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**TOURISM  
IN FUNCTION OF DEVELOPMENT  
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**THEMATIC  
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**II**



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



# GREEN ECONOMY IN THE FUNCTION OF SUSTAINABLE TOURISM DEVELOPMENT OF SERBIA

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## Abstract

*Sustainable tourism represent positive example of application of green economy in Serbia. Bearing in mind that sustainable tourism depends mostly on the geographical physiognomy of rural areas and the fact that over 80% of Serbian territory is a rural area where about 55% of the population live, the paper analyzes the basic characteristics of sustainable “green” tourism and tourism development. The authors start from assumption that implementation of green economy in the tourism industry needed green business, developing environmental awareness of tourists, tourism workers and local residents. Starting from this assumption, the basic aim of paper is to underline the necessity of a new concept of green economy in the modern tourist market in order to ensure tourism development that will be sustainable in the longer term. In the paper was applied adequate qualitative methodology such as: the methods of analysis and synthesis, inductive and deductive, descriptive and comparative methods.*

**Keywords:** *green economy, green business, environmental awareness, sustainable tourism, rural areas, rural tourism.*

## Introduction

The rapid economic growth and irrational use of natural resources after the intensive industrialization in the second half of the 21st century, conditioned the global structural crisis which was for the most part reflected in the field of life environment. Along with the consumption of natural resources which is exceeding the amount that can be regenerated

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by the planet Earth in one year's time, the quantity of carbon dioxide emitted into the atmosphere and the quantity of waste that the modern mankind is leaving behind, is exceeding by 50% the quantity of what the Earth is able to reabsorb in one year's time. These radical changes of ecosphere presented a clear signal of the need for implementing changes into the existing economic paradigms and creating a new business concept of a "sustainable economy" (green business).

The concept of green economy emerged in the 1980s as a kind of means that was supposed to provide assistance to national economies and the society as a whole while heading towards sustainable development. The green economy is a sustainable economy where economic growth and ecological responsibility function together by strengthening one another and simultaneously supporting the progress of social development. The basic assumption of a green economy refers to ecologically responsible business activities that are supposed to enable the economic growth and development complete with a simultaneous increase in the quality of human environment. Therefore it is important to emphasize a dimension of the green economy related to social responsibility, that is, social inclusion and creation of employment opportunities and poverty reduction.

One of the priority tasks in the management of macroeconomic policies of each country is to ensure sustainable and balanced economic development in its entire territory. The modern concept of economic viability means that the company needs to maintain or increase the level of wealth per capita (Premović, Boljević & Arsić, 2011, p. 138).

By applying the concept of a green economy what are being initiated are the investments the purpose of which is reducing the pressure on environment with an increase of efficiency in the consumption of energy and resources. Due to the needs for increasing employment rates, as well as for the forthcoming innovations in environmental protection, the number of so called "green jobs" and "paperless jobs" is constantly growing. Numerous traditional jobs and employments based on natural, nonrenewable resources cannot disappear completely and immediately, but what can be done and what have to be done about it is to adapt and enhance them for the purpose of environmental preservation.

According to the demographic movements, climate changes and needs of a mankind, the life of the humans in the future will depend more and

more on nature. (Vujović et al., 2012, p. 1889). Based on the specific evaluations conducted by the UN, a transition from the conventional economy to the green one is expected to affect the flow of investments of over \$ 1.000 billion in the forthcoming two decades which will lead to opening of approximately 60 million new job places. The field of action, i.e. practical applications for a green economy is quite extensive, virtually indefinite. Namely, a green economy can be equally applied in all the human activities – in the industrial and nonindustrial branches.

### **Metodology**

Based on the official data of the World Tourism Organization (UNWTO) in 2014 has achieved a total of 1.135 million tourist arrivals which contributed to the realization of tourist arrival from \$ 1.245 billion.

Given these data, the authors analyze the application of the concept of the green economy in the performance of tourist activities as one of the most promising human activities today.

The basic assumption of the paper is that implementation of green economy in the tourism industry needed green business, developing environmental awareness of tourists, tourism workers and local residents. Starting from this assumption, the basic aim of paper is to underline the necessity of a new concept of green economy in the modern tourist market in order to ensure tourism development that will be sustainable in the longer term.

In the paper was applied adequate qualitative methodology such as: the methods of analysis and synthesis, inductive and deductive, descriptive and comparative methods. For understanding the genesis of the formation and development of the concept of green economy and green business as well as the concept of sustainable tourism development, in addition to the above, the historical method was used.

### **Evolution of the ecological („green“) awareness as assumption of sustainable tourism development**

The extent of tourist activities in not only local and regional, but global environmental issues worldwide is found considerable, particularly if you take into consideration „an enormous consumption of energy needed for the achievement of mobility motivated by reasons of leisure and tourism itself“. The given constation can be substantiated by the results of the

research conducted at the World Watch Institute which are presented in the report entitled „The Global Situation“ in the year of 2000, where „dramatic hints of an increase in the environmental devastation“ are being apostrophed.

There has been a significant increase in melting of the Antarctic ice layer, with coral cliffs breaking off and extinction of several plant and animal species. The ice cap stretching over the Antarctic has been flattened by 42% in only 50 years' time. Consequently, there remains the question: for how much longer will tourists be able to admire powerful ice cubes spreading over the surface of the Antarctic? (Müller, 2004).

The protection and improvement of human environment is an important issue mankind faces in the early 21st century, due to which the development of a new attitude towards nature and human environment is turning into one of imperatives of the modern society. In order to enable green economy to be implemented in practice, it is very important to raise the state of awareness of local inhabitants and the modern society as a whole, as regards the natural human environment and its significance and role in enhancing not only the life quality, but maintaining the survival of a contemporary man as well.

As Hirsch (1993, p. 174) pointed out, ecological awareness includes the following four viewpoints:

- Nature experience and a sense of stewardship towards nature.
- Ecological knowledge.
- Ecologically oriented ethics.
- Decisions about environmentally relevant behavior.

The development of ecological awareness has introduced some changes in the consumption mentality. „A classic consumption is replaced with the consumption of mainly environmental friendly and “ethical” products. These changes in the mentality of a contemporary man's consumption are designated as the green consumption” (Stojanović, 2006, p. 216).

Under the influence of the developing concept of green economy and consumption in tourism sectors, after the period of mass tourism domination which was characteristic for the second half of the 20th century, the beginning of the 21st century was marked by tourist travels directed towards new „green“ destinations based on ecological awareness.

## **The basic characteristics of the sustainable tourist development**

After the Second World War, tourism experienced continued expansion, which contributed to the growth in revenue from tourism from the initial \$ 2.1 billion to the incredible \$ 473.3 billion in the year of 2000. At the same period, there was an increase up to the number of 661.8 million of tourists.

The growth in tourism turnover has been influenced by an extensive number of factors, out of which the most important ones are the following: a rise in social welfare (in a form of increased incomes), a reduction in the working hours and increase in leisure time, rapid industrialization and urban centers' development, along with a technological development in the sphere of traffic activities. Therefore, travels have turned into an inherent social rule which contributes to the cultural identity of each tourist, owing to which "escapism motives" have been strengthened (Theim, 1994).

An achieved boom in tourism in the post war period has had negative effects on the environment, primarily because of the irrational use of natural resources. Expansion of tourist travels and usage of natural resources in the function of enhancement of tourist offers and growth in tourism have led to factual overuse of natural resources, the environmental pollution and eventual threats to natural heritage.

According to Hahn (Hahn, P., 1989), there are four fundamental categories of a negative impact of mass tourism on the nature and environment. They are:

1. mechanical influences – performances (soil compaction, upper layer stiffening and soil erosion, vegetation destruction),
2. intensive agricultural land use intenzivno korišćenje površina (land consumption and introducing changes into the general features of the areas),
3. the release of hazardous substances into the air, soil and water (by means of burning up engine fuels, gas evaporation, chemical spills and leaks, wastes),
4. disturbing influences – performances (noise or odours).

Tourism is now one of the five largest export industries in over 150 countries, while in 60 countries it is the number one export. For 1/3 of developing countries and of 1/2 the least developed countries, tourism is

the main source of foreign exchange. According to long-term forecasts of the World Tourism Organization, tourist arrivals should increase at a rate of 3.3 % per year over the next two decades, from 2010 to 2030. During this period, the growth rate will gradually decline from 3.8 % in 2012 to 2.9 % in 2030. In absolute terms, in 2020 it is expected a total of 1.4 million tourist arrivals by 2030 that number should reach a value of up to 1.8 million tourists.

As one of the most propulsive industrial branches with significant economic results, tourism has an important ecological responsibility owing to which what is being more frequently analysed nowadays is so-called ecological dimension of tourism in the function of the entire sustainable development.

Tourism has numerous economic and social functions and the ability to influence the development of other economic activities (Pejanović et al., 2014, p. 488). Timely planning tourism development is the single most important step to prevent possible damage along with a gradual degradation of environmental values which are particularly significant for tourism. Current negative influences of tourist activities on the environment quality are caused by a scarce implementation of planning and construction regulations, by lack of the infrastructure intended for wastewater treatment and uncontrollable disposal of wastes, along with the inefficient management of natural resources in protected areas.

The achieved results along with the further projected tourism growth demonstrate the necessity for a strategic management in tourism sectors, primarily when it comes to controlling further tourism growth for the purpose of providing sustainable tourism development.

The tourism industry also faces a multitude of significant sustainability-related challenges. Specific challenges that need to be resolved through the greening of the industry include:

1. energy and greenhouse gas (GHG) emissions;
2. water consumption;
3. waste management;
4. loss of biological diversity;
5. effective management of built and cultural heritage; and
6. planning and governance (UNEP& UNWTO, 2012).

One of the preconditions for tourism development is a healthy natural and human environment, which is also implicated in the concept of sustainable development. In the context of achieving sustainable and

responsible development for the purpose of maintaining the environment as a resource of tourist products, it is the concept of sustainable tourism development that is domineering nowadays and it refers to a tourism development which satisfies the needs of current tourists, tourist destinations and all tourism participants, while simultaneously maintaining and increasing potentials for the use of tourism resources in the future, without jeopardizing the prospects of the future generations to meet their own demands.

The Swiss scientist Jost Krippendorf, one of the founders of The Research Institute for Leisure and Tourism, University of Bern, played a considerable role in the creation and elaboration of a concept of sustainable tourism development. Krippendorf criticized negative impacts on the environment and culturalhistorical heritage caused by mass (“uncontrollable”) tourism consumption after the Second World War. What he emphasized in his lectures, scientific papers and research was the importance of appreciation of an ecological component, i.e. the importance of an ecological dimension in all of the human activities, particularly tourist activities. Krippendorf pointed out the necessity for holistic and multidimensional approach to the comprehension of essential points of tourist activities. He was one of the first scientists in the early 1970s who claimed that tourism is not a “simple” onesided activity determined exclusively by economic logic and meeting the needs of tourists, but he also underlined that tourism is a complex socialeconomical activity affected by a number of factors (Krippendorf, J., 1992).

The scientists<sup>3</sup> at The Research Institute for Leisure and Tourism, University of Bern, paid special attention to examining nature and a relationship between nature and tourism. As a result of the research, it has been concluded that the central position in the highly positioned tourism (or quality tourism, as they used to name it) is given to intact nature and impressive areas. In addition, it has been stated that in the near future there will not be any further changes, for “the future belongs to the places intended for a vacation where nature is intact, and areas – landscapes are clean”.

Based on the analysis of a survey conducted during one of numerous research programmes, it is established that 90% of the Swiss believe that

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3 Müller, H.R., Landes, A., Scheurer, R., Egger, M., Kramer, B., Ferrante, C., Menzel, C. i drugi.

“diverse and intact nature” has an important or very important role and is of a great significance for tourism. Nature is what is being sold in tourism, which means that free goods such as areas, water, air or silence are being commercialized. Therefore, the conclusion of the abovementioned group of authors is directed to the fact that nature is of a supreme significance for an overall tourist activity (Müller, H.R., Landes, A., Scheurer, R., 2001).

Herman E. Daly’s research indicates the issues of unrenovable natural resources along with underlying the importance of harmonisation as regards relations between the key ecological and economic goals in the context of sustainable development. Investments cannot be made in the unrenovable resources, but their consumption can be organized in such a manner so that it can lead to an increase in the inflow of direct, passive investments in renewable resources. In Daly’s opinion, sustainable development refers to the increase in overall ecological-economic performances, presenting a relation between achieved results of human labour per unit costs in natural resources. In that context, „sustainable tourism growth could be mentioned, only if each franc/euro of value added earned from tourism (or shall we put it this way: every additional overnight stay) – would help reduce pollution levels in our environment (that is, less consumption of energy), then it was before“ (Daly E.H., 1999).

In the middle of sustainable tourism development there is a „magical fiveangled pyramid“ the basic points of which are the following:

1. Material welfare: income, values creation, disparity reduction, etc.
2. The subjective feeling of satisfaction: individuality, freedom, selfrealization, cultural identity, adaptibility, etc.
3. A high level of tourist satisfaction: providing the optimal solutions to satisfy the diverse needs of guests, customer segmentation, etc.
4. Nature and natural resources protection: biodiversification, natural resources protection, landscape diversity, etc.
5. Cultural diversity: cultural creation, fostering domestic cultural activities, the protection of cultural goods, hospitality, etc.

In order to provide longterm tourism development, i.e. in order to provide sustainable tourism development, production costs in tourism have to be oriented, in terms of quantity and quality, towards an increase in the values and possibilities for the natural and cultural adjustment.

By achieving significant economic effects through the use of natural resources and human environment, tourism has an economic interest in protecting the resources from their degradation or devastation. Namely, “demands for environmental protection and achievement of tourism development cannot be fulfilled separately. In order to become economically sustainable, tourism has to be used in the function of a sustainable environment, whether it is the cultural or natural one. Tourism promotes proactive protection based on the rational and elaborated use of resources” (Milenković, S., 2009, p. 397).

Between tourism and human environment there is a mutual connection and the state of conditioning which needs to be analysed in order to get a better view of the concept and process of tourism sustainable development. That mutual influence and relation is complex and essentially bivalent. On the one hand, tourism has an interest in the environmental preservation since it uses its resources. Tourism economy can be jeopardized by environment degradation, which is affected by a range of factors. The following factors are emphasized as the most important ones:

- Global warming threatens the future of tourism not only in the coastal states (due to sea level rise), but in the mountain areas as well – ski resorts as well (due to snow melting).
- Loss of biodiversity and appeal of geographical areas due to the abundant, uncontrollable construction.
- Pollution of drinking water areas and bathing water or the lack of water causes damage, and in some cases it turns into a limiting factor in tourism sectors.
- Local air pollution connected to the great urbanization can divert tourist attention from a specific destination.

On the other hand, we can indicate the following factors as the key natural resources that tourism uses and jeopardizes to a certain degree:

- Drinking water – due to its over use by tourist industry users such as hotels, swimming pools, golf playgrounds, etc. (Each tourist spends an average of more than 200 litres a day).
- Soil and landscapes – tourism development can cause land devastation and degradation, whereas roads and airports construction can lead towards loss and degradation of native plant and animal habitats, and violations of regions physiognomy.

- Sea resources – are susceptible to degradation or destruction due to underwater activities (it applies not only to living organisms, but underwater archaeological sites as well).
- Atmosphere – is threatened by a high level of the use of energents in the hotels and other accommodation facilities along with transportation means used by tourists, primarily their personal cars.
- Local resources (energy, food, water, etc.) – the use of which in tourism sectors can lead to its lack, i.e. needs for its import (Premović, J., 2015, p.19).

Therefore, the green business is necessary in the tourism company. Tourism economy has an inherent interest in the protection of natural and cultural resources which are considered to be the essence of its activities. Also, it possesses means for achieving this goal. As the greatest world industrial branch, tourism has a moral responsibility to take on a leadership role in the transition towards sustainable development. At the same time, it declares its own interest in this matter. A product shaped and sold by means of intact tourism completely relies on clean seas, intact mountain slopes, unpolluted water, litter free streets, well preserved buildings, archeological sites and diverse cultural tradition. Actual benefits stem from maintaining the sustainability of overall tourism (Adopted based on: Agenda 21 for tourism, IUCN, UNEP, WWF, Caring for the Earth).

It can be concluded that the modern tourist market „environment friendly tourism development involves the protection and conservation of nature (dumps, illegal construction, architecture and construction materials) that keeps getting energy resources, protection of the negative impact of noise and social awareness of responsibility. These negative impacts are not only a product of operators on the supply side, it is not the responsibility only on them, but also users of services and tourism must respect the eco principles (Vujović, Milanović, & Mrkalj, 2009, p. 65).

### **Green economy application in Serbia**

The consequences of global climate change; extreme weather and climatic events in global community, and so well in the Republic of Serbia could have a great impact on planned implementation of sustainable development. Economic consequences of extreme weather normally occur through losses in primary production inputs: human resources,

physical capital, infrastructure, land endowments and productivity (Radović, Pejanović & Marinčić, 2015, p. 182).

One of the key strategic national goals of the Republic of Serbia is the completion of the European integration (EU) process and rightful membership within the EU, since the Republic of Serbia made an EU membership application in December, 2009, and the statues of potential candidates for membership expired in March, 2012. In order to realize this strategic goal, the Republic of Serbia was committed to meeting numerous demands even when it comes to the field of „economy greening“ and sustainable socioeconomic development as a whole. In that context, strategic directions towards the green economy development in the Republic of Serbia are the following:

1. harmonization of the social and economic development with the UN policies in the field of the efficient use of natural resources and development accompanied by low gas emissions along with the greenhouse effects
2. improving social inclusion and reduction in poverty
3. strengthening and providing support to the sectors of environment
4. defining longterm institutional and financial framework as providing support to the sustainable development
5. promoting subregional cooperation (National report „Rio+20“, 2012).

Positive examples of the green economy application in the Republic of Serbia are classified into two major groups within „The study on achievements and perspectives on the pathway towards green economy and sustainable growth in the Republic of Serbia“. The groups are: sustainable tourism in the Republic of Serbia, cleaner production and responsible business and financing.

### **Rural development and Serbian sustainable rural tourism**

Sustainable rural development is the base for economic development acceleration of each rural area, by direct influence on environment improvement and standard of population (Radosavac & Premović, 2012, pp. 1303-1304).

Key assumption for rural development and especially for rural tourism development is nature, respectively, favorable natural and demographic conditions. Rural tourism has a plethora of definitions, but the common element of the most of them is that rural tourism represents every tourism

activity that takes place in rural areas (Adopted based on: Košić et al., 2015, p. 977).

With regard that sustainable tourism depends on the geographical physiognomy of rural areas and given the fact that over 80% of Serbia's territory belongs to the rural area with approximately 55% of the country's population, these are obviously comparative advantages for the development of this form of tourism in Serbia.

Nowadays there are a lot of ways of tourism in the rural areas (home, hunt, fishing, adventurous, agro-tourism, religious etc.). The base of all of mentioned kinds of tourism is the rural areas (Vujović et al., 2012, p. 1889).

The rural areas of Serbia are characterized by a high degree of differentiation in terms of size and morphology of the settlement, the natural conditions and infrastructure. This differentiation is sustaining on the plan of social development, demographic trends, economic development, quality of life, environmental and other characteristics.

In addition to the intense differences between the rural areas of Serbia, what they have in common, unfortunately, is „dying“ villages due to large migrations from rural to urban areas... As a result of migration from rural to urban areas, there is a so-called „depopulation“ of the village. Not only from the village leaving the working age population, thereby reducing the available workforce, but leaving young professionals and educated people that their knowledge could affect economic development and improving the current situation ...Therefore, in solving the existing problems must start from the rural development policy and strategy formulation, but also from the lowest level - the level of rural municipalities. Using the appropriate instrument for stimulating local economic development, directly affects the rural development and development of the country as a whole (Pejanović & Njegovan, 2011, pp. 9-11).

Based on the data from the archives of the tourist association in the late eighties, rural tourism in Serbia engaged in 50 villages with approximately 3,000 beds in 800 households to that number almost doubled in 2005. Although there are no official statistics on the total supply of rural tourism in Serbia, according to the local tourist organizations, Serbia today has 10,567 beds in rural households, assuming that it is still 32,747 could be used for the needs of rural tourism. The total number of actual service providers in rural tourism in

Serbia the largest houses in the village which has 320, accounting for 65.31 % of the total number of properties. According to estimates by the Serbian Tourist Organization, rural tourism supports more than 10,000 beds and an average within the rural tourism takes place about 6 % of the total number of overnight stays in the Republic. It is estimated that the total number of beds annually generates approximately 5 billion and contributes significantly to higher direct revenues in the tourism sector (Cvijanović, Vuković & Kljajić, 2011, p. 15).

Taking into account the results of various studies that have been carried out in the country and the region, it can be assumed that for every eight new tourists to rural areas in Serbia a new direct job position is generated, additionally each 25 daily visitors present an opportunity for a new direct job position. Based on 10 years projections made on creating new jobs in Serbia arising from rural tourism that were made for the purpose of the Master Plan for sustainable development of rural tourism in Serbia, is expected to create realistic presumptions for as much as 250,000 new jobs in rural areas. Rural tourism is therefore emerging as a real possibility of development of rural areas and as an element of a better utilization of the comparative advantages of rural areas in Serbia.

Serbia general, and particularly Serbian rural areas have a variety of ecosystems with well preserved biodiversity. Therefore, it is necessary ecological approach to daily life activities (Pejanović & Njegovan, 2011, p. 11).

In identifying real opportunities for activation of rural areas and their placement in the function of encouraging sustainable rural tourism in Serbia and local economic development, an important role must be handed over to local communities in these areas, primarily raising awareness and educating local rural population about the cultural, historical and natural attractions of the rural communities in which they live. Local municipalities, but also individuals in them are becoming increasingly important factors for success and effectiveness of rural development policy (Pejanović & Njegovan, 2011, p. 9).

Practice has shown that the financial instruments are an extremely important tool for stimulating local economic development, and therefore Rural Development (Pejanović & Njegovan, 2011, p. 15). Through the use of various financial instruments, such as financial assistance programs through micro-credit, guarantees, loans, various funds and instruments of public finance, self-taxation, public administration, foreign direct

investment, international donations etc., can be influenced by the local economic development of rural areas, and thus indirectly on the economic development of Serbia overwhole.

In order to rural areas of Serbia could realize all the distinctive challenges of tourism development, must comply with accepted systems of standardization and product quality in rural tourism, as well as at each position, with ratified certificates, to allow unimpeded growth and development of tourism as an integral part of the economic system (Milenković & Utvić, 2013, pp. 75).

Based on the research of basic characteristics of sustainable tourism and rural areas of Serbia, as the most important benefits of sustainable rural tourism are seen to be following:

- protection and preservation of natural, cultural, national and historical heritage
- keeping the local population in rural area and prevention of migration to urban areas
- development of related economic and non-economic activities, primarily agriculture and services
- an increase of employment of the local population
- increase in income (and/or additional opportunities for income)
- sustainable rural development and sustainable economic development of Serbia as a whole.

## **Conclusion**

Sustainable rural tourism, as a result of green economy application, according to the UNDP and UNWTO, makes a larger contribution to gross domestic product growth as well as significant environmental benefits includes reductions in water consumption (18%), energy use (44%) and CO<sub>2</sub> emissions (52%). Increasing the involvement of local rural communities, in the tourism value chain can, therefore, contribute to the poverty reduction and sustainable rural development.

By analyzing the green economy and its application in the field of tourism activity, can be concluded that for the development of rural tourism and for achievement of the sustainable tourism development, it is necessary to establish cooperation between all participants in the socio-economic life

that are considered relevant for scaling, creating and conducting tourism activities.

In accordance with this, the goal of green business should be the protection of the environment. Numerous studies show that many of the measures implemented to protect the environment are not complex and expensive and may contribute to a better market (increasing market share) and financial (reducing costs, increasing profit) result of tourism entities. Satisfied guests and employees, this represents a non-profit that is sometimes more important than the material.

The application of green economy in Serbia primarily assumes improvement in the environmental field. In order to achieve progress towards a green economy, it is necessary to significantly increase investments in infrastructure for sustainable environmental development. This includes the strengthening of strategic planning in the field of environment and its implementation, capacity building, development of an integrated information system and the sustainable use and management of natural resources with the cutback emissions.

The development of environmental awareness and ecological culture of modern tourists, local residents, but also for tourism staff have a key role in the function of nature protection and improvement of environment and quality of life. Raising awareness about the necessity of applying basic environmental standards in business and applying the concept of green economy in Serbia tourism industry, it is rational use and conservation of natural resources.

Currently, environmental awareness and practical activities in the field of environmental protection are not at a satisfactory level (Pejanović & Njegovan, 2011, p. 11). Therefore, they need to be increased. Research that is on Serbian territory enforced by the ministry responsible for tourism have shown that the key of success of rural tourism development should be sought in the optimal utilization of the potential of rural areas, active effort, modern approach, quality staff and managers, and good use of known instruments of stimulating local economic development.

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