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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**

I



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



CULTURAL – HISTORIC HERITAGE AND CULTURAL TOURISM IN THE FUNCTION OF STRENGTHENING OF THE TOURIST OFFER OF SERBIA

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Abstract

Cultural tourism, as a sort of tourism, comprises cultural values that have been created for centuries. The Republic of Serbia is characterized by exceptional attractive material and non-material cultural heritage, which offers a good basis for the development of a high-quality tourist offer and intensifying the total economic growth and prosperity. In this sense, cultural tourism represents a chance for development of Serbian underdeveloped tourism. However, natural and cultural resources of Serbia are not sufficiently valued. The existing cultural – historic heritage is not adequately protected, it is insufficiently presented, interpreted and promoted, so that it is not adequately included in the tourist offer.

By following good examples from Europe and surrounding countries, and developing awareness of the significance of natural and cultural heritage and cultural identity as determinants of the tourist offer, our country can differentiate from the competition and improve its position in the global tourist market.

Key Words: *tourism, cultural heritage, economic growth, global market*

JEL classification: *F63, P48, Z32*

Introduction

Tourism has been in constant development and progression since the World War II at its own pace. Therefore, tourism can be said to have taken global dimensions in the last century (Cvijanović, 2014, p. 14). Large changes in the field of tourism occurred during the 80s of the last century. The Republic of Serbia belongs to the group of European

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countries that are faced with numerous economic problems which are largely a result of the dramatic social and political development in the last decade of the 20th century. The war and difficult political situation of Serbia have left serious economic consequences for its socio-economic development, which, among other things, adversely affected the development of tourism as an important economic activity.

By stabilizing the socio-economic and political situation after 2000, there comes an improvement of the position of Serbia at the international level and thus the basis for a more successful and dynamic economic and tourist development is created. The indicators in recent decades show the growing role and importance of tourism in the economic life of a large number of countries (Cvijanović, 2016, p. 41) In this regard, this paper points out that the development of tourism can make a powerful contribution to overcoming the economic problems that our country faces.

The comparative advantages of our country, which are reflected in the availability of natural resources and favorable geographical position, represent a significant advantage for attracting tourists and intensifying investment activities in the tourism industry (Đurić & Đurić, 2016, p. 383). Bearing in mind the fact that the Republic of Serbia has no access to the sea, that its architectural entities and objects cannot be compared with European cities, the development of cultural tourism can represent an enormous development opportunity in the field of tourism. It is believed that over 40% of all tourist trips include cultural elements. For this reason, the paper particularly emphasizes the need to incorporate cultural resources in the tourist offer of our country and to adjust them to the needs of potential tourists.

Sustainable use of cultural heritage

The changes in the development of tourism began in the eighties of the last century as a result of the influence of a number of factors that caused the crisis of so called mass tourism. This concept was oriented towards economic profit, causing a number of negative effects: unlimited number of tourists, unplanned construction of tourism infrastructure, increased air pollution, endangering natural and cultural heritage, disorder of ways and quality of life of local residents. Mass tourism had positive economic effects, but at the same time adverse socio-cultural effects. Given that tourism development could no longer take place in conditions of intensive use of resources typical for mass tourism, there came the establishment of

certain standards and measures relating to tourist services that led to a situation where those tourist services that included enormous use of energy and disturbed the environment were no longer acceptable. Confirmation of this fact is that tourism development is closely connected with the preservation of the natural environment.

The attractiveness of the area is largely determined by natural resources, as evidenced by the World Tourism Organization. The World Tourism Organization and the UN Program for Environmental Protection despite a number of relevant objectives such as environmental protection, efficient use of resources also give great importance to the preservation of cultural wealth in terms of establishing a balance. A complete separation and independence between the natural and social environment has never existed, especially in recent times due to the progressive development of industry, technology and communications when these two environments have been harmonized into a single unit. Article 9 of the Declaration on Tourism stipulates that environmental protection must resist pressure directed exclusively at commercial exploitation. Tourism industry exploits natural, cultural and historical resources of the state since the basis of the economic importance of tourism is money spent by tourists in a particular tourist destination, and the money they have earned in their place of residence. Their consumption results in the direct, indirect and multiple economic effects.

Since the preservation of natural and cultural heritage is a prerequisite for long-term development of tourism as a whole, the application of the concept of sustainable tourism is required. "Sustainable tourism means any form of tourism that contributes to environmental protection, social and economic integrity and improving natural, created and cultural values on an ongoing basis" (EUROPAK, 1993).

The overall objective of sustainable tourism means the rational use of tourism resources while strengthening the integrity of economic and social benefits of the local community. For these goals its four dimensions of sustainability derive: economic, political, socio-cultural and environmental which have equal importance and interconnectedness and interdependence. Through these dimensions interdependence of sustainable tourism and cultural heritage, particularly the immobile one may be best observed.

The Agenda 21, a document adopted by the Governments of 182 countries on the United Nations Conference on Environment and Development in Rio de Janeiro in 1992, creates a framework for the adoption of guidelines concerning the protection of the environment. Compliance with environmental and economic interests of the Agenda 21 leads to meeting the needs of all people on the planet and ensures a better and brighter future(<https://sustainabledevelopment.un.org/content/documents/Agenda21.pdf>).

The protection of cultural heritage is conditioned by legal and planning documents and by the established system of managing the heritage. In Serbia, the system of cultural heritage protection is inadequately and inefficiently institutionalized and the participation of different sectors at all levels of governance and the active participation of local government and local population in the planning and implementation of protection of cultural heritage should be ensured.

In Serbia, a certain part of the cultural heritage is inscribed on the "World Heritage List" and "List of endangered world cultural heritage", which is of global significance and should be the subject of tourist visits. However, this formal status is of no greater importance if this cultural heritage is not adequately protected, presented to the public and included in the tourist offer of the country.

In Serbia, it is usual that local residents have indifferent attitude towards the cultural heritage located in their territory. This attitude is mainly caused by the lack of information about the value of cultural assets, low involvement in programs and projects of protection and lack of interest for the development of tourism. This behavior leads to gradual degradation of cultural assets. In the area of immovable cultural assets or their immediate surroundings there are often resources that are essential or important for the economic development of the state or the local community, so there is a conflict between the protection of cultural assets and resource exploitation. There are many such examples in the Republic of Serbia.

The integral protection of immovable cultural heritage is one of the key instruments of sustainable tourism, and vice versa. Cultural heritage, especially the immovable one in combination with the identity of the local community, is an important resource for the development of cultural tourism, which is to be protected and sustainably used. For the protection

of cultural heritage legal and planning acts and established a system of protection are important. The system of protection of cultural heritage in Serbia is inadequate, and it does not significantly affect the protection and presentation of it. It is necessary to apply the concept of sustainable tourism, which would benefit the rational use, presentation and interpretation of the cultural heritage, and all in order to preserve it for future generations.

The preservation of natural landscapes and cultural heritage and efficient legislative in Republic of Serbia, which has a favorable tourist and geographic and traffic position, influence the valorization of these tourist motifs and recognition of tourism offer within the international framework.

The institutional-legal framework in the function of tourism development

Tourist activity is determined by a number of legislative, executive and other acts, whose adoption is subject to the internationally recognized documents and acts, aimed at regulation of business in this area. In the first place, Law on Tourism ("Off. Gazette of RS", no. 84/15), followed by a set of laws in the field of environmental protection adopted in order to protect and improve the tourist areas, Law on National Parks, Law on Protection and Preservation of Cultural Heritage and many others. By signing the Contract on Stabilization and Association, the Republic of Serbia assumed the obligation of constant upgrading of legal texts in order to comply with the EU *acquis* as well as comply with the tendencies of the modern tourist market.

Among other things, the aim of the legislative acts is to preserve and improve the value of biodiversity, geodiversity, as well as cultural and historical values; ecologically important areas and diversity of landscape; preserve geological heritage buildings, cultural and historical heritage, and preserve traditional way of life.

At the end of 2004 a series of legal texts which created a general legal framework for environmental protection was adopted in the Republic of Serbia. Law on Environmental Protection („Off. Gazette of RS“ Nos. 135/04, 36/09, 36/09 –the other law, 43/11 - CC decision and 14/16.) regulates the integral system of environmental protection which ensures the realization of the human right to life and development in a healthy

environment and a balance between the economic development and environmental protection in the Republic of Serbia. Sustainable development according to the Law on Environmental Protection is a coordinated system of technical and technological, economic and social activities in the overall development which in an economic and reasonable way uses natural and created values of the Republic with the aim to preserve and improve the quality of the environment for the present and future generations. Sustainable development is achieved through the adoption and implementation of the decisions that ensure compliance of environmental protection and the interests of economic development (article 9, paragraph 1, point 4).

In addition to legal texts the locations in priority tourist destinations with new tourist facilities are being opted by regulatory plans, on the one hand, and the protection of natural and cultural resources and building tourist infrastructure have priorities in financing by EU funds, on the other hand. The projects are very important for the Republic of Serbia, which has a number of protected areas and it is not able to finance these projects by its own means. By the achievement of those activities the sustainable development of the tourism industry should be ensured.

Characteristics of cultural tourism

The Republic of Serbia, thanks to its natural, geographic, historic and many other conveniences, has favorable conditions for development of almost all types of tourism.

Cultural tourism, as a sort of tourism, includes cultural values that have been created for centuries and includes visits to museums, exhibitions, religious monuments, etc., which is the purpose of the trip for many tourists. The material and spiritual values make the basis for the development of cultural tourism. Cultural tourism refers to a tourist product based on heritage and culture, since the basic motives of tourism trends are cultural, so it is necessary for these reasons to valorize them.

The importance of cultural values is reflected in the evaluating values that are continuously in progress. Cultural heritage consists of material and non-material cultural heritage that includes different cultural heritage (creation of spiritual culture of public interest, not only at local and national level, but also globally). UNESCO provides a comprehensive classification of cultural heritage and archeological sites, part of the

monumental and artistic characteristics, spatial cultural and historical sites, famous places and memorials, folk heritage, beliefs, languages, event value, cultural institutions with their activities, cultural landscapes, cultural tours, music and songs (www.unesco.org).

The World Tourism Organization (WTO) as an advisory organization of UNESCO, one of the objectives of which is strengthening the social and cultural role of tourism, gave the definition of cultural tourism in 1985. According to this definition, cultural tourism involves movement of people with strong cultural motivation regardless of whether the motivation of people is aimed at increasing their own cultural level and the creation of new knowledge and experience.

The growth and development of tourism reflects the continuous growing diversity of interests for rest, relaxation and new experiences in the postmodern society (Genov, 2008, p. 13)

ESTN (European Cultural Tourism Network) defines cultural tourism as "tourism based on local and regional cultural resources" (ESTN, 2006). This includes cultural traditions, language, history, culture, landscape, built environment, archaeological sites, museums and cultural activities such as festivals, galleries, and artistic attractions, theaters, but also preserved crafts, social history and way of life.

The cultural tourist need

By becoming the global phenomenon in the last decades, the need for tourism can be put in the group of the priorities of secondary needs. Moreover, there are tourists with developed culture for travelling. For example, the French are known for their love for travelling and they put their tourist needs as priorities.

Need for cultural tourism is a separate form of cultural needs created in a man as a result of a certain way of life, the environment a person lives in, gained education, level of culture of the individual and so on. The cultural need directs and encourages people to get involved in the tourist industry, on the one hand and as recreational, occurs in the place of permanent residence of tourists and is resolved in tourist areas, on the other hand. The need for cultural tourism is basically a need to change the place of residence, a need for meeting new and different environment, new people,

traditions and culture of other countries, cultural values of other regions (Tomka, 2005, p. 275).

Having all this in mind, it is necessary to emphasize the importance of recognizing cultural needs and cultural diversity of people who come from different cultures. Cultural differences come from the unique set of common values of different groups of people. Most of the differences between cultures come from the basic value systems which influence that people behave differently under similar circumstances. Values represent the social perceptions of different things and they determine how an individual is likely to respond to a given situation (Đurić et al., 2016, p. 144). In this way, cultural sensitivity entails awareness and a sincere concern about the culture of other individuals and requires the ability to understand the perspective of people who live in other societies (Black & Mendenhall, 1990, p. 142).

The basic elements of the cultural tourist need are the effects that culturally enhance a person's personality. Those are:

- Awareness - the simplest and most abundant element in the cultural tourist trends, the most represented in the tour and transit movements;
- Introduction - extremely stable cultural element that includes an element of information and requires a greater involvement of tourists in perception and judgment;
- Contact - is a cultural element of tourist movements that leave lasting traces and memories and provides an impressive sociological significance;
- Perceptions - the most complex cultural element that encompasses all the other elements of the cultural movement and most reflect the meaning and spirit of the movement (Jovičić, 2005, p. 64)

Cultural elements provide tourist movements wider social significance. Their importance is reflected in the fact that they influence the attitudes and beliefs of people, creating and cherishing cultural habits of journeys.

Cultural Tourism Resources

The end of the 20th century was marked by the progressive development of cultural tourism in the world so that one of the major segments of the tourist market in the future will surely be cultural tourism, which includes the following types of tourism: religious, educational, festivals, cultural tourism associated with cultural and historical heritage (historical and

architectural monuments, museums and galleries) and non-material tourism (Hadžić, 2005, p. 27).

Besides significant economic effects, cultural tourism also achieves non-material effects that are extremely important and which also form the basis for its survival and further development. It means building awareness and concern about the importance, significance and protection of cultural values, preservation of social integrity and cultural identity of local communities. Each local area or community has both natural and anthropogenic resources that can influence the development of tourism. For this reason, it is necessary to examine the current developments and assess the quality and potential of these resources for the future development of tourism in a given area.

Natural and cultural resources are important legacies which need to be kept for future generations and some of these resources, especially cultural, may be less tangible than others, but very much significant in the development of tourism. Therefore, it is necessary to not only make their evaluation, but also to ensure their rational use and protection.

Non-material cultural heritage of our country is mainly linked to material cultural heritage and in that way its value increases and at the same time enriches the tourist offer. There are few cases of its valorization as independent tourist attractions. Material and non-material resources of cultural tourism can be: cultural and historical heritage, archaeological, architectural and musical centers; ethnographic, art, and other specialized museums; exhibitions, sculptures, art galleries; monuments (sacral and secular); pilgrimages, religious ceremonies and religious festivals; Old crafts, customs, traditions, folk costumes; dance and folk songs, national and international festivals, local events, language; national and local food and drink; cultural-historic and artistic tours (www.unesco.org).

On the extended list of UNESCO non-material heritage there are also different feasts, culinary specialties, weaving and other traditional crafts, music and folklore. All this can be closer to tourists and engage in cultural tourism offer of Serbia.

One of the most important issues in the field of cultural resources is their protection. The protection is guaranteed by the Constitution of the Republic of Serbia according to which everyone is obliged to protect natural rarities and scientific, cultural and historical heritage, as well as

goods of general interest ("Off. Gazette of RS", no. 98/06, article 89, paragraph 1) The preservation of cultural-historic heritage is guaranteed by the Law on National Parks ("Off. Gazette of RS", no. 84/15, article 2, paragraph 1, point 6) as well as a number of other legal documents, both directly and indirectly.

These areas are visited by many tourists, who significantly increase the negative impact on cultural resources. The main problem that arises here is the harmonization of the protection of natural and cultural resources and identities of local communities to their use in tourism. For this reason, in these areas it is necessary to develop the management of cultural resources, to ensure their rational and sustainable use.

The archaeological heritage for the purpose of tourism development in the case of Lepenski Vir

The Republic of Serbia as a unique destination has a very rich cultural heritage, of material and non-material nature from different epochs of civilization. Serbia is characterized by a large number of representative archaeological sites, but the extent of archaeological exploration is still at a low level. They contain various items of material culture which help to reconstruct the old way of life and society. Certainly the most important and the best site so far tested is Lepenski Vir, which is not only national, but also has a global value. In addition to the diverse and specific motive for development of tourism, Serbia is characterized by rich cultural heritage, which in some localities and places does not have only local and regional, but also a global tourist value. Serbia has a very favorable geographical position in the Balkan region, and also good transport links. Through its territory the roads of interregional and intercontinental significance passed and still pass and cross. These routes, even in the earliest periods ranged different people and intersected permeating different cultures. Given the fact that the territory of our country was inhabited in prehistoric times, all cultural creations, both material and spiritual, from that time until today, represent an outstanding and invaluable basis for the development of cultural tourism.

The list of the world's cultural heritage includes almost 1000 properties of cultural and natural resources around the world, estimated by the World Heritage Committee in the Organization for Education, Science and Culture of the United Nations (UNESCO) - as places of outstanding

universal value (Ministry of Trade, Tourism and Telecommunications, 2017).

Regional Institutes for Protection of Cultural Monuments in Serbia registered about 2800 cultural monuments of different significance and time of origination which are classified into several categories according to their importance. In March 1979, by the decision of the Assembly of the Socialist Republic of Serbia, 201 immovable cultural goods had been found, 73 of extraordinary significance and 128 of great importance (Stanković, 2002, p. 166).

The territory of Serbia has been the cultural center of European two occasions and today possesses numerous remains of ancient civilizations. In addition to the archaeological sites that testify of the human presence from prehistoric times, in our country there are also present the sites of Pleistocene animals: mammoth, bison and giant deer. In Serbia, archaeological sites of human settlement date back to the Paleolithic era 40,000 BC. The oldest known civilizations in Europe date from the Mesolithic and Late Neolithic, Lepenski Vir (6500-5500 BC) and Vinča (5500-3500 BC).

The Danube-Đerdap Cultural-tourist Zone. This zone includes the flow of the Danube through the Iron Gate (Đerdap gorge) – the highest, longest and most complex gorge in Europe. The Đerdap National Park is an important and complex tourist value of Serbia. Valorization of economic and natural resources, archaeological sites, medieval religious buildings, population and settlements, indicate significant attributes of tourist and investment attractiveness, which provide year-round tourism of rich and diverse content (Đurić et al., 2016, p. 386). "With its both natural and artificial values, the Đerdap National Park is imposed as a separate and complete tourist entirety. The first and main group of tourist motives is related to the Iron Gate, with its morphological and hydrographic characteristics. The second group of motives is derived from the attractiveness of the Đerdap scenery, which is not based on the hydrographic relief diversity and characteristics, but on a wide spectrum of combination of different elements of the flora and vegetation forms. The third group of motives has a very firm basic in the cultural historical background, especially in some more recently made values (objects of hydropower and navigation system "Iron Gate"). This group of motives is adjacent to some certain ethnographic specificities (Peter's village) with

the corresponding types of businesses (fishing, cattle breeding) and folklore characteristics.

Picture 1: *Iron Gate*



Source: <http://www.zanimljivedestinacije.info>

In addition to the exceptional natural values that are related to the very Iron Gate, on the right bank you can find significant material traces from the previous periods. These are powerful city-fortresses: Belgrade, Smederevo, Ram, Golubac and Fetislam, while between them there are Lepenski Vir, Karataš and many smaller archaeological sites and other cultural monuments. Tourist potentials of this region are numerous and varied. Due to the existence of natural and anthropogenic resources, there are many opportunities for tourism development.

The first archaeological excavations on the terrace of the Danube at Lepenski Vir can only speculate about the richness of findings. Lepenski Vir is a monument of exceptional importance, under the protection of the Republic of Serbia and in 1967, below the village of farmers and cattle breeders in the period from 5300 to 4800 BC, traces of the material culture of world importance were discovered. This culture, called the Culture of the Lepenski Vir is original and spontaneous. The settlement Lepenski Vir is of a special form. In the center of the village there was a large market, which was used to perform the ritual, and a complex of 140 houses of a trapezoidal base. Around fireplaces there are stone sculptures of considerable value. These are the first human figures sculpted life-size, which is why this art has attracted the attention of the scientific community around the world. At the archaeological site and a unique prehistoric open-air museum, examples of jewelry and tools made of bone and stone were discovered as well as carved stone slabs with symbols and

signs which probably represent the basic letter of mankind/Vinča symbols.

The scientific analysis of newly discovered settlements in this area is ongoing with the aim of finding opportunities to engage in touristic activities, as has been done with Lepenski Vir. After the construction of the access road and the completion of items in the open space and the museum, the Culture of Lepenski Vir will receive an even greater importance, and the national park "Iron Gate" will become an element of cultural tourism trend offers.

Golubac city, built on the offset of Homolje Mountain, has nine massive towers each up to 25 meters high, which are arranged to defend the town both from the land and the water.

Picture 2: *Golubac city*



Source: <http://www.politika.rs>

Fetislam fortress is located on the bank of the Danube west from Kladovo. It consists of the Small and Big fortifications. A Small fortress, consisted of upper and riverside area, was built in 1524 as a starting point for the Turkish conquer of the cities Severina and Erdelja.

The richness and variety of cultural and historical monuments of national park "Iron Gate" made it unique in our country. However, most are not equipped for tourist visits. Apart from Lepenski Vir, not one of these buildings has a welcoming and informing service for visitors.

Prospects for the development of cultural tourism

When it comes to cultural tourism, the current and potential position of Serbia in the international tourism market, indicates a wide range of strengths, weaknesses, opportunities and threats, from which strategic advantages can be defined on which Serbia can develop its cultural tourism in the future.

Products of Serbian tourism, generally speaking, nowadays, are still not adequately developed or commercialized in the international tourism market, although it has a very diverse and attractive motifs basis. The reasons for this situation are many. The absence of the Republic of Serbia in the international tourist market in recent decades is caused by socio-economic problems which reflected a negative campaign on the world market. Initial offers, which occurred 20 years ago, are still present, but by today's standards, they are completely non-modernized. Due to the market being closed, there were no major foreign and domestic investments and there was not any progress concerning the development of the new forms of tourist offer. In order to attract tourists and investment in the tourism industry, it is necessary to implement significantly more aggressive strategy of promoting Serbia as an attractive location for the development of tourism.

Having in mind that the role of the state in attracting capital in today's conditions is completely changed, it must constantly make efforts to promote the tourism potential of the country and raise the level of services to potential investors. To this end, through its mechanisms, the state must undertake promotional activities with the main task to:

- provide a complete package of services to potential investors, which includes an analysis of our business environment, as well as the analysis and review of the situation in specific sectors of our economy;
- provide different instructions and materials to facilitate the process of establishing tourism enterprises in Serbia;
- provide the possibility to organize meetings between interested investors and local authorities and other (Đurić et al., 2016, p. 386).

Due to stagnation in the past, cultural tourism in Serbia is characterized by numerous and serious deficiencies, especially at the level of touristic offer so that our country has not still had a clearly defined position in the global tourist market.

The current level of development of cultural tourism in Serbia is unsatisfactory and far from the potential that it has. It is not just the result of lacking the funds, but also the representation of the Republic of Serbia to the world public in a negative context, the tendency of Serbian people to hate their own cultural heritage, the absence of serious research of cultural tourism as well as the motives that lead tourists to visit certain cultural property or attend any of the cultural events. For these reasons, it is necessary to undertake certain activities in researching opportunities for the development of cultural tourism in our country, that should determine measures and activities for the market positioning of Serbia as an attractive cultural tourist destination, as well as work on positive media campaigns.

In today's Serbian tourist offer diverse products that could attract the attention of foreign tourists are lacking. First of all, they are cultural and environmental motives. Then, insufficiently affirmed is the concept of sustainable tourism and its integration with complementary activities and the natural and cultural heritage. In this context, special emphasis is placed on the cultural use, presentation and funding of assets by tourism. The tourist offer of Serbia is characterized by low quality of services and the mismatch of price and quality in the offer. The chain value of the tourism industry is not built, except to some extent in Belgrade, while the market position of our country as a macro-destination is not sufficiently defined. Serbia today still has comparative advantages in tourism, which yet have to transform into competitive advantages.

In Serbia, for now, major touristic places are mainly mountainous and spa cities, while the social facilities are completely neglected and also there is no comprehensive and functionally rounded regional tourist offer. Well-established destinations such as Kopaonik, Zlatibor, Vrnjačka Banja, Soko Banja and others, do not have the required cultural motives in its offer, although they are present in their environment. "Guča" trumpet festival and festival "Exit" in Novi Sad are the only ones that have achieved the international significance.

Conclusion

According to the forecasts made by the World Tourism Organization, by 2020 nearly one billion travelers will be included in tourism development flows. As the top five segments of the tourist market in the future the following are labeled: eco-tourism, adventure tourism, cruises, theme and

cultural tourism. It is believed that over 40% of all tourist trips include cultural elements. For this reason, it is important to incorporate cultural resources in tourism and to adapt to the needs of tourists.

Cultural tourism represents a great opportunity for the development of Serbian tourism which is quite underdeveloped. However, natural and cultural resources of Serbia are not sufficiently valued. The existing cultural and historical heritage is not adequately protected, not enough has been presented, interpreted and promoted, so overall it is not adequately included in the tourist offer. Having all this in mind, it is clear that the strategy of strengthening cultural tourism and overall tourism potentials of our country in the future must be based on raising awareness about the importance of the impact of cultural heritage on improving the position of our country in the global tourism market. Cultural identity and cultural heritage of our country must become an important asset for attracting tourists and its significant involvement in the global tourist industry.

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