities, facilities for accommodation and meals for tourists, facilities for the provision of service and other services for tourists in the hunting ground, means of transport, etc.). Thus, the well-founded conclusion is that the main generator of hunting is the development of hunting tourism.

Defining hunting tourism destinations

The hunting ground is a hunting tourist destination, which in addition to being a part of hunting and tourism industry, meets the essential characteristics of hunting tourism destination in general, namely:

-Attractive points that presume the tourist offer of one or more types of quality (trophy) hunting game species, as well as possessing the primary hunting area with adequate hunting-technical facilities (checks, watchtower, hunting trails, grips, seats for weapons testing, facilities for processing and storing meat of wild game). Conditions for stay and services presuppose the existence of a fully equipped, catering facilities for the provision of accommodation and food to hunters (primarily hunting house, hunting lodge, etc.). In the hunting ground or very close to it, there are amenities for hunting dogs' accommodation, recreational facilities, as well as a range of hunting guns with the corresponding ammunition, means for transport within a hunting area. This also includes access to quality human resources that are renowned in providing basic hunting and tourism services. Accessibility of a hunting tourist destination assumes its acceptability for hunters and tourists, above all, in terms of simple and fast arrival of the hunter tourists. This is primarily determined by the overall experience of arrival and stay in and departure from the hunter tourists destinations.

According to the Hunting Association of Serbia, Serbia has established 322 hunting grounds, which cover an area of 8.828.558,29 ha. From this hunting area occupies 6.500.000,00 ha (73.6%), and a non-hunting 2,328,558.29 (26.4%). The average hunting area is 27.416,52ha. The largest hunting ground is located in the municipality of Zrenjanin, hunting "Begej" that covers an area of at least 124.038,00ha The smallest hunting area is named "Trešnja". It covers 117,00 ha surface and is located in the municipality of Sopot. Hunting grounds in Serbia are under the Decree of the Government of Serbia on establishing hunting grounds in the Republic of Serbia ("Official Gazzete of RS", no. 91/11), which established 32 hunting areas, and during the establishment of new hunting

grounds and their allocation to the management, but for this reason, we can expect the modifying of current structure of the hunting grounds and their users, but that will not significantly alter the overall structure of its hunting management, engaged in hunting and tourist activity, which is hunting and non-hunttable area. More than 50% of users engaged in hunting grounds are within the most productive way of valorization of hunting tourism potential. The types of wild game most attractive for tourists in the hunting grounds of Serbia mostly include the big game: red deer, fallow deer, Virginian deer, wild boar, mouflon, chamois, small game were: hare, pheasant, partridge, waterfowl (wild ducks and wild geese), birds of summer hunting quail, wild pigeon, dove, a predatory species of wolf, jackal, fox. Although there is no exact data on the number of persons engaged in hunting tourism, it is assumed that there are several thousand employees (from the hunting area, game wardens, administrative and technical staff, translators, tour operators, etc.). Since the clientele in hunting tourism is highly solvent, the income in hunting tourism, in proportion to the number of touristshunters, is very respectable.

Table 1 *Structure of game preserve users*

Game preserve owners	Number of game preserve owned	Game preserve surfaced in	% of the total hunting area
Hunting Association of Serbia through hunting associations	229	7.906.922,44	89,56
Serbian army	3	10.896,60	0,12
Public company "Srbijašume" i "Vojvodinašume"	67	733.327,03	8,31
National parks of Serbia	5	146.757,22	1,66
Fish pond companies	17	19.499,00	0,22
Other users of game preserves	3	15.278,00	0,13
TOTAL	322	8.828.558,29	100%

Izvor: Živković, B., Kurjački A., Prentović, R., (2012), *Tourism in the Function of an Even Regional Development and a Sustainable Biodiversity Exploitation, International Conference on BioScience: Biotechnology and Biodiversity– Step in the Future –*,The Forth Joint UNS – PSU Conference, Novi Sad, 49-59

This is because the price lists of hunting and tourism services, in addition to the most items (the shooting of game and trophy), are registered as well as items related to the services of accommodation, food, organization and implementation of hunting and other activities, transportation services, firearms, accommodation and renting hunting dogs and others. It is

therefore not surprising that the results of studies of the structure and the amount of tourist spending show that hunting, on the basis of actual economic effects, is in the second place just behind the nautical tourism, as the most profitable form of tourism turnover (Prentović, 2005).

In addition to economic hunting, or hunting tourism, has an important ecological function, and it is based on the concept of sustainable development. This regards and directs their focus on biodiversity and the diversity of wildlife through the production, cultivation, protection and rational use of game, so sustainably manage wildlife populations and maintain their qualitative and qualitative structure complies with the biological and economic capacity of the habitat. These norms and standards are not only documents, but also normatively regulated, and the experience and research findings show that it is implemented in most hunting areas in Serbia. In this context, of particular importance is the fact that, according to the norms and doctrine of hunting and according to the the ethics of hunting and hunting tourism ambassadors, attention is paid not only on the protection and improvement of the game population, but also on the protection from potential damage by wildlife for other users of natural resources in the areas of hunting areas (agriculture, forests, water management and other enterprises and privately owned) to contribute to the conservation and sustainable use of biodiversity. From the standpoint of the interests of regional development and sustainable use of biodiversity, the realization of synergy effects of the important factors increase the results of total tourism business in rural areas in Serbia. It is of significance as is the fact that hunting with other forms of rural tourism multiple connected both spatially and in domain communicative receptive, manifestations and other content a potential significant correlation is present in the field of supply and demand. The greatest affirmation of domestic hunting was realized in 1954 at the International Exhibition of hunting trophies in Dusseldorf, when the trophies from the former Yugoslavia won a total of 303 medals (76 gold, 117 silver and 110 bronze). From the hunting grounds of the former Yugoslavia, the deer was purchased alive and inhabited in hunting areas across Europe. This applies in particular to the deer that has the highest market price, inhabited in Europe, and in New Zealand (Živković - Prentović et al., 2012).

Specifics hunting tourist destinations in our country and in the world

When it comes to hunting there has been a declining trend in the number of tourists hunters in Serbia. Specifically foreign hunters tourists are increasingly bypassing Serbia because the other countries in the region provide greater benefits and privileges. While in Croatia hunters enter with an ID card and two weapons, in Serbia they can only have a passport and one weapon. Although the proper documentation has been obtained, the meat of the shot game cannot be transferred because they cannot get a veterinary certificate which is valid for the countries of the European Union. No one from Serbia, despite years of efforts of hunting agencies, was addressed by the Brussels Commission for meat, which has jurisdiction to include our area at the list of destinations to which the prey can express. A particular problem for hunters tourists from abroad is crossing the border with hunting dogs. Very often, they are returned to our borders as a result of certain veterinary regulations that realistically create more damage and problems rather than contribute to the health and safety of animals. All this leads to a lot of abuse and a great waste of time and therefore represents a big factor of the rejection of potential clientele from abroad, leading to potential clientele opting for hunting and other tourist destinations that are easier and cheaper to get. These are obviously the real problems costing the state of Serbia a lot. What is often overlooked, when it comes to hunting tourism, is the accompanying logistics of this type of tourism. In fact, the organization of hunting execution itself is only one segment of hunting tourism. Equally important is the organization of the time tourists spend outside the hunting grounds. Visits to landmark destinations, exploring the cultural and historical heritage of the place, getting to know gastronomic specialties, are a significant part of the tourist destinations that can be incorporated into the hunting tourist package offered to potential clients. The problem of organizing accommodation to hunters is particularly pronounced due to the lack of adequate accommodation capacities. Almost absolutely unsolved is the accommodation of dogs hunters tourists bring with them. Bearing in mind that a large part of hunting tourism relies on rural regions in their activities, it is clear that this is an opportunity for the employment of surplus labor force in rural regions of Serbia on the basis of providing accommodation and food for hunters and fishermen, tourists in the context of rural households. There is a chance for rural households engaged in tourism that in addition to renting the rooms for lodging directly, sell their agricultural products in form of prepared meals for tourists and thus benefit more of their products and

have more significant economic impact than the same was sold in markets, purchasers. Providing this kind of service is a traditional activity in many countries in the world and especially to the memorial of the regarded destinations of hunting tourism around the world, a common feature of all the best-known and highest quality destinations that are located mainly in rural regions. From destination to destination there are different requirements for accommodation, transport, food, hunting mode of execution. The available options range from superior comfort and accommodation in elite hunting lodges where the hunter has all the amenities that provide modern technical and technological achievements to sleeping outdoors in the countryside next to a fireplace. What a hunter is going to choose depends on a number of reasons, primarily of the hunter tourists' traits, and in the second the amount of money at their disposal. If the tourists are primeval hunters they will seek the greatest possible approximation of nature and its gifts, so they will not hesitate to not sleep in the open next to a fireplace. They will tend to penetrate the soul of the place and meet all of its segments and opportunities it provides. On the other hand, there is a category of tourists, clients, so-called 'instant hunters' that are characterized with a total absence of feeling for nature itself, a destination, and its features opean tourism offer (Živković, 2012).

Regarding destinations of hunting tourism around the world, a common feature of all the best-known and highest quality destinations is that they are located mainly in rural regions. From destination to destination there are different requirements for accommodation, transport, food, hunting mode of execution. The available options range from superior comfort and accommodation in elite hunting lodges where the hunter has all the amenities that provide modern technical and technological achievements to sleeping outdoors in the countryside next to a fireplace. Who is going to choose what depends on a number of reasons, primarily on the traits of hunter tourists, and in the second the amount of money at their disposal. If the tourists are primeval hunters, they will seek the greatest possible approximation of nature and its gifts, so they will not hesitate not sleep in the open next to a fireplace. They will tend to penetrate the soul of the place and meet all of its segments and opportunities it provides. On the other hand, there is a category of tourists, clients, so-called 'instant hunters' that are characterized with a total absence of feeling for nature, itself,a destination and its features. This is the category of clients that are interested in the trophy and the opportunity to come to it as soon as possible. They choose exclusive variants for accommodation whereby

their price does not play an important role. The world famous hunting tourism destinations, in addition to the mandatory hunting, include as accompanying meeting with the tourist destination's historical and cultural heritage. Very often local folk group performs a program of games and songs for the tourists during dinner, which is served to the clientele. Also legal and administrative provisions relating to hunting, as well as the introduction and transportation of weapons, hunting dogs, are very flexible and affirmative and are in the service of improving this type of tourism.

Marketing management of rural regions as hunting tourist destinations

Looking at a tourist destination in total and abundance of the factors which make it unique and full encirclement, which are manifested in the form of natural, anthropogenic, social, cultural and historical, traffic prerogatives and factors on the one hand and on the other hand the factors related to the size of built tourist offers in the region (accommodation, food, entertainment, recreation, wellness and spa, landscaped bicycle and pedestrian paths), it is clear that the management of a tourist destination is to be based on the respect of a large number of these factors. Just respecting the above factors is an important determinant of forming the foundation for the formulation of marketing strategy of a tourist destination. Identifying and assessing the strengths of the available resources in the region is one of the first actions taken, which should give an answer on their own strengths and weaknesses, opportunities. For this purpose, the most commonly used analysis is SWOT analysis.

The starting point of designing marketing strategies of rural regions as hunting tourist destinations inevitably also includes the analysis of the environment that deals with research related to developments on the macro level. The course analyzes the economic, political, cultural, technological, demographic, trends, both in the country and the region, the continent and even the world. This movement can often be a domino effect very quickly transferred to all markets, however, at first impression, it is happening somewhere far away. Therefore, it is necessary to continuously monitor and analyze. Hunting as a collection of a large number of activities came under negative propaganda which for decades has been performed by various non-governmental organizations dealing, at least on paper, with the protection of animals and the environment. These and such organizations have a very big impact on today's ruling

structure both in Serbia and in the world, and besides are very present in the media. Members of these organizations undertake numerous activities related to the actualization and realization of their ideas on the general prohibition of hunting, which in real terms represents a major hunting nonsense because if it is well organized, it represents a serious source of revenue for the state. Today in the world a large number of such organizations operates and their activities are not based only on the description of its operation but are already engaged in other activities that in real terms result in difficulties in functioning and work of employees in hunting, hunting tourism, thereby reducing income from hunting tourism.

Scheme 1: *Shematic representation of the process of marketing menagment of tourists destinations.*



Source: Živković, B. Mihajlović, D., (2010), 'Promotion of tourism potential of rural areas' May Conference on Strategic Management, Technical Faculty Bor, Kladovo, str.190-201.

Hunting poses a serious impetus for the development of rural areas and employment of surplus working population and should therefore be very serious accessed in setting the strategic basis for rural development. Special attention must be paid to the functioning of competitive regions, their performance on the market, the arrangements that are offered and

the quality of services provided. After the initial analysis and research, it is necessary to add the following step consisting in defining the statement above all, vision and goals of the hunting travel destinations as the important features of the development of tourism regions. This is a task that requires marketing managers identify and formulate the mission destination wants to have in contributing to the development of hunting tourism in the region. The mission must be formulated and put in real terms taking into account available resources in the region. On the other hand, we must bear in mind the necessity of insisting on a distinction from other regions in order to achieve authenticity in going to market. Vision determines which way to go towards the targeted objectives in the future.

The goals, other than just making a profit, must contain a substantial degree of benchmarks that will indicate in addition to the need to make profits and the need to preserve and improve the biodiversity of the region, creating new jobs and employment of surplus labor from agriculture. This would lead to the formation of mixed households in rural regions. The next step you should take is to determine the marketing managers of marketing strategy. Bearing in mind that a definite rural regions can offer potential clients various facilities it is necessary to apply a differentiated marketing strategy for different market segments with their specific requirements. This will more closely define the elements of the marketing mix of tourism in the region and specifically determine the shape of the product category, price, promotion and sales channels. The essential need for development in rural areas is the establishment of quality and functional organizations to unify and coordinate the various segments of the tourism and hunting tourism offer of rural regions.

What cannot be left out and what is the final move in the management of tourist destinations is to control the whole process of tourism destination management. It must be emphasized the necessity of controlling the cuts by the management and control of the results obtained and the degree of achievement of the set goals.

Tourist propaganda in development of hunting tourism

Tourist propaganda is one of the tourist policy instruments for achieving certain goals that policy holders must first define. This means that the actions of tourist propaganda are previously designed, ie. consciously determined in relation to the objectives. The means and methods used by the tourism promotion are common to all forms of advertising, but

adjusted to the specific requirements of the carriers and business trips of a policy to draw attention of a wider range of tourists, ie. that part of the population that has the objective conditions to be included in tourist travel. Tourist propaganda works primarily on the development tendency and desire for tourist travel, and then affects the decision-making on realization of desires, ie. to undertake concrete actions by potential tourists, as it wanted to achieve tourist propaganda. Tourist propaganda must be viewed integrally with other instruments of the tourist or business policy (pricing policy, the development of tourism policy, the policy of the organization selling arrangements, etc.). Surely, a very large number of factors influence the efficiency and effectiveness of tourist propaganda of rural regions as tourism and hunting tourism destinations (Zivkovic & Mihajlovic, 2010b).

The facts inevitably lead to the need of formulating specific rules on which the propaganda of rural regions as tourism and hunting and fishing destinations must be based:

1. It is necessary, first of all, to form a recognizable and positive image of the region as a single tourist destination and hunting area with their characteristics.
2. Depending on the target group of the market - the manner of "Serving the information" to potential clients should also be selected.
3. The efficiency of tourist propaganda is of great importance, the selection of newspapers, magazines and specialized magazines, specialized radio and television shows.
4. Determination of the date of publication of articles or broadcasts of radio and television programs has a decisive importance for the efficiency of propaganda and its contribution to the promotion of hunting tourism.
5. The main barrier when it comes to tourist travel are the costs. When setting the price of tourist packages, it must be borne in mind first of all whether what is offered is in the correct proportion with the price at which it offers. Also, the purchasing power of potential clients to a large extent must be borne in mind when forming the package and its price.
6. Rural regions should use current universal trend to return to nature and healthy life.
7. Ignore the clichés of the tourist propaganda is the primary task set before marketing managers. Potentiation and insistence on authenticity is of primary importance for the development of tourism in rural regions. Using understandable, clear, expression and

presentation of available real way to avoid misleading the clients and thus build trust with them.

8. Every time we talk to the potential clients it is needed to address them as if they are to hear about the region they do not know anything about. In this way it avoids the trap called a "everyone knows", nobody ever knows all about individual destinations, except for the marketing managers of these destinations.
9. Insisting on the various facilities of rural regions as well as hunting and tourism destination in many ways holds the attention of a potential customer and is one of the main factors affecting the extension of the stay of tourists on a specific destination.
10. The articles about tourism potential of the region in newspapers and magazines, should be rich in high quality photographs. Likewise, television programs must include quality staff who put in the foreground the uniqueness and authenticity of the content of the tourist offer of the region.
11. It is necessary to clearly define the products that are offered. It does not matter whether it comes to mountain, river, lake, tourist events hunting big or small game, predator, it is important to insist on the specifics of the tourism product and to point out the distinction in the quality of similar market.
12. Establishment of tourist offers for all 365 days of the year, while avoiding the trap to be entered if at any cost insist on formulating arrangements that have seasonal character. When it comes to hunting all present trend foto-hunting poses a serious possibility to organize photo-safaris throughout the year with special emphasis on the attractiveness of the same in the time of reproduction of wild animals when hunting areas can overwhelm young specimens of wild animals.
13. Special attention must be paid to recognizing their own shortcomings and their elimination.

The promotions of the hunting tourism potentials of rural regions of Serbia in the previous period were carried out with more or less success by various organizations and associations. The quality and therefore the success of promotional activities depended primarily on personal preferences and quality of people who were directly related to the specific activities and facilities. What has emerged in the area is the lack of a clear vision and strategy in which direction they want to go. So, the promotion was done on a case by case basis without any continuity and going more deeply into the issue. The big problem is apparently adopting the usual

clichés that for many years have been most extensively used in the promotion of the tourism potential of rural regions.

On the question of where and how to proceed in promoting hunting tourism potential of rural regions, it would probably be the best to answer reflecting the necessity of knowing the need to build their own identity and recognizable image of rural regions as well as hunting and tourism destination. Authenticity is the magic word that is necessary inscribed in golden letters diaries of marketing managers of tourist destinations in rural regions. Formulating a long-term strategy of promoting hunting tourism potential of rural regions is of vital importance for the development of rural regions. One of the key points that must be taken into account when formulating the strategy of promoting hunting tourism potential is the continuity of promotional activities, because without continuity promotional activities, there is no adequate satisfaction in mind the achieved results expressed in terms of income levels that have been achieved. General trends in the world, clearly in favor of the development of hunting tourism as a manifestation of rural tourism, Serbia will take advantage of as undeniable tourism potential of rural regions remains to be seen.

The economic effects of hunting tourism

Functions of hunting are primarily recreational, ecological, economic, educational and cultural. Hunting is primarily an economic activity with all its characteristics and peculiarities that make it different from other activities. Peculiarities which distinguished reflected in the exploitation of specific resources, wildlife, potentially orient foreign clientele and thus a potential cumulator of foreign currencies, contributes to the economic growth and development, especially in rural regions because hunting is the best tourist destinations are just in them. Hunting, accompanied by a wide range of consumers, is reflected in the cost of intermediation, transport, accommodation, food, fees, rental of hunting dogs, guide, ammunition, rental of weapons, and the like. This industry is also characterized by the immediate collectability of service, a strong positive impact on hunting, exclusivity, mobilizing the capacity of a large number priverednih and not a business and focus on the protection, preservation and promotion of biodiversity and hunting and fishing type, short-stay clientele. When it comes to the expression of the economic effects in the real numbers, it is certainly one thing that the income from hunting tourism on a global scale measures the billions of dollars (the price of

only one package 15-day hunting in Africa is between 29,000 to 45,000 dollars). According to some sources, on an annual basis, in the period from 2012 to 2014, the eight most attractive destinations in Africa has earned around 460 million dollars (Safari Club International Foundation, 2015). The arrangement which offers hunting of deer costs from \$ 1,000 to 15,000 or even 20,000 thousand dollars. The average package for a hunter on the ground EU ranges from 1,500 to 2,500 and even thousands of dollars. All this directly points to the far-reaching significance of hunting tourism on the economy of a country and the economic growth and development in general. Only in the EU roughly 7.5 million hunters were registered. According to data available in FACE, about 30% of hunters from EU countries as well as Norway and Switzerland practice hunting and go beyond the borders of their country. This represents about 1.3 million European hunters who will hunt outside the borders of their countries at least once during the year. Very often it happens that rich European hunters even several times during the year afford hunting outside the borders of their countries. In this respect, Germany, Austria, Denmark, the Benelux countries, Italy and Spain are the countries with the most prominent demand hunting travel arrangements. Most hunting tourist destinations in Europe are primarily Hungary and Poland, followed by other countries of Eastern Europe. The Scandinavian countries are also interesting tourist hunters, especially for hunters from Germany. Although it is very difficult to determine the exact data on how many European countries raise revenue from hunting by individual sources, this figure ranges from 40 to 60 million per annum (Brainerd, 2007). When it comes to hunting industry in the United States, including manufacturing equipment, building homes and hunting tours and safaris, it employs many people and contributed to the vitality of the economic system. In the US alone, about one million people are engaged in some aspect of the hunting industry. In the area of US domestic and foreign hunters annually spend \$ 22.9 billion on their hobby, according to data from 2006. The revenue in 2011 grew to 38.3 billion revenue directly on hunting and hunting tourism. If we look beyond the basis of all products and services related to hunting, revenues on the basis of growth to 86.9 billion dollars in 2011. By comparison Google corporate entity in the same year reported an aggregate revenue of 37.8 billion dollars. Due to the high profitability of hunting in the USA and supports about 700,000 jobs. After taxes, federal and local, achieved revenues of 11.8 billion dollars (NSSF, Afwa) The golden years of hunting tourism in Serbia were 70's and 80's of the last century. Then there were between 25000 and 300000 hunting tourists per a year in Serbia, and when it is accomplished foreign currency inflow

around 20,000,000.00 dollars annually. Today, foreign exchange inflow annually is approximately 3,000,000.00 Euros, but this information should be taken with caution because of the lack of quality and valid record of arrival hunters and economic effects that hunting has on hunting in Serbia. Today, from all the known reasons related to the breakup of the former Yugoslavia, the general economic crisis, strengthening the movement " green " and their impact on the mood of public opinion towards hunting and hunters in general, hunting in Serbia is experiencing a deep crisis and is far below the level that it has been in the past. Therefore hunting tourism in Serbia is going through a serious crisis, but in the long term Serbia is a country with great tourism potential real when it comes to hunting only it should be properly valorized (Živković, 2012b).

Conclusion

When one takes into account the cost of a hunting tourist arrangements in Serbia and the ratio of spending money for the costs of shooting with one hand, which is around 70% and the amount of money in the amount of 30% of the travel services, it is clear that here something has changed because in countries with developed hunting tourism this proportion is reversed, which means that far greater resources are allocated for tourist services than shooting the game. The key effect of hunting is not reflected in the financial effect of the mere shooting game, but in all that spending that can be subsumed under the concept of touristic services in hunting tourism. When looking at hunting tourism potentials of the Republic of Serbia, it can be concluded that there is a real potential and tradition of hunting tourism. In order to use it, it is necessary, first of all, to adapt legislations in this area to the real needs and not an imaginary situation as it is now. It is necessary to mobilize all relevant entities and the resources available, starting from the relevant ministries, hunting associations, hunting associations, local governments, public enterprises, tourist organizations in order to undertake activities on the promotion of the development of hunting tourism as a serious economic activity. Finally taking continuing education of employees and those interested in this type of economy.

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