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**TOURISM
IN FUNCTION OF DEVELOPMENT
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Spa Tourism in Serbia and Experiences of Other Countries



**THEMATIC
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**UNIVERSITY OF KRAGUJEVAC
FACULTY OF HOTEL MANAGEMENT
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RISKS IN TOURISM AND THE CHALLENGES TO SECURITY IN SPA RESORTS

*Snežana Štetić*¹

Abstract

At the end of the last century the criticism of tourism began because of the "social costs" incurred by its uncontrolled growth and development. Negative impacts of mass tourism on the development of tourism destinations were particularly pointed out due to: the destruction of attractive space through uncontrolled construction and activities in the protected areas, inadequate cultural and historical heritage evaluation, etc. The increase in criminal behavior in tourism destinations and higher risks for tourists in all spheres is a number one threat for the development of tourism. Except benefits, many human activities, including tourism, can also bring many negative consequences to one area. Globalization as a process of universal interpenetration of business entities from all over the world still causes numerous contradictions and misunderstandings, enthusiasm and disappointment, as well as not significant resistance. In economic terms, it leads to the formation of the global economy. In this way the world tends to become a unique system, and global market becomes accessible to all. Economic globalization offers numerous options to many countries, but it also brings some of them into even more difficult position because of the debt increase, uncontrolled exploitation of natural resources, environmental risks, etc. Tourism as a global phenomenon is faced with growing problems in its development. Therefore, this paper discusses the specificity of spa destinations, identification of risk for their development, risk analysis and its assessment, as well as the possibilities of solving the existing problems.

Keywords: *risks in tourism, security, safety, challenges, spa resorts, destination*

1 Snežana Štetić, PhD, full professor, College of Tourism, Belgrade; Bulevar Zorana Đinđića 152a, 11070 Belgrade, Serbia; e-mail: snegics@gmail.com tel. 063239853

Introduction

Globalization is not the same as the global economy. It is only its upgrade, it is wider than the economic relations and it contains many other aspects and elements: politics, culture and social relationships. Instead of general stability and rapid growth and prosperity in the world, the previous process of globalization with a primary objective to achieve free flow of money, goods and people lead to increased instability, slowing growth and deepening the gap between the rich and the poor. It increasingly calls into question the democratic legitimacy of the objectives and forms of governance in the world that barely counteracts to preserve the richness of diversity and primordial right that, parallel to its global affiliation, every community remains sufficiently different, authentic and locally recognizable enough (Pokrajac & Štetić, 2013).

Every country that wants to develop tourism should create tourism policy with the objective to help its development and overcome numerous challenges while it is improving global competitiveness. These challenges include the extensive and high-quality research in tourism demand, understanding of its basic characteristics and all the risks which occur (Štetić, 2012). The role of the state (Middleton, 2002) for the sector of tourism business in the context of global competition is multiple, establishing the link between the integration at the level of the world and the decentralization at the local level.

Tourism can be a force for preservation, but also a threat to the natural and cultural resources and heritage of the local community. Interdependence that exists between tourism, natural environment and cultural heritage is obvious. With growing interest in resources of a destination, tourism is finally becoming recognized as an activity that can develop different areas, create jobs for local people and help preserve local culture and customs. This means that tourism offers improvement in the lives of people, and it is extremely important that all those involved in the creation of tourism activity keep an optimal balance of the development. On the other hand, in the tourism destinations where the condition of natural and anthropogenic resources is getting worse, the economy will be in a high-risk position because tourists are directed towards competing destinations (Vujović et al., 2012).

The problems of tourism development are increasing because tourists are leaving the beaten tracks of their movements and common solutions for

their travel needs. The speed of changes in the tourism market requires a new strategic concept that will be able to withstand competition in the global tourism market. In this sense, the main determinants of international tourism global development are:

- the development level and domestic market size,
- the economic growth of certain countries,
- the system of the world market,
- the development of communication and transport technology,
- the emergence and development of multinational and global companies,
- the safety of business operations.

The events at the end of the twentieth and beginning of the twenty-first century, assured us that the *safety of stay* became a priority in the planning of tourism development. The risk, which is more and more present in the tourist market, requires the creation of new protection methods for the activities, destinations and tourists. Tourism consumers' behavior is constantly changing, and in this century this change is primarily focused on the search for safe tourism destinations.

- ✓ *Growing concern for the safety and security;*
- ✓ *Increased participation of older and more experienced travelers;*
- ✓ *Increased competition;*
- ✓ *Increasingly emphasized importance of price competitiveness;*
- ✓ *Constant investments in quality increase;*
- ✓ *Introduction of new technologies;*
- ✓ *Partnership of public and private sectors.*

That is why risk management has become an extremely important activity in planning tourism development. We are witnessing risky and negative events and phenomena across the globe. Their causes are varied, so that their solution requires different skills (Camden, 2016). These events can have a different impact on tourism, different duration, different consequences and unequal spatial impact. We can discuss about short- or long-lasting consequences, about the influence on individuals or on population groups or the entire society, about influences that are reflected only in the territory of a local community, a region, a country or a continent. However, what is most important, if risk management is properly set up, it is the right possibility of risk planning and the control of the entire process.

Specific forms of tourism challenges to further tourism development of spa resort

The fact is that the specific forms of tourism are based on the specific relations that occur on the supply and demand side, but also with their specific interaction. They arise as a result of changes in lifestyle caused by the present and as a result of the computerization, automation, standardization of service quality and marketing and management concept from one side and the intellectualization, individualization and affirmation of ecology and health on the other (Štetić, Šimičević & Ćurčić, 2013).

The specific forms of tourism are based on a specific area that allows the development of such tourism trends. In addition to the space, people are an important factor and prerequisite for the development of these tourism trends. A few basic preconditions for the successful development of specific forms for spa resorts can be identified. These conditions are as follows (Štetić & Šimičević, 2012):

- an area that has the quality for the development of spa tourism,
- the possibility or the ability and knowledge to identify the potential for the development of spa tourism,
- the people who are willing to take risks.

The specific area and personnel, belong to the destination resources. Both resources are essential, the area because there is no base or foundation for the development of these forms of tourism without it, while human resources are essential for the design and creation of specific tourism products. The third group of factors are *people*, i.e. the tourists who are willing to take risks, namely to engage in specific forms of movement and to explore new frontiers beyond the area of mass tourism. They represent the demand for specific products and generators for the emergence of specific tourism destinations.

Through a review of the factors under whose influence the market of specific tourism forms is developing, it can be noted that generally they do not deviate from the factors that influence the development of the tourism market as a whole (Middleton, 2002). However, they are much more emphasized in the market of specific forms of tourism. The impact of high technology not only on the consumers' behavior and choice, but also on the product creation and management of spa tourism destination is far more underlined and present. One of the possible reasons is the

individualization on the demand side, i.e. the existence of a well-trained and educated individual with precisely defined preferences who will accept only what he wants. The emergence of individualization on the demand side says that the segmentation is significantly more detailed with more numerous and specific segments that are characterized by a smaller number of members with more sophisticated desires. Certainly, all this causes non-standard, or rather, a specific management on the side of tourism industry companies and destinations that are involved in spa and wellness tourism. And finally, the distribution organization must take into account all the specifics of supply and demand in spa tourism.

Therefore, it is necessary to define the specifics of demand and supply thoroughly and completely in order to avoid any deficiencies in the performance at such a market. When it comes to tourist demand for spa tourism, it has clearly expressed specifics, distinguishing (Štetić, 2003):

- the expressed tourists' desire for authenticity of spa resorts,
- the expressed tourist's request for the experience of spa and wellness products in local environment, and
- the unique tourist's demand for as a host in spa resort.

Economically, tourism can be most influential on the protected areas that, apart from the need for protection, must be integrated into the sustainable development and growth of spatial potential with the aim of improving the lives of the inhabitants, the return of the young and working age population and their impact on future tourism growth and development of the destination. Taking this into consideration, further diversification of tourist destinations is needed with special emphasis on tourism products oriented towards natural amenities including spa tourism.

Challenges to the development of specific forms of tourist destinations

Several approaches can be used in the identification and classification of selective tourism forms and types. The classification carried out in such a way divides the forms of tourist trends into conventional forms and new forms of tourism. The conventional forms include winter and summer tourism, i.e. mass tourism movements characterized by the destruction of resources and unsustainable development. Alternative and special forms of tourism are referred to as sub-forms of the new forms. They are characterized by a responsible attitude of tourists and the development of tourist destinations based on the principles of sustainable development.

Table 1: *Defining some selective forms of tourism that can be developed in Serbia*

Tourism form	Definition
Spa tourism	<i>Spa tourism is based on thermal and mineral springs as basic resources, and is focused on overall mental and physical well-being of the individual as a user</i>
Tourism of the protected parts of Nature	<i>Tourism, which is taking place within the area which has developed and intact ecosystems and values of ecological, geological, scientific, educational, landscape and historical significance, but is far from civilization and in which man is only a temporary observer without any impact on natural processes</i>
City tourism	<i>City tourism centers, very complex systems with multi-functional character within which tourism is developing in many forms, which affects the formation of numerous connections between local population and visitors</i>
Business tourism	<i>Business tourism is a form of tourist travel based on business reasons and participation in meetings, congresses, conventions, conferences, exhibitions and incentive trips, during which business travelers use the whole range of tourism services and common products within a destination</i>
Rural tourism	<i>Tourism within rural areas oriented to consumers and based on natural capacities and resources of rural areas (culture, nature, landscapes) and on family and small business</i>
Nautical tourism	<i>Nautical tourism consists of navigation and stay of tourists – navigators on vessels and in ports of nautical tourism for rest and recreation</i>
Transit tourism	<i>A set of relationships and phenomena that occur as a complex reflection of all the relevant factors relating to the tourists' movement through certain cities, regions or countries, toward the destination of their journey, while their stay is limited by the objective of stopping which can range from a few minutes of break to one or more overnights</i>
Cultural tourism	<i>A form of tourism in which the demand for the facilities and amenities of cultural character prevails, i.e. tangible and intangible cultural heritage</i>
Hunting tourism	<i>In addition to hunting as a central motive of tourist movement this also includes active rest, recreation and stay of tourists in a healthy natural environment</i>

Source: *Štetić S., Šimičević D. & Ćurčić N. (2013): Specifični oblici turizma, LI, Belgrade.*

Another approach in the division and classification of selective forms of tourism is based on the area where tourist movements take place, and which has at its disposal the resources necessary for the development of certain forms, i.e. tourism destinations. Moreover, it is based on the tourists who are focused on meeting certain specific needs within such

destinations. According to this approach, but also according to the previously stated characteristics of selective forms of tourism, *space and needs* are two basic determinants of their development. Within the group of other specific forms of tourism, the space in which tourists move and the way they move are taken as a basis for the differentiation. In the history of the society as a whole and of man as an individual, their development is followed through centuries and generations basically by various changes. However, despite the small number of what does not have a changing meaning for a man, there is some permanence. *This is the permanence of human needs and limited resources which the needs can be met with.* (Todorović & Štetić 1995).

Challenges to spa tourism development

Today's conception of spa and wellness tourism is basically a holistic approach to health.² The former spa product of Serbia was based on the offer of the following elements (Štetić, Šimičević & Ćurčić, 2013):

1. healing effect of thermal mineral water, curative mud and gases;
2. medical therapies (kinetic, electrical, work therapy, phototherapy, ultrasound, magnetic, etc.).
3. sedative effects of spa climate
4. recreational activities (walking, swimming, hiking, sports, etc.).
5. balanced regime of stay (correct and regular nutrition, proper sleep, adherence to the activities during the day, relaxation);
6. impact and attention of medical staff (advice, supervision).

This kind of tourism product was based almost exclusively on health and wellness elements intended for people with poor health, without major pretensions to extend the offer and adapt it to the population that would come to rest, recreate and prevent health problems, i.e. wellness offer. Wellness offer is, for now, in its initial stage of development, in which there are anti-stress treatments, massages, aromatherapy, fitness etc.

² The history of spas and spa treatments has its roots even 5000 years ago in Ayurveda medicine that creates harmony between mind, body and spirit. The generated harmony is based on the needs of each person individually depending on their environment. In the same period, the traditional Chinese medicine is developed based on Taoism and Buddhism, which basically looks for the harmony in human life. Hippocrates, the father of modern medicine, approaches prevention and believes that the disease is a reflection of nutrition, environment and lifestyle. The Romans take over the way of treatment from the Greeks, with special emphasis on the creation of a treatment system through use and catchment of mineral springs and the creation of spa places.

Many spas in Serbia are modern in terms of providing medical services, but most of them need the construction of modern and renovation of the existing accommodation capacities (Stanković & Pavlović, 2005). Barriers to a quality spa product of Serbia arose from:

- long-term orientation of spas to domestic tourism market and rehabilitation and convalescent needs of the domestic demand;
- multiyear isolation of the country resulted in a loss of touch with modern spa trends, which made the product outdated and without a competitive value in the global market;
- business operations of spas in the restrictive economic conditions (credit, tax, etc.), which led to low rates of a spa product;
- lack of accumulation of financial resources for the investments resulted in an overall decline in the quality of spa services;
- obsolescence of legislation in this area;
- lack of effective business cooperation of all stakeholders in this sector;
- lack of modern concepts of management, as well as the insufficient implementation of marketing.

All these obstacles need to be overcome as soon as possible in order to start with a market, organizational, managerial and financial, i.e. an overall business transformation. The result of these changes would also be reflected on the improvement of qualitative and quantitative offer of a spa product and its market repositioning at the international market. The fact that there are over 40 medical and health resorts (spas) in Serbia (Stanković, 2010), and that the quality of thermal waters on which they have based their offer is undoubted, indicates that this is a great development potential of Serbia for the future. World trends in the tourism market suggest further growth of medical tourism, mainly due to changes in lifestyle (globalization, less free time, more stress, etc.). The world demographic picture (UN, 2007) points to a global aging of population and an increasing number of consumers of spa/wellness products. According to ISPA forecasts (International Spa Association), the largest growth dynamics is expected in the segment of medically based programs, primarily water therapies and treatments. These are just some of the elements in favor of further strengthening the development of spa tourism at a global level, allowing for realistic chances of quickly finding a foreign market niche for health and wellness tourism in Serbia.

On the other hand, Serbia is in a strong competitive environment of the countries with developed spa tourism (Stanković, 2010). These

competitors can be reached and beaten off only by the high quality of services stressing the original elements of the offer in health care and wellness centers. In the initial development and investment stages of tourism the preference moves towards selecting those products that can achieve significant increase in the number of overnights and return funds invested in a relatively short period of time. Bearing in mind that the product of spa tourism in general can be divided into two market segments i.e. wellness and health tourism, spa tourism product of Serbia is structured in Serbia Tourism Development Strategy as: Destination Spa; Medical Spa; Mineral Springs; Resort / Hotel Spa. So far Serbia has been focused mostly on the domestic market, where the quality of health service has been emphasized first. As a result, spa product is currently unable to meet the quality standards and requirements of international market. Accordingly, when it comes to the product of health tourism, Serbia has to start with the *strategy of differentiation*, at moderate prices.

The greatest potential for the product development of medical tourism in Serbia stems from its predominant orientation towards treatment and rehabilitation, since the international demand for specialized health treatments continues to increase. However, although this product is becoming increasingly popular and widespread in the international market, its element of luxury is especially emphasized. Hence, it is certain that without a lot of high investments in the overall tourist offer of spas, Serbia has a relatively limited growth potential in the global market. Therefore, *the strategy of focusing* must be chosen. The liberalization of health services within united Europe, the strong positions of private health insurance and in particular the high cost of medical treatments in these countries will cause the migration of demand into other acceptable countries. This model, especially in its phase of opening to the world's market, has been implemented in Hungary. In the short term Serbia has to turn to the accelerated development and commercialization of the spa products, starting from the strategy of moderate prices but with high quality. Thus, in a relatively short time, this product can be exported beyond the borders of Serbia.

Risks in tourism

The development of spa tourist destinations depends on many influences. Modern business operations in the tourism industry have their own peculiarities. However, the last decade of the twentieth and beginning of the twenty-first century imposed uniform requirements for all areas and

all activities, with all the risk that business and area carry with them and in them. Also, considering the problems of risk in a tourist destination we come to the emergence of safety and security. These two terms are often equated when explaining how much safety of tourists a destination has ensured. However, the fact is that they are extremely close terms, yet they differ depending on the context of their use in tourism.

Commonly, when studying tourism we do not deal with the part of tourism that has negative impact on the environment in the desire to accept and show only its positive side. We are also reluctant to talk about the negative impacts on tourism development in order to drive out the fear in potential tourist demand. At the very least, it is a wrong approach and attitude that can cause only negative consequences for the development of tourism, if not in the short then over a longer period, which will have far-reaching consequences.

Safety is a priority as regards the visitors to spa tourism destinations. Safety of visitors is largely the responsibility of local communities and the facilities used by tourists. Therefore, we must be aware of the risks and make risk assessment of the destinations or facilities in spas and prepare them for tourists' safe and pleasant visit and stay. Spa tourism is a mutually beneficial exchange between tourists and the local community. Therefore, the strategies for risk management must be applied responsibly so that the exposure to risks is minimized.

The reduction of the number of foreign tourists also influenced foreign currency inflow from tourism in the UK. During this period the decline by 12% was recorded in foreign exchange earnings, i.e. nearly half a billion US \$.

A special kind of risk challenge facing tourism requires a high degree of planning and risk management. Tourist destinations cannot develop tourism in their area without *recognizing the risks and their prevention*. UNWTO in Charter of Rights and Tourism Code:³

- they take into consideration that guaranteeing security in tourism stems from the traditional idea on hospitality, and it is shared by all nations;

³ In 1991 the decision (Resolution A / RES / 284 IX) and Charter of Rights and Tourism Code were adopted and approved in Buenos Aires at the 11th session of the World Tourism Organization

- they strongly believe that safe tourism contributes to the achievement of social and cultural objectives of tourism and serves building international confidence, peace and universal respect for all human rights and freedoms;
- tourism safety should be included in the planning and promotion of tourism;
- modern mass tourism requires defining the set of basic measures that should together create a more stable and harmonious development of tourism in the interest of travelers, service providers and local community;
- tourists are particularly vulnerable to risks because of their traveling abroad, and general safety measures would be beneficial for all countries;
- such measures contribute to international cooperation and solidarity with the less developed countries, helping them to make the necessary safety standards of tourism;
- the need to check such measures periodically is emphasized;
- the recommended measures for the security of tourism set out in the Annex to this Resolution are adopted, and States are called to implement them in accordance with the procedures prescribed by the laws of their countries.

Medical problems in tourism

Tourism affects mass interference of civilizations and age structures, environmental degradation in a limited space (as seen epidemiologically). During the short period of time a large number of tourists is located in major tourist destinations maximizing the population in this way. This entails many problems due to a lack of the appropriate conditions for their stay (Faulkner, 2001). Inadequate or insufficient infrastructure affects a large number of problems including the health ones, which arise due to change of climate, unprepared body, unfamiliarity with the environment in which they reside. Certainly, in various environments different diseases are spread, because some microorganisms and bacteria, which are normal for indigenous people, cause problems for tourists.

Epidemics have dominated the world even in ancient times. Regardless of all the achievements of modern medicine, man is still faced with this problem. Tourism penetrates into the most developed and most backward parts of the world. In addition, we are witnessing that tourism can lead to

the spread of various diseases. In this way both a guest and a host become vulnerable and *tourism becomes a victim*.⁴

Tourists' health care has caused the creation of a specific health legislation covering the tourist areas or having special measures in this field for particular areas. UNWTO is working on the unification of regulations on tourists' health protection. However, insurance policies do not necessarily apply to all risks. In 1989 the Second International Mediterranean Conference on tourists' health was held in Rimini. The main contribution of this conference was the establishment of the International Tourist Health Association (ITHA).

What is it that *tourists need to know* concerning the protection of their health when traveling to certain tourist destinations? Here are only some examples of warnings that can be found on the websites of healthcare organizations, but less on tour operators', and the examples of tourists' sufferings from various viruses, or warnings about the emergence of new diseases in certain areas:

- even in 1952 WHO issued a warning about a dangerous flu virus that threatens a pandemic and instructions on how to be protected against it;
- constantly present gastroenterological problems when traveling, especially in tropical and subtropical areas;
- the virus from the West Nile in the Nile valley during the whole summer season;
- SARS – the warning about the spread and prevention;
- malaria (types of malaria by regions), which still represents one of the most massive infectious disease;
- virus of avian flu was discovered 100 years ago in Italy, but it has considerably expanded since 2004.
- Shortly thereafter new strains of flu have appeared, such as *swine flu*, *goat flu* and others.

4 The epidemic of SARS affected the extremely reduced number of tourists in the region where this disease occurred as well as in the surrounding countries. This was felt not only in China, Vietnam, and Malaysia, but also in Singapore, Hong Kong, Taiwan, Japan and Australia. The total number of bookings for the arrival in Australia was decreased by 20 to 30%, and the bookings of Australian Airlines dropped by 60%. Flights to Hong Kong were reduced and in Taipei and Osaka they were cancelled. In order to mitigate sharp reduction in tourist traffic Australia focused its marketing activities on the domestic market and the market of New Zealand.

Aware that journey carries the possibility of getting these or other diseases when traveling, tourists should be informed about it. They will avoid these risks if they are warned to possible problems.

Challenges to security in spa resorts

According to the estimates of the Global Spa and Wellness Economy Monitor report (2014), the spa and wellness tourism global revenue has reached 439 billion US \$ annually. Europe had the highest revenue of \$29.8 billion, with more than 32,000 spas. The growth projection of this sector is 9% per year making it the industry with the greatest growth. Serbia is a country abundant in mineral and thermal springs, many of which have been turned into spas and health resorts. The large number of springs is the result of a complex geotectonic condition of the terrain, i.e. a larger number of intertwined deep-seated ruptures and cracks of a secondary character, as well as the phenomena related to the existence of former volcanism (Štetić, Šimičević & Ćurčić, 2013). Spas and climatic places in Serbia have a long tradition; they have always been favorite places for vacations. Most spas are located at the mountain feet; they are surrounded by forests, protected from strong winds, have a mild climate and represent an ecologically clean environment. Also, thermal mineral springs, whose waters enable treatment of almost all diseases the spas are recommended for by their chemical composition, temperature and other properties, represent an enormous natural wealth.

Good risk assessment in tourism is extremely important given that this industry is very suitable for the development of many forms of risk. We can reach such a conclusion because tourist movements have represented the largest migration of human population since the beginning of mankind. Any unforeseen events usually have a negative impact on tourism through a reduction in the number of tourists. Given that tourism generates a large number of different services, this also causes less use of traffic, hospitality industry, and others, which leads to various problems, not only in service industries, but also throughout the whole economy. In addition, lower attendance rate at an area affected by different types of risk leads to a reduction in the number of employees, as well as to reduced foreign exchange earnings weakening the local community economy. In case of more serious disturbances this reflects not only the tourist destination, but also beyond it (Štetić, 2012).

Instruments for risk identification in spa resorts

Considering a large number of negative effects that may arise due to poor assessment of the situation in tourism a special testing instruments have been created, such as a *fault tree*. "The effects that should be produced" through the development of tourism are observed using this instrument. The determination of negative outcomes and identification of their possible causes often lead to the discovery of "trigger" – those activities that indicate the likelihood of future problems. Setting up this testing instrument, tourist spa destination development managers can achieve the reduction of risk in one destination. In order to be able to perceive all the risks, it is necessary to conduct a risk analysis. A part of this process is to determine the likelihood and possible accuracy in determining the risk so that we can respond in a timely and appropriate manner to protect a tourist destination from side effects.

Table 2: *Risk analysis*

Risk analysis								
	Identification	Rate of Probability	Rate of Importance	Plan in case of unforeseen circumstances	Responsibility	Reaction	When	Other
External risks: <ul style="list-style-type: none"> • Location • Economic • Environment • Time • Competition 								
Information flow on finance, marketing and public relations								
Health and safety of a destination/visitor								
Safety of a visitor/ destination								
Control of mass Arivals/departures Place/location								

Source: *Author research*

Each risk can have the effect of waves that is reflected in the decisions taken. If we decide that the opening of an event in spa destination is attended by celebrities, this will affect the increased interest. Therefore, the promotion will have to be changed, and this will affect the number of tickets sold. The increased number of tickets sold will result in changing

the equipment of facilities (toilets, food, etc.). This increase in the number of visitors and the fact that the person is famous, will affect the planning of security measures.

Tourists are not satisfied only with passive observation of the environment, but insist on active involvement in their vacation. In doing so, the emphasis is put on authenticity not only of the content they are offered, but also the entire experience during their journey. This involves exploring the environment, population, culture, the attractiveness of a destination and interactive relationship with these elements.

While every risk can be managed individually, the combination of risks may require a different strategy. The result of the risk analysis process can be an integrated plan of action in response to a major problem. This plan would consist of liability, chain of commands and procedures to minimize or cover this impact.

Instead of a conclusion

Modern business operations in spa tourism destinations have their own peculiarities, but the past decades imposed uniform criteria for all. These are operations in the global space with all the risks that they carry with them and in them. This also brings special segments of business which must accept the crisis and security in tourism as the foundation for future operations.

Tourism is highly sensitive to all negative occurrences and it changes business conditions pursuant to travel safety and stay security in a spa tourism destination. In order to achieve this, spa tourism destinations should be absolutely safe creating a *safe tourist destination*. Obviously, spa resorts should (Štetić, 2010):

- be safe for all visitors; be safe for employees in tourism and other fields (sectors?);
- be safe as regards space;
- be safe from the point of environmental safety;
- be safe in terms of economic security;
- possess a positive image of a safe tourist destination.

Global tourist movements are directed towards special destinations, which mean that spa resorts should not only observe visible economic elements of business operations at the micro level. The world crises are having an

impact on the local economy. In the tourism industry this is reflected primarily through business profitability and tourism industry insolvency, which further affect the entire local community and population's life quality.

Risk management has never been more important, especially those related to tourist destinations. Spa tourism with its peculiarities has a different business policy in relation to the traditional tourist movements. A special type of risk challenges, which these destinations are faced with, requires a high degree of planning and risk management. There are special circumstances that increase the importance of risk management in these destinations, such as:

- increased numbers of people to the area, and inadequate infrastructure;
- options unhindered movement in the unexplored locations and regions;
- the sources of mineral water, not enough secured;
- various activities that have a high degree of risk;
- insufficient awareness of local people about the risk existence.

Risk assessment in spa tourism destinations depends on many factors that require quick decisions and activities of the entire community. Every crisis is different and it has certain specificities, which all those who make decisions about the development of tourist destinations should be familiar with, before something happens. Therefore, action plans and teams that need to deal with that must be created. Collecting, classification and presentation of information should be constant and continuous, so that the destinations are ready and able to respond to all risks. The answer is normal operating and functioning of all economic and non-economic entities during crisis situation.

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