

## TOURISM OF THE FUTURE CONTRARY TO THE FUTURE OF TOURISM

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### Abstract

*Traditional comprehension of holidays or vacations as the needs for future better and more effective work and fulfilment of assignments, slowly will make a place to a somewhat different philosophical understanding of these notions where holiday or rest or relaxation acquires the place and function in the everyday life. In such a liberated way of life which is free and unrestricted by planned obligations anticipated for the activities, the content of holiday and even the touristic type of holiday would change as well.*

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### Introduction

Significant movements or improvements in behaviour have to be expected, in future, in constantly decreasing orientation toward consumption which created conditions for "life without really living". Consumption fever which appeared in the time of changing of some environments from agricultural to urban and productive areas culminates in entirely changed types of living which accepted unwanted shapes of non-humanized, industrialized and non-natural life. Living is spending or, better to say, one lives and earns in order to spend but not vice versa. Today, there are a great many people who are ready to work less and earn less in order to have much more time to "live their own life" as it is usually said.

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### **About the future of tourism**

When a human being satisfies his own existential needs, and especially when a certain degree of material wealth is attained, he turns to some other values in life. In such occasions spiritual things become prevailed over in the relation toward material ones. Already today, such meanings are confirmed in the touristic practice of many others specially the developed European countries. In such a direction the humankind would move in the future, most possibly only in small steps, but constantly moving forward. Constant increase of interests for non-material goods will lead to the affirmation of values such as freedom, decision-making, self-determination or similar. Art of living and the art to make life better and fulfilled, more qualitative, would be put in front of the standards understood predominantly as material wealth. Nevertheless, nobody starts going toward the future from the same starting point and the differences are not only enormous but often uncompensated, and for the most of them, from the nowadays level of knowledge, even unsurpassed. But, on one side, in the future there will exist development which would, more or less go toward well-known directions from the past but today well developed ones and on the other side, new tendencies of freedom and release from work will be developed as well as creation of the so called society of "the kingdom of freedom" (Alheldt, 1982).

But, these "two worlds" would constantly meet each other in numerous mutual relations in which tourism is just one of many such relations although it is the most delicate one. It is hard to suppose in which direction the process of fulfilment of constantly new and developed needs of tourist will be going because tourists mainly come from developed countries or environments into the areas with different living criteria and standards. In such topic there is the greatest number of unknowns of the future of tourism. It is probably easier to anticipate events and processes which will go on in each of these environments separately and individually than it is easy to estimate "the ways" and "modalities" of their meeting in tourism. Accordingly, when we speak about new orientations in life and in future as Horst Opaschowski (1982) does then these thoughts have to be put in the limits of the developed world of today (p.121).

Receptive touristic countries must take care of the motivations of touristic movement in new and changed living conditions, whatever the category of general development they belong, of the developed countries and also

must pay special attention to their own offer which has to be adapted to the needs and wishes of the future users regardless of the fact that these needs and wishes differ from general characteristics of life flows in their own environment. Only in such a context some thesis of Krippendorf (1984) or Schwaninger (2010) could be accepted as well as the philosophy of humanized and humane tourism in the future (p.176). As much as these theses looked or appeared attractive, they, however, in their most parts, relate to the developed world. It does not mean that these theses by their content are not universally acceptable in the form of the philosophical attitude about the state toward which one must tend to but not as the real path toward which everybody will move according to the anticipated and wished targets. Tourism, at the end of the twentieth century, became a dominant type of relaxation and rest and "the greatest individual activity of the world". But, are the assumptions and promises of Herman Kahn (1978) going to be fulfilled (p.64)? Is tourism, in the following twenty five years, going to be in the constant increase as it has been in the last twenty five years? Those are the questions which are not stated for the first time. Answers are tried to be given by almost all those who deal with tourism, but of course, from their own points of view and those are the reasons for many different attitudes in interpretation. Numerous authors dealt with the future of tourism of which the most famous are M. Schwainger; J. Krippendorf; J.R. Mac Gregor; G.Kibedi; F. Emery; S. Papson; J. W. M. Van Doorn; R.R. V. Baron.

Most authors dealing with tourism on whatever way they have chosen, agree that the future of this phenomenon will depend greatly on the world demographic situation of on development and structure of population. But it will depend most on economic potentials not only of population in the emissive but also in the receptive touristic countries. The future of the phenomenon of tourism will depend on the greater amount on the factors outside this phenomenon than it will depend on the phenomenon itself. Stephen Papson (1980) categorically confirms "that the dynamic increase of tourism in the world will be influenced and preconditioned by free time, by increase of new middle class of population, by transport technology coverage, by the very nature of labour itself, by wide range of usage of communication technology" (p.141).

It has to be believed that tourism of the future will not be the same or alike in anything that it is the tourism of the present moment. Changes from the past will have to become more significant in the future because they are of such a character and intensity that they simply must have their

impact on entirely different appearance of touristic present. Technological improvement and technological prosperity of the means of transportations will provide and enable great speed of transportation which would enable travelling from and to the enormous distances, supposing that "normal growth rate" of world production and the gross national income per inhabitant help. (Alheldt, 1982). It would especially stimulatingly act upon the most far distant touristic destinations today in the sense that they are the most attractive emissive areas. For tourism, there is the confirmation and statement of the special importance which says that the capacity of the means of transportation will increase in all branches of traffic and transport. In witness whereof we are telling the assumption that, at the beginning of the 21st century, collective means of transportation will dominate over individual means of travel with the exception (most probably) of the means of transportation which do not use fuel, as for example, a bicycle is. It seems, that probably right and, of course, logical is the estimation of the World Tourist Organization that in the future the redistribution of international touristic flows will happen. Today, namely, about 70% of the total international touristic turnover of the whole world is concentrated in the developed countries. Such, concentration is more emphasized for the benefit of the developed if the domestic touristic turnover and travel would be added to the number of the international number of travels. In the same way, it seems logical that one of the fundamental reasons for redistribution will be saturation of numerous touristic localities and even the whole areas in the middle of the twenty first century.

The intervention of the state authorities in the activities of tourism, or dealing of state authorities with tourism, have to represent a very important part of the change of development of tourism in the future. It specially relates to the intervention concerning the increase of the fund of free time, and in the sense of the social role tourism might have, which would inevitably influence the increase of the total mass of overall touristic demand in the world, especially in the countries and on the continents where domestic population had not even made the first steps toward tourism such as Africa, Asia, South America (Avelini, 2002).

### **The past development as a basis for the future**

Differently from modern tourism in which we participate in various ways, in the previous stages of development of human society and its

civilization, there were movements of people with similar touristic affinities.

At the levels of various development stages of the society in general there had been individuals and groups which had not only the surplus of free time but also the surplus of free material or financial assets or means which they used to spend outside their residential places with the aim and for the purpose of rest and leisure in spas, bath and climate resorts, curing places and other resorts participation in many different cultural and sports events. Human beings have been travelling through the history forever regardless of the stage of modernization of roads and accommodation of traffic and means of transportation.

Our knowledge says that such travels had neither notified as touristic nor had the participants of such travels called the tourists but it does not mean that we have to neglect it because, in some places, they were massive for such occasions and for that period of time (Vujić, 2004). Differences between modern tourism and similar phenomena and processes in the past, need not be looked for in the fact whether or not conditions for tourism really exist, because such conditions existed long ago, especially the natural conditions, which are older than human society. Differences are seen in the size of turnover of assets and the volume of travel as well as in social importance and migrations of people from the main into the touristic places, from the domestic into touristic regions and differences are also perceivable in the ways of social organizing, in production in exchange of goods and merchandise, in distribution of the results of work in degree or level of consumption and in many other factors (Stefanović, 2017).

History of tourism development in the world is long and many-sided in its differences and variety. History of tourism development is full of events; it is complementary to the development of human freedom in any sense; it is connected to the shortened working time, with traffic, with living standard, and with international relations, so being such, it is the subject of study of several scientific disciplines and it is the subject of engagement of several disciplines of operative activities. Almost everywhere and almost ever, from the old Greece up to now, society and state in different ways, positively influence the development of tourism. The reason for this are really understood social and economic effects which give priority to tourism comparing to other activities. Each stage or phase of society development has corresponding emphasized and realized

wishes and possibilities of travel for the purpose of fun, joy, leisure, cure, medical treatment, acquaintance with different geographic areas and the works of human hands in them.

In that sense the knowledge of basic production and social relations is important because the part of the past can be designated as the tourism of the privileged classes, differently from the modern state of tourism when the greatest number of tourist comes from the category of direct producers and those are the people who by their work acquire the right of paid leave, holiday, free days from work and they also own the means for satisfying of touristic needs (Stefanović & Azemović, 2012). This phase of development of tourism is identified as the period of working class tourism, or is called mass tourism or social tourism but it is certainly the modern tourism. In the attempt of systematization of development, types or phases of tourism and similar phenomena in the past, it is possible to differentiate three periods: a. Travels before the appearance of tourism, b: Period of return to nature, c. Period of modern tourism

### **Travels before the appearance of tourism**

The earliest period is the longest from the current standpoint of understanding tourism, but also the most unknown and worst, according to the opinion of the number of tourists. It covers the period from ancient and the oldest ever known civilizations up to the beginning of the 19th century. It is the time when the members of the privileged classes travelled around the world and those travels could be found noted in written material even in the period of slavery, then through feudalism up to the beginning of capitalism. Long travels or voyages were rather individual and sporadic but shorter travels were frequent and massive. Long travels were practiced in order to find out, discover, see or acquire new knowledge and such travels were very tiresome and risky even tragic. Short travels were massive and they were experienced for the sake of religion or sports but sometimes even for the purpose of amusement. Rare travellers from the oldest and most ancient times have their place in the history of the world because they traced the paths of science and broadened the frontiers of ecumenism. Herodotus, in the fifth century B.C. (before Christ), was the father or the founder of history and also was the greatest traveller and explorer in the ancient times as it was Ibn Batut (Arabian from 15th century) in the Middle Ages. Marco Polo, a Venetian, has to be mentioned here because of his long voyage in 13th century through the Central and Eastern Asia. In the New Ages individual travels

were quite frequent and in the Middle Ages a travel book gets special place in the history of literature. In the period of Slavery and social environment of slave hunting, travels outside the residential place were practiced only by a limited number of people. Such groups could see some newly formed and constructed attractive towns, also they could travel by newly constructed road, could visit accommodation objects (Stefanović, 2017).

In these times, the cult of healing thermo-mineral wells was created, people went hunting or visiting various feasts and religious gatherings and places of religious pilgrimage; many of these places remained well known destinations of individuals and groups up to the se times. Change of natural economy into money – merchandise trade as well as the appearance of higher volume of trade had not influenced significantly the economic effects of tourism. Travels in expeditions were more frequent than individual travels and they had been executed for the purpose of wars or much more often for the sake of trade. Travels as the forerunners of touristic movement in that sense were characteristic of Persia, Phoenicia, Egypt, Babylon, Venetian Republic, Roman Empire, Palestine and Ancient Greece.

### **Period of return to nature**

The second period of development of activities similar to tourism starts at the beginning of 19 century and acquires modern characteristics. Much shorter from the first, this period has clearly differentiated phases.

The first phase always has the character of travel of the people of the privileged classes. Although the importance of migrations is increased with the aim of holiday making and recreation, massive tourism still does not come into the first plan. In 1827, the German publicist Karl Bedeker (1801 – 1859) founded in Kablentz the enterprise for publishing of touristic guides which, according to him, carry the name of Bedeker (Stefanović & Azemović, 2011). The end of the previous century was marked by Mischlene guides. Red Series, of which today there are about 580 000 copies, refers to restaurants and hotels of France. Green series is dedicated to the historical sights of France. The recent series Neos (north, east, west, south) covers data about touristic historical sights of foreign countries. It has to be felt that the feeling and influence of teaching concerning return to nature is fell and such teaching appeared under the influence of the well-known carriers of Romanticism (Jean Jacques

Rousseau, Francois Chateaubriand, and Johann Wolfgang von Goethe). Pointing out the idea of "return to nature" Jean Jacques Rousseau moves and animates many famous people of his time to travel by discovering the beauty of stay in nature. Beauty of nature is also glorified by German Writer Johann Wolfgang Goethe (1749-1832) who travelled through Switzerland, Italy, France, French writer Francois Rene de Chateaubriand (1768-1848) who travelled to America presented himself through books "Travels from Paris to Jerusalem" (1811) and travel to America (1827). There is also emphasized the novel by the writer Gustave Flaubert (1821-1880) who travelled through America, Asia Minor, Greece and Italy as well as English poet George Lord Gordon Byron (1778-1824) who travelled through Europe and the Near East spreading the elements of touristic culture in such a way (Stefanović & Azemović, 2012).

Migration and travels to unknown areas started to be considered as the elements of prestige, education and upbringing. The most famous for these travels are the English who cherish "great tours" and such tours are supported and also practiced by constantly increasing number of Germans. Among very important destinations we can quote the Alps, especially in Switzerland, which became the synonym for tourism and is still keeping that title up to this days. Regardless of the fact that middle class society (bourgeoisie class) acquired its reputation as early as 19 century, more increased influence of such changes and their impact on the touristic travels and migrations is felt only at the beginning of the second half of 19th. century. Participants of touristic travels in the second half of 19th. century are not only aristocratic but even more the members of young middle class (industrial workers, tradesmen, bankers). People of free professions start going on touristic travels, then also scientists and professors migrate, as well as clerks. As it can be seen, social structure of migrants has been radically changed through time, and the participants of touristic travels also changed their attitude. Tourists are not only the people of privileged classes and the rich individuals, but it further means that possession of wealth becomes basic precondition for inclusion of population of the determined countries into the touristic travels. Capital or money gets the importance not only as the means of realization of touristic travels but also as the basis for development of touristic economy which is again the precondition for further and quicker development of tourism. It further means that the middle class society entered qualitative radical changes in the touristic travels from the stand point of the number of participants and their financial structure as well as from the standpoint of creation of material and technical conditions for development of

tourism as the business and economy activity. Here, we have to point out the importance of traffic, first of all railway traffic, its usage for touristic travels and to point out some phenomena of new organizational forms of travel. Railway make possible realization of mass transportation of passengers and travellers in general to the distant places, in relation, to the previous means of transportation pulled by horses. Increased number of tourists influenced the owners of financial means to finance construction of touristic and restaurant objects. French writer and philosopher Jean Jacques Rousseau (1712-1778) by his book "Return to Nature" had not found support among his fellow citizens, so they had not approved his work and were not delighted by his ideas. Negative attitudes to this book were especially stated by Fransoa Mari Arue Volter (1694-1778) who was also a writer and a philosopher. In a letter written to Rousseau he says, "I have written your book with great interest but I am astonished that one great mind as you are, advise people to walk on their four legs. I must admit to you immediately, that the time of my previous life was so pleasant and I like to walk on two legs and it does not strike my mind to go on my four. When I get sick, I will visit the doctor in Paris, London or Berlin but not in Senegal".

For the stated period of time special importance for the history of tourism has the appearance of the Englishman Thomas Cook (1808-1892) who organized in 1841 the first group travel by railway from Lester to Loughborough at the distance of 35km.

### **Period of modern tourism**

Modern period of tourism development starts after the Second World War and lasts even today. This period is characterized by clear definition of countries and regions of initiative and receptive tourism with the existence of such countries which give and receive great number of tourists (USA, France, Germany, Italy, and Great Britain). Numerous types of tourism are developed and there are some new previous types of tourism (naturism, photo safari). Touristic offer is adapted and created by touristic demand. Tourism becomes more and more important source of income of many settlements, regions and countries. Material basis becomes more and stronger in every domain. In the aim of improvement of international tourism also works the OUN or the Organization of the United Nations. Regional world institutions from the domain of tourism are founded. In many countries, much clearer than before, the right of the employed to the paid holiday is defined and confirmed. Increased are the

financial means for social partially paid tourism which is financed by companies of the employed and the network of working class rest homes and hotels (Stefanović & Azemović, 2012). Cultural and sports events become more and more frequent and visited. Cars become synonyms for touristic migrations and picnics. Wishes and needs for acquaintance with far distant areas become more and more emphasized. Data show that international tourism in the world developed most intensively between 1950 and 1960. Several countries quickly and efficiently built numerous tourist and accommodation objects and by the very offensive advertising imposed themselves to the world touristic market. This also holds true for the period between 1961 and 1965 and after that comes some slight decrease of yearly rate of growth which specially was characteristic for the period from 1981 to 1985. After that yearly rate of growth was kept at the level of 3.5 and this is the rate that is estimated the future.

A great number of business activities is connected to the touristic business which is of great importance for creation of complete touristic offer and supply and corresponding level of services. Inside some political and economic communities and regional associations, people travel without passports and use common foreign currency (Stefanovic & Azemovic 2011). Travel checks and credit cards are introduced so the problem of foreign exchange and foreign currency rates is made much simpler. By giving discounts touristic migrations in the off-season months have been made more available. Beside economic functions tourism is accepted also as the element of culture education, health problems, home land appreciation, patriotism and internationalism. Introduction of fives day long working week, and acquiring of 104 free day in a year are the greatest success. Many of these days could be used for touristic migrations which means that part of consumption of goods and money from the main places and countries comes into touristic places and touristic countries. Yearly growth rates of the number of tourists and income on the basis of foreign tourism in the world are somewhat greater and higher than general growth rates of the world economy. It means that tourism is a very popular business activity so many countries take special care about it. Judging by the yearly growth rates, international tourism in the world is approximate to the international trade. Its yearly growth rates in 1994 equalled 8.7%; in 1997 were as high as 9.9% and in 1998 were lowered to 3.3% but for the year 2000, they are estimated to be 5.8%.

Modern tourism is studied from different aspects and points of view because it is the business activity in which a great number of people is employed. Many of them give services to the tourists which in 1989 in the international migrations numbered 414 223 000 and together with domestic tourism it was more than 2 billion of tourist and this is only one third of the population on Earth. Expenses for tourism in the world go up to 12% of the total national product of 6% of the value of the world amount, 20 to 30% of the value of all services and 15% of all investments.

Having been stabilized at 3% of yearly increase of basic indices of touristic turnover (tourists, income, accommodation, and spending night) international or foreign tourism show some differences even between the two analysed years. In such a manner, number of tourists and the income in 1996 comparing to 1995 in the world equalled 3.6% and between 1997 and 1998 the increase was only 2.4%. Differences between some countries with great vas areas and between continents are specially emphasized. Almost always Europe has been the most frequently visited continent while Africa, even much more special, find itself at the beginning of the intensive development of foreign tourism. America, as a whole, goes behind Europe but U.S.A with more than 47 million of foreign tourists in 1998 came up to the third place in the world and by 74.2 billions of dollars earned in tourism overcame all countries in the world individually.

### **Tourism-free time and travels**

Migrations of people are as old as human society. Such migrations taken from different reasons, and of various duration, of different environment in which they are taken, of smaller or greater number of participants and groups and types of means of transportation are well known and well-studied through the examination of different geographic, demographic, sociological, historical and economic individual cases. Tourism represents a specific kind of human migrations (Stefanović, 2017). A really great number of people on all continents take part in it during all yearly seasons and different geographic spaces and areas. Modern society and tourism are two mutually narrow and connected categories which have their history, present and future. Tourism is the mirror or reflection of development of society and it is the measure of material and cultural wealth, good neighbouring relations, good inter-state and international relations, appearances, phenomena and processes. Economic and cultural

wealth wishes and habits of traveling are the urgent and inevitable at the touristic travels so this phenomenon has universal importance and character. Being a very massive phenomenon of great power of integration and a high degree of multiplication, tourism gets into many elements of life and social and natural reality. In many countries, it equally and indirectly treated in legislature economy, investments, cultural and sports manifestations, general and intended advertising, education, social and health insurance, designs and environmental safety and protection, bilateral and multilateral cooperation of institutions, countries, people and nationalities. Being a quite modern phenomenon tourism is accepted and understood differently depending on environment, region and states so it additionally makes it compound and it makes geographic explorations more interesting and challenging.

### **The positive influence of tourism**

Modern tourism in the world is characterized by massiveness. Mankind does remember such great migrations until the appearance of tourism because tourism expressed itself through massive migrations. Having grown out of the needs of satisfying recreational, sports, health, manifestation, cultural and other habits, tourism has spread over vast areas of space and extended the basis of business activities and earning by entering many new elements into the environment. Touristic migrations covered the whole world and are influenced by the changes in the way of life and the wish for exploring new frontiers with the active rest in the healthy environment which is functionally and physiognomy different from the place of residence. The fact is that the tourists a long time ago conquered almost all parts of the Earth and caused a great number of positive and negative changes, phenomena and processes. Tourism protects the space from other business activities. At the places where tourism is developed some other business activities which pollute environment could not be developed. For tourism, top-quality environment is the basis and frame of development and because of these reasons, there must not exist any cause of pollution of water, air, soil or vegetation. More than other business activities, tourism urges and creates actions of protection of natural, environmental and anthropogenic values which it highly valorises. National parks, natural reservations, protected monuments and monumental complexes, objects of world nature and cultural inheritance, localities from the list of the reserves of biosphere, clearly confirm manifold functions of tourism in the protection of goods. Beside this, tourism influences formulation of laws and legislation of the

environmental protection and is accepted in the special plans. Modern tourism contributes to reconstruction, restoring and revitalization of old buildings, fortresses, monuments and monumental complexes (Stefanović & Azemović, 2012). Modern tourism forms and shapes old town areas into touristic attractive ambient and builds new complexes (Disneyland, amusement parks) important for tourism. Contributes realization of administrative and planned measures of anthropogenic values and contributes to modification of some landscape wholes which, for other activities, does not represent any special interest. It arranges, organizes and valorises steep mountain sides, swamps, constructs settlements on previously unsettled places and areas and extends the border or limits of the ecumene in the special way.

Tourism, in its special way, gives aesthetical contribution and improvement of space in general. Aesthetically attractive space and protected and presented monuments are of special touristic value. Everywhere and always tourism emphasizes the need for aesthetic shaping of space and is fighting against objects which endanger its physiognomy. More than any other business activity tourism influences humanization of landscape and makes this landscape nicer and more beautiful because it is the basis for successful development. In such a way tourism "creates" the space of attractive appearance and corresponding functions. Touristic places and regions in which dominate hotels, restaurants, tree rows, parks, flower alleys, traffic lines, sports terrains, walking alleys, beaches, ski terrains could be designated as the products of modern tourism. Tourism urges the consciousness of people about the need for protection, revitalization and improvement of environment. This holds true for domicile residential population of touristic centres and regions and also for the tourists. In that sense acted the most important and old public organizations in the well-known touristic places. Names of some organizations clearly denote their sphere of activity and competence. Association for improvement of residential places is founded at the island of Krk in 1866. Association of Hygiene in the city of Hvar is founded in 1866 at one of the Adriatic Sea. In the year 1885 at the island of Mali Lošinj the Association for improvement of areas and, only a year later, in 1886 touristic club in Opatija was founded and established. In 1893 in Zagreb the history of tourism sees a new coming Association for improvement and embellishment of Plitvice Lakes, and the Association for improvement and decoration of Soko Banja, one of the most visited centres of mineral springs resorts in Serbia (Stefanović, 2017).

Modern tourism positively influences all actions of protection, reconstruction, restoration and revitalization of cultural –historical monuments, architectural realizations, city ambient wholes and entities, sacral and fortification objects. By reconstruction of some fortresses, country cottages, castles, trade and manufacture city sites, into touristic and restaurant objects, souvenir shops, museums and art galleries tourism gives them a new kind of life and new manifold useful economic and non-economic functions.

### **The negative influence of tourism**

Unlike positive influences of tourism on the environment, in the centres and regions where tourism is over dimensioned and non-adequately justified, some negative appearances and processes appear.

For the massive tourism, it is needed to have large space and appropriate areas. Such large spaces for the purpose of tourism are acquired by decrease of agricultural areas, specially valleys, plains, forests, woods and agricultural complexes when we speak about mountain tourism. Touristic and restaurant objects and roads, railways as well as other objects of infrastructure together with their own terrains often are built on the places of cut woods or other agricultural areas. There are examples of cutting woods and forests for the purpose of making ski lifts and ski paths. Since the ski paths are sometimes poured by different chemical means and substances for the sake of longer preserving of snow there happens the appearance of individual process of erosion during the summer months (Stefanović & Azemović, 2012). Increased number of touristic means of transportation additionally increased the air pollution by the exhausted gases. Airplane traffic also cause air pollution while, from the floating objects planned for nautics, in the hydrographic objects sometimes come overdoses of liquid and solid waste material. Emphasized process of literization and increasingly developed tourism in some coastal areas and regions and on some islands causes and influences increased consumption of clear water and increased quantity of waste waters which often causes of increased quantities of insufficiently soluble materials and substances and coliform bacteria specially in the objects of the low power of self-regulation during summer touristic season. Chemical, physical and bacteriological pollution of hydrosphere could have catastrophic consequences for tourism, so this problem asks for adequate attention in the sense of prevention.

Different types or kinds of environmental polluters, specially non-controlled turnover of tourists, cause some changes of flora and fauna. Gathering of forest fruits, cutting woods, forest fire, combustion gasses, traffic traces and road and railways, engine noise, pollution of hydrographic objects and human neglect caused the disappearance of several plant and animal kinds and species and decrease of residence and area of many representatives of flora and fauna. Special damages are caused by uncontrolled hunting and excessive fishing.

Tourism can influence degradation of landscape in the local surrounding by over exaggerated construction as well as in over dimensioned objects. There are very frequent cases of inadequate monuments restauration and memorial complexes or overburdened and overcrowded infrastructure systems specially roads during the touristic season. High density of construction objects, their over-dimensioned appearance, emphasized looks in space and uniformity, are negative aesthetic and economic effects of tourism in relation to environment. This also holds true for some touristic settlements which turn into special towns and become the negation of themselves.

### **Anthropocentric characteristics of tourism**

Man creates the basis of tourism regardless of the fact whether he is the initiator or organizer of touristic migrations or the function of reception of individuals and touristic groups. Appearances similar to tourism were frequent in the far away past, which were mentioned here, but tourism, in its real form and full importance, appeared only when a man acquired such living conditions and financial standards for his family and society to attain the high degree of satisfaction of basic material means and realized the right for paid yearly leave or vocation, state and religious holidays, so the free time started to be used outside the constant place of living and residence or in the touristic place. Special stimulus and urge to touristic migrations were received by the periods of peace and growth of living standards, period of decreased customs duties and passport formalities at border crossing as well as actions of the OUN for the purpose of announcing of the year 1968 to be the year of International tourism and actions of EEZ which proclaimed the year 1992 to be the year of European tourism. Differently from this the time of political unrest and war situations, in some countries, not only that directed touristic flows diametrically opposite to that places, but also influenced decrease of the number of tourists and their night spending which had

negative influence on anticipation and forecasting of touristic-catering business activities, traffic and other complementary economic and business activities as well as non-economic institutions.

Free time, free material means and the time of peace, are the basis of all mass touristic migrations as well in the scope of one country (domestic tourism) as between individual receptive and initiative countries (foreign tourism). In that sense Jost Kripendorf, one of the most famous theoreticians of modern tourism, rightfully emphasizes the following facts: "People often smile when i tell them that my life vocation is to think about free time and tourism. They obviously do not think that it is serious business because for them only labour is serious. Every time I have to apologize myself because of that. Free time and travel, then, are something secondary and less important although it is possibly the best thing in the world. I think it is more than that – it is individual happiness and welfare in our society. These are crucial questions. Free time and holidays must not be reduced to something which, without thinking, becomes the industry of amusement. People have been fighting for more free time for years and asked for more holidays. Today, we are going to fight the consequences of such improvement. If, in the middle of 1970-ties we started to study the influence of tourism on environment, today, when the travels became the unique massive appearance in history, human dimension is revealed as well as social-cultural problems and migrations in the free time (Vujić, 2004). We had to deal with this problem long ago". Since touristic migrations happen in geographic space, tasks of touristic geography on studying the line of appearances and processes are numerous and various. Starting from the science and going toward practice we can reach to the moment of problem solution. For tourism as a synonym of free time and travel some elements and factors are important. They act in the places of residence, at touristic journeys and touristic places. They are characterized by changeability of importance in time and space and they have their impact on tourism in two ways restrictively and stimulatingly. Elements of touristic movements can be identified with their special relation or position and connection of touristic values and residential places. After that, travels and stays in hotels come. They are of great interest for geography and the traffic economy because they are characterized by the great number of combinations and changeability.

Recreational elements of touristic movements are also emphasized. They relate to the special characteristics of appearance of recreational needs of

people in the places of constant residence and problems solution by the same participation in touristic migrations for the sake of recreation, healing, rehabilitation, prevention, active rest, mineral resort baths and climate resort healing and curing (healing in mineral springs resorts and baths), participation in the domain of modern medicine and balneoclimatology research. Cultural needs of people are different from recreational needs because cultural needs of people are satisfied by touristic migrations of people outside the places of permanent residence for the sake of knowing and experiencing of anthropogenous values, such as monuments, ethnographic inheritance, folklore, realization of drama and opera performances, exhibitions and manifestations of special interest for sociology, history of art, ethnography and tourism organizing. Numerous factors are of great interest for undisturbed performance of tourism and some of these factors are the basic stimulus of touristic movements and migrations. Such factors cover economic state and situation of people expressed by national income, family and personal income as well as possibilities, wishes, habits and needs to spend the part of it for the fulfilment of their recreational and cultural touristic needs. Economics of tourism studies these factors because they are basic movers of tourists from residential toward touristic places regions and states.

### **Instead of the conclusion**

Generally speaking, in future, the political function of tourism has to be seriously counted on. "Travel with the aim of rest is the political action" Such political character in touristic purposes is twofold. A tourist, although, most often, without political signs on his appearance, while travelling, even unconsciously, and unintentionally, imports with him into the receptive touristic country, besides other own characteristics, also personal political attitudes which can significantly divert or be opposite from the same attitudes in the new environment. In such a way tourists, in their own way, become the spokespersons of political attitudes of their own country or the environment they come from. Not once, receptive countries of the world from the category of less developed, found themselves in the position to justify the luxurious behaviour of foreign tourist with the political system of the country of the environment he comes from.

Tourism of the future, or, better to say, the tourism in the future, will depend also on the developed business activities and on their improvement. This will increase the number of touristic visits.

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