

## **THE IMPACT OF TOURISM ON ECONOMIC GROWTH AND DEVELOPMENT: THE CASE OF THE CITY OF VALJEVO**

*Vladimir Malinić<sup>1</sup>*;

### **Abstract**

*Tourism development is considered to be the productivity factor of the economy of a city, region or a state, and the effects of tourism on economic development and social life are numerous and powerful. Since the City of Valjevo has appropriate tourism resources and is one of the regional centers in the network of municipalities and cities of the Republic of Serbia, it recognizes tourism as a possible solution for optimal, long-term development. Therefore, the subject of this research relates to the assessment of the significance of tourism industry for the overall development of the City of Valjevo, as well as the perception of basic parameters of this activity by using the Defert-Barretje index. The aim of the research is to analyze direct and indirect effects of tourism on the economy of the City of Valjevo, pointing out the particularities of this branch of economy and determining the direction of the development of the City of Valjevo regarding the role of tourism.*

**Key Words:** *City of Valjevo, tourism, economic development, direct effects, indirect effects, Defert-Barretje index*

**JEL classification:** Z320

### **Introduction**

Valjevo is one of the regional centres in the network of local governments of Serbia. Its gravitational and integrative role in the Western Serbia area is evident, and the City of Valjevo, with its natural and social features stands out from the surrounding area. For that reason, Republic Agency for Spatial Planning (2010) predicted that the City of Valjevo would become the framework for the development of this part of our country. For the set planned goal to be obtained, the analysis of all relevant factors

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<sup>1</sup> Vladimir Malinić, MSc, PhD student, University of Belgrade – Faculty of Geography, Studentski trg 3/III, Belgrade, +381640685360, vmalinic92@gmail.com

that influence a balanced regional development, the use of potentials and the connection of urban and rural areas is important.

The growing number of countries and places across the planet perceives tourism as a solution to their long term and optimal development, having in mind numerous forecasts on the growth in the number of tourists and the previous incomes realised on the ground of tourism (Cvetkovski et al., 2014). Tourism development is considered to be the factor of economic productivity of a place or a destination, and it is obtained with by the rational use of the resources which are important for the tourism economy (Dimitrovski & Milutinović, 2014). The importance of tourism for developing economy and accelerating the whole line of complementary activities is recognised in the Tourism Development Strategy of the Republic of Serbia (2016-2025), the most important plan document in the field of tourism. The share of tourism in the GDP of Serbia in 2015 was 5.4% (indirectly) and 2.7% (directly) respectively. Of all the investments realised in Serbia, 12.1% was directed to the tourism economy. In the period between 2007 and 2015 the growth of 36% of foreign currency income of tourism was documented (Ministry of Trade, Tourism and Telecommunications, 2015). For that reason, tourism was presented as one of the Serbian development driving forces in the future (Stevanović & Malinić, 2016). That development will be based, first of all, on the increase in the number of foreigners and the adequate economic effects that result from it. For that reason, numerous regions and local government units in Serbia, Valjevo being one of them, tend to embrace as much of that tourist cake, and stimulate the development of its own economy.

The research goal pertains to the analysis of direct and indirect impacts of tourism on the economy of the City of Valjevo, pointing to the specifics of this economy branch and establishing the direction of the City of Valjevo's development from the aspect of tourism. The research tasks pertain to analysis and assessment of the spatial opportunities and the total potential for tourism development in Valjevo, defining a clear vision of that development, pointing to the specific natural and social features of this area, and also to the possibility of a better positioning on the tourist market by applying adequate measures that would create the whole chain of positive economic and noneconomic effects.

### **Tourist turnover and material base for the development of tourism in the City of Valjevo; Defert-Baretje index**

The City of Valjevo has attractive contents for both local and foreign tourists. Numerous culture-historical monuments, exceptional attractiveness of the natural localities, and events represent the framework for tourist movements throughout the year. The types of tourism activity are:

- City tourism of Valjevo with its immediate surroundings;
- Mountain tourism and recreation in the mountains of Valjevo;
- Rural tourism;
- Touring and transit tourism;
- Hunting tourism;
- Special interests tourism;
- Religious tourism.

Apart from the fact that the main decision is to develop whole-year tourism in Valjevo, there, as in the most of our tourist centres and regions, significant monthly tourist turnover oscillations and overnight stays are noticed. The most intense tourist movements are in summer, whereas in winter, especially in February and December, tourist turnover stagnates. In addition to all that, local tourists are predominant compared to the foreign ones.

It can be seen that in the tourist turnover in the City of Valjevo from 2006 to 2015, domestic tourists are dominant ones. There were 30,696 registered tourists in Valjevo, who had 159,251 overnight stays. In 2015, the number of tourists was 35,818 and the number of overnight stays was 119,427. It is noted that the tourist turnover has been fluctuating in the last 10 years. The increase in the number of tourists is relatively humble (16%), whereas a decrease of 25% was noted in the overnight stays. The record number of visitors was set in 2008 (42,527), and the minimal in 2014, which can be explained by the catastrophic floods that affected the whole Kolubara County that year. The number of foreign tourists increased by over 30%, but one should bear in mind that their base is still small. The share of the number of tourists in Valjevo in the total number of tourists in Serbia is just 1.6%. The total number of overnight stays of local and foreign tourists in 2015 had a share of 1.8% in the total number of realised overnight stays in Serbia. Observed at the level of Kolubara

County, Valjevo is also dominant in the number of visitors (69% of all tourists), and in the number of overnight stays (68%).

Table 1: *The number of tourists and overnight stays in the City of Valjevo (2006-2015)*

Year	Tourists			Overnight stays			Avg. number of overnight stays	
	Total	Local	Foreign	Total	Local	Foreign	Local	Foreign
2006	30,696	27,704	2,992	159,251	148,966	10,285	5.4	3.4
2007	34,148	31,171	2,977	159,374	153,169	6,205	4.9	2.1
2008	42,527	39,670	2,857	180,168	174,800	5,368	4.4	1.8
2009	36,506	33,367	3,139	155,496	149,282	6,214	4.4	1.9
2010	38,708	34,212	4,496	139,569	130,028	9,541	3.8	2.1
2011	39,849	35,500	4,349	149,390	138,941	10,449	3.9	2.4
2012	40,318	35,957	4,361	141,038	131,005	10,033	3.6	2.3
2013	36,594	30,835	5,759	130,748	113,383	17,365	3.6	3.0
2014	27,198	21,654	5,544	90,054	80,132	9,922	3.7	1.8
2015	35,881	31,615	4,266	119,427	110,915	8,512	3.5	2.0

Source: *The Statistical Office of the Republic of Serbia*

The length of stay in the observed period of time is constantly decreasing, which is in accordance with the global trends in tourism. Tourists realise more short travels in the year, with the goal to visit as many destinations as possible. Valjevo is becoming a transit tourist place, and the average number of realised overnight stays matches the average at the republic level. Divčibare, as a mountain tourist centre, where stationary type of stay is present during the season, has a large impact on the average number of overnight stays in the City of Valjevo. However, it should be pointed out that the average number of tourist overnight stays is calculated by dividing the number of overnight stays by the number of tourists. As tourists are registered in each of the places they stay in, in the case of a location change, the numbers are shown again, i.e., they are doubled. Thus, probably, the number of overnight stays calculated in this way is smaller than the real one, but that is the problem in the whole Serbia, not only in Valjevo.

When talking about the accommodation capacities, the City of Valjevo had 1,704 beds (Table 2) in 2015. Out of that number, 75% was located in Divčibare, the most significant tourist centre of the City. The rest was in the City of Valjevo, while 78 beds, according to the data of Tourist organisation of Valjevo, were in the village touristic households, mostly in Petnica (33), and the rest in Beljici, Donji Taor and Podbukovina. It is interesting that in Brankovina, the hometown of Desanka Maksimović

and the Nenadović family, there is not a single hospitality unit for providing accommodation and catering services.

Table 2: *The number of beds on the territory of the City of Valjevo*

	<b>Year 2011</b>	<b>Year 2012</b>	<b>Year 2013</b>	<b>Year 2014</b>	<b>Year 2015</b>
<b>Valjevo</b>	470	481	446	446	416
<b>Divčibare</b>	2,139	2,160	1,620	1,434	1,255
<b>Other places</b>	62	65	72	78	78
<b>Total</b>	2,671	2,706	2,138	1,958	1,704

Source: *The Statistical Office of the Republic of Serbia*

The available accommodation capacities meet the tourist demand. However, the use of the capacities is larger in Valjevo, than in Divčibare, because seasonal tourist turnover is present in Divčibare. In the following period the increase in the degree of the existing number of beds and the construction of new accommodation facilities will be of equal importance. The situation is similar when it comes to hospitality offer; in recent years, a rising number of small private facilities has especially marked the hospitality industry.

In the period after the World War II, tourism was developing in a manner that economic indicators such as profit, employment, share in GDP, and the tourist happiness were marked as the basic indicators of the tourist development success (Malinić, 2016). However, in time, a methodology was developed, which stressed the relation between the accommodation capacities and local population, but it also stressed the redistribution of accommodation capacities. The goal of this type of research was to establish the impact of tourism on the local economy (Marković et al., 2017). The first person to apply this type of research was the French geographer Pierre Defert, who created the tourist function index in 1967 (Potts & Uysal, 1992). In literature, this index is called Defert index. The French researcher Rene Baretje improved the Defert index in 1978 and connected it with the researched space. That is how the Defert-Baretje index was created and it is calculated as it follows:

$$DTFI = T(f) = \frac{N \cdot 100}{P} \cdot \frac{1}{S} \quad (1).$$

$DTFI=T(f)$  – Defert-Baretje index

$N$  – the number of beds in an area

$P$  – the number of residents in an area

$S$  – the surface of an area, represented in  $\text{km}^2$

Defert-Baretje index points to the tourism impact on the sustainability of a local community cultural identity, i.e., if the tourism development stimulates the intense construction of accommodation capacities (Markovic et al., 2017). In the observed period of research (2011-2015), Defert-Baretje index is constant and its value is never above 4, which means that it is a destination with a moderate tourist activity.

Graph 1: *Movement of Defert-Baretje index (2011-2015)*



Source: *Author's own calculation*

### **The effects of tourism development on the territory of the City of Valjevo**

Contemporary tourism has many functions that are significantly connected. Tourism is characterised by semi-functionality, as well as inter-functional connection, which means that the impacts of tourism on the economy development and social life are numerous and strong. Tourist function types divided into two groups that are most commonly found in literature (Jovičić, 2010) are:

- Economic functions of tourism;
- Non-economic functions of tourism (e.g. health, political, social, cultural-recreational, etc.).

Tourist expenditure, i.e., the spending of tourists in the places they visit, represents the basis for understanding economic impacts of tourism. Although certain economic effects can be noticed in the economy of a country and area that tourists come from, the effects of tourist expenditure on the economy of the country or the area they are visiting are still analysed during the analysis of economic impacts of tourism (Bošković, 2009). Different classifications for observing economic effects of tourism on economy can be found in both local and foreign literature. One of the most used classifications of economic effects of tourism on economy in local literature is the classification into direct and indirect effects on the economy (Unković & Zečević, 2006). Among the direct effects, the most important ones are the following:

- The impact of tourism on gross domestic product and national income;
- The impact of tourism on balance of payments;
- The impact of tourism on employment;
- The impact on the activities of tourist economy.

Indirect effects refer to the stimulation of the development of activities such as agriculture, industry, civil engineering, etc.

### **The impact of tourism on GDP of the City of Valjevo**

Tourism cannot be perceived as the creator of domestic product and national income; however, it can be said with certainty that tourist expenditure has both direct and indirect impacts on domestic product and national income (Bošković, 2009). Indirectly, tourist expenditure has an impact in a way that it stimulates the development of those activities that have the role of obtaining the tourist economy, whereas the direct impact is on the ground of externalising domestic product from other countries. That way, foreign income externalises in the economy of the visited country, which can contribute to a more balanced economic development on the global level (externalisation of domestic product from rich to poor countries).

Contrary to the foreign tourism, the local tourism represents redistribution of funds within the borders of a country. For that reason, the development of local tourism can contribute to a more balanced development of all regions of a country by enabling externalisation of domestic product from economically developed to economically insufficiently developed regions (but with developed tourism) through tourist expenditure.

Precise statistic data on the impact of tourism on GDP of the City of Valjevo do not exist. Namely, tourism is not treated as an independent economy branch, but rather as an inter-branches economy sector supporting transport and hospitality industry, which is why it is not shown individually in the structure of GDP. It practically disables the precise establishment of its share in GDP. Simple addition of shares of the individual components that tourism consists of would not provide the wanted result, because the components exist and meet other needs of people regardless of touristic needs. What can be said with certainty is that the region of Šumadija and the Western Serbia had a share of 26.2% in GDP of Serbia, while the share of Kolubara County in the Republic GDP was 1.9 %<sup>2</sup> in 2016. The services of accommodation and catering, wholesale and retail, transport and storing are represented together in the publication of the Statistical Office of the Republic of Serbia (2018) and they make 15.69% of GDP of Kolubara County. Agriculture, forestry and the fishing industry (together as one segment), mining and industry (together as another segment) and public administration and social welfare (together as yet another segment) have a bigger share in GDP of the Kolubara County.

This situation can be explained by a small number of local and foreign tourists that visit Valjevo and stay there for a short period of time and do not spend a lot. This is a consequence of the low spending power of local tourists and the unfavourable structure of foreign guests, because the majority is from the ex-Yugoslavian republics. There are not many foreign tourists with higher spending power, just like those who stay longer in Valjevo and spend more on pension and non-pension services. In addition to it, as a result of unconnected tourist offer, it is estimated that tourists spend most on accommodation and food, but significantly less on other products and services.

### **The impact of tourism on the balance of payments of the City of Valjevo**

Balance of payments is a systematic record of all economic transactions between the residents of a country and other countries in a period of time in unique currency. The residents are both natural persons and legal persons that perform an activity in a country of permanent stay and work

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<sup>2</sup> The difference between GVA and GDP is in net product taxes. In accordance with the Eurostat regulations, the level of the district is expressed by the GVA.



in accordance with the legal regulations of the country in question. Balance of payments can be positive (when the export is larger than import), and negative (when the export is smaller than the import) or balanced (when import and export are equal) (Mankiw, 2004).

Tourism represents a very significant source of foreign currency funds, which is why it is classified as a favoured export branch. For the countries that have, first of all, stood out as significant receptive touristic countries on the international touristic market, foreign currency income from tourism represents the most important item of income in the payment balance and a very strong factor of economy development in total (Jovičić, 2016). Furthermore, an important fact is that this foreign currency income is not followed by the export of goods only across the borders of the country, so this type of export is called 'invisible export', because instead of exporting goods, tourists who spend their foreign currency are 'imported' (Bošković, 2009).

Tourism multiply helps to create positive payment balance (Unković & Zečević, 2006). Firstly, tourism enables placement and sale of goods and services that are not of importance for the whole series of other activities. For example, it is only through tourism that caves, sunsets, cliffs, and sand beaches can be valorised (Stanković, 2008). Secondly, export through sales to foreign tourists results in high profit, not only because of the higher prices for tourists, but also because of the fact that in this case expenses are lower (e.g. no transport expenses). Thirdly, some products are simply not suitable for export, because of insufficiently developed infrastructure, the nature of the product itself (e.g. perishable products), or customs difficulties. Thus, tourism is seen as relatively cheap and easy way of earning foreign currency which is necessary for investment in development, and for decreasing payment deficit. It is a fact that for many countries, especially those with limited industrial sector, or with only a couple of possibilities for alternative export sector development, tourism represents the primary source of foreign currency incomes.

It is often not seen that tourism influences the creation of negative payment balance through expenses of the population for travelling abroad. In this case, tourism is 'invisible import', because instead of importing goods, residents of a region or country who spend the income earned in the country of origin are 'exported'.

The world council for travelling and tourism has, for the purpose of observing the total contribution of tourism to the payment balance and the economy of a country or an area, created the so called satellite calculation (Jovičić, 2016). However, the City of Valjevo and the Tourist organisation of Valjevo have not applied this methodology so far, i.e. it has not been established to what extent tourist economy contributes to the surplus/deficit of the payment balance of the City. According to the preliminary data of the National bank of Serbia for year 2017, Serbia notes deficit in the payment balance in the tourist segment.<sup>3</sup> Namely, the incomes realised on the grounds of tourism are 1.18 billion euros, whereas expenditure is 1.215 billion euros. Having in mind that in Valjevo in 2015 there were 4.266 foreign registered tourists, which is a total of 0.37% of all the foreigners during that year in Serbia, and that about 10 mostly outbound travel agencies work in the city of Valjevo, it can be concluded that the payment balance of the city of Valjevo is in deficit, at least when it comes to tourism. The structure of foreign visitors confirms this fact, as the majority of them is from ex-Yugoslavia, which means that they come from areas with weaker spending power. The average stay of foreigners is short, and the offer is unconnected, which disables the growth of their tourist expenditure. On the other hand, outbound agencies in Valjevo mostly offer packages for the stationary summer and winter stay abroad, which is why it can be easily supposed that tourists from Valjevo spend more money on pension and non-pension services when abroad, then they do when in Valjevo.

### **The impact of tourism on employment in the City of Valjevo**

Of all economic effects that tourism has on economy, it is most frequently pointed out in the foreground that tourism contributes to the increase in employment rate. Contrary to industrial cities where increase in production, or introduction of new technologies leads to relative or absolute decrease in the number of the employed, every increase of tourist capacities and turnover follows an adequate increase in the number of the employed. It is caused by service character of tourism and limited possibilities of applying the technical progress in this activity.

There are two types of employment when it comes to tourism: direct and indirect. The direct refers to the employment in the activities that are directly connected to and depend on tourism (e.g. the employment in

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<sup>3</sup> [http://www.nbs.rs/internet/cirilica/80/platni\\_bilans.html](http://www.nbs.rs/internet/cirilica/80/platni_bilans.html)

hotels, restaurants, travel agencies). The indirect employment refers to the employment in the activities that are indirectly connected to tourism and realise significant benefits from tourism (e.g. civil engineering, commerce, agriculture).

The importance of tourism for employment is best represented by the following advantages:

- People with different levels of qualification can be employed;
- The employment of the young, who are in the labour market for the first time;
- Equal opportunities for men and women;
- The employment of people who cannot flexible working hours;
- The employment in undeveloped areas.

However, even apart from the data that confirms that tourism can ever so contribute to the increase in employment, the influence of tourism on employment is often the subject of critics. Namely, it happens in practice that those positive effects of tourism in a sense of creating high quality permanent employment, and decreasing the total unemployment rate in the country fail to appear. The fact that is most frequently criticised is that the majority of jobs in tourism are of seasonal character (that its duration is connected to the touristic season), and that therefore the jobs are mostly attractive to students or retired people.

Table 3: *The structure of the employed in the activity sectors in the City of Valjevo, 2011*

	<b>Primary</b>	<b>Secondary</b>	<b>Tertiary</b>	<b>Total</b>
Serbia	4.1%	31.2%	64.7%	100%
Kolubara County	8.5%	43.6%	47.9%	100%
The City of Valjevo	1.5%	49.4%	49.1%	100%

Source: *The Statistical Office of the Republic of Serbia*

As it can be seen in Table 3, secondary and tertiary sectors absorb an almost equal number of the employed in the City of Valjevo (49.4% and 49.1%). These percentages deviate from the average at the level of the Republic of Serbia, where over 60% of the population is employed in the tertiary sector. This situation is explained by the activity of the large industrially oriented companies such as HK 'Krušik', 'Gorenje', 'Austrotherm', etc.

Accessing the structure of the employed in the activities, it is noted that only 0.5% of the people from Valjevo are employed in the sector of providing services of accommodation and food. If we were to add the employed in art, entertainment and recreation (0.5%), other service activities (0.5%), and even the sector of transport and storing (2.6%), the total number of the employed in tourism would be just over 4%. This situation is easily explained – tourism is a working-intense activity, and the number of the employed in it directly depends on the tourist capacities that are at disposal and the number of tourists at a destination. Given the fact that tourist turnover in the City of Valjevo is humble, i.e. its share in the total tourist turnover in Serbia is 1.4%, i.e. 2.67% of realised overnight stays, consequentially there is a small number of the employed in tourism. With respect to the indirect employment, the situation is not better either – a small number of tourists drags a small expenditure on non-pension services and products.

### **The influence of tourism on activities of tourist economy**

Tourism represents the economy sector that includes series of economic and noneconomic activities. In order to successfully realize economic and developmental functions of tourism, it is necessary that a receptive country possesses solidly developed activities such as hospitality industry, traffic, indirect activity (travel agencies) and commerce. It is also necessary to have other activities developed, which indirectly meet the tourist needs (agriculture, civil engineering, etc.).

By using some tourist-hospitality services, a tourist spends its own income for meeting their own tourist needs, influencing the development of activities that provide those services. That is why it is important that the services that are provided to the tourists are adapted to their demands with respect to quality, size, price, etc. A large number of touristic destinations tends to develop other, or additional touristic services (in the field of entertainment, amusement, sport, recreation, studying, education, adventure) apart from the basic ones (accommodation, food, transport). That way the total tourist expenditure grows, its structure changes, and it stimulates the development of many activities. Jovičić (2016) points out that about 90% of the total realised tourism incomes is related to the incomes of the industry of hospitality, traffic and the agency business. That share is even bigger when it comes to stationary tourism, which includes longer stays, large expenditure both for accommodation-

hospitality capacities and for travels through tour operators and travel agencies.

The humble tourist turnover and unconnected tourist offer of the Valjevo region were mentioned on several occasions. It negatively reflects other activities with which tourism coordinates, thus the tourist economy impacts on their growth are low.

### **Indirect economic effects of tourism development in the City of Valjevo**

The tourism development effects reflect the development of civil engineering, industry and agriculture.

Tourism multiply stimulates *civil engineering activity*. Firstly, civil engineering capacities are employed during the construction of different infrastructural facilities (communal, transport, sports and recreational infrastructure). That infrastructure is not necessarily a touristic one, i.e. it has a wider social importance, but it will for sure be exploited for the touristic needs, too. Secondly, the construction of tourist capacities with the following contents is also a large work of civil engineering activity. It is especially important that numerous capacities are often built in the period of structurally inactive part of the season (in winter). Moreover, it happens that in tourist projects civil engineering participates with up to 75% of invested funds. Thirdly, the existing infrastructural and hospitality-accommodation capacities demand constant investment and innovation. According to data from the Statistical Office of the Republic of Serbia (2016), there was a total of 1,149,000 dinars invested in 2015 in the City of Valjevo for the construction of new and the reconstruction of the existing accommodation-hospitality facilities. All investments in this sector at the level of Kolubara County were absorbed in Valjevo. However, these investments make only 0.03% of all realised investments in the sector of accommodation and food on the level of Serbia. The value of all realised investments in new funds in the City of Valjevo in 2015 is 3,961,023,000 dinars, which is 0.07% of all investments in Serbia.

*Agriculture and the industry of processing agricultural products* realise permanent and high effects from tourism. By producing food and providing catering, various fresh and processed agricultural products, and drinks are spent. The analysis of the expenditures shows that in the hospitality industry between 35% and 50% of expenses are related to

goods for food (Jovičić, 2016). The development of tourism enables fast and efficient placement of large quantities of agricultural products, which is why it should be worked on connecting agricultural manufacturers and tourism agents in the City of Valjevo.

Numerous *industrial branches* find a large consumer in tourism, because companies in tourist economy appear as buyers of different industrial final products. For example, for the purpose of decorating and equipping accommodation and hospitality capacities furniture, household appliances, carpentry, etc. are used. Moreover, tourists buy consumer goods during their trips, although this kind of shopping is most commonly not the motive of their trips.

### Conclusion

The City of Valjevo has all the potential to take the leading position in the socio-economic development of that part of Serbia. However, for revitalization of the multi decennial stumbled economy large investments are needed, which is why the investments must be directed to those branches that have propulsive effect. One of those, if not the most important one, is tourism, that brings sheer foreign currency income and multiplicative effects for the whole economy. Tourist economy potentials are almost intact, as the economic indicators and the register of tourist turnover show. Direct and indirect impacts of tourism on the economy of Valjevo are at a low level at the moment. However, there are certain trends in the development of tourism globally that indicate the fact that this area has a significant potential and is perspective in the future. In spite of the numerous comparative advantages, Valjevo is not a tourist developed environment, nor is it adequately positioned on the tourist market. In contrast to the rich and diverse natural and culture-historical resources, the existing tourist offer has remained relatively narrow and directed to the development of only a few types of tourist products.

It should be pointed out that Valjevo disposes with resource base that enables its diversification and development of numerous economic branches, not only tourism. Thus, tourism should not be expected to be the framework for Valjevo's economy, but to provide momentum for developing of the whole region with its multiplicative effects, and stimulate the activation of agriculture, commerce and private businesses, because that is what it has potential for. However, for starting the tourist activities in this part of Serbia, numerous changes need to be made.

Tourist infrastructure should be built and improved, which includes equipping localities with suitable hospitality, recreational, sanitary and other infrastructural hospitality facilities, and horticultural and landscape organisation, raising the quality level of roads. Better usage of capacities is only possible in the case of adequate valorisation of all potentials that Valjevo disposes with, which automatically drags the development of the tourism throughout the year, based on the diverse resource base.

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