

**3rd
International
Scientific
Conference**

**31 May - 2 June, 2018
Vrnjačka Banja, Serbia**

2018

**TOURISM
IN FUNCTION OF DEVELOPMENT
OF THE REPUBLIC OF SERBIA**

Tourism in the Era of Digital Transformation



**THEMATIC
PROCEEDINGS
II**



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



EDUCATION IN FUNCTION OF SERBIA CULTURAL TOURISM DEVELOPMENT

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Abstract

By linking culture and tourism we come to the cultural tourism, the form of tourism with the growing interest in the world, as the number of tourists increases. These are travels motivated by cultural reasons. However, in order to talk about them, it is necessary to introduce or educate potential tourists with the possibilities of destinations, in terms of cultural content. On the other hand, in order to make this tourist-cultural experience possible, it is necessary to have adequate education of all those on the side of the offer and provision of services. Serbia has potentials for the development of cultural tourism, but in order to prevent it from remaining only at the level of potentials, education of all participants in this chain is needed. However, cultural tourism is not and should not be directed exclusively towards foreign tourists; the offer should be harmonized with the requirements of national, regional, international as well as global tourists.

Key Words: *culture, tourism, education, tourist-cultural experience*

JEL classification: *D83, J24, L15, M53, Z32*

Introduction

Culture and tourism are closely linked, because a tourist trip/travel involves escaping from everyday life, into a new, often culturally different ambiance. The goal of a tourist trip is to experience a new, authentic environment, and culture is often a key element of this authenticity.

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Culture is a very multi-layered concept which consists of material and spiritual creation of a man (Cvetkovska-Ocokoljić & Cvetkovski, 2009). Culture relates to the mentality, forms of activity and interpersonal relationships inherent in the community and individuals within it. Culture could be separated into an inner and outer circle (City Tourism & Culture - The European Experience).

- The inner circle represents the cultural core, the more traditional or basic elements of culture representing what people make or produce in cultural terms.
- The outer circle represents the way of life or lifestyle of a place or region.

One of the basic functions of culture is the transfer of cultural goods and values to individuals and groups, from generation to generation. The study of the way in which a person sees the world around him/her, receives various knowledge and in feedback affects the environment throughout the history of mankind, was mainly focus on the relationship between vision and what was seen (Cvetkovska-Ocokoljić & Cvetkovski, 2012). However, in contemporary conditions of life and business, culture can be seen as a form of “tourism consumption” as well. In the past, cultural tourism was largely based on cultural heritage – consumed by large numbers of people (Richards, 2009). But today, we live in world characterized by the growth of knowledge, increased mobility of people, increased accessibility of travel, growth of cultural visits and a huge demand to visit and personally experience other societies.

Cultural tourists are educated and informed, they have good salaries and spend more when they are on vacation and those are reasons why many countries and regions work to develop specific cultural tourism programs, and to design marketing efforts toward cultural tourists. Today, we have a growth of cultural visits. Cultural tourism is seen as high value tourism and it needs adjustment of old ones and development of new specific cultural tourism programs/products. It usually means education, those who are on the supply side and those on the demand side, in order to make them acquainted with the offer and interested in it.

Different types of culture and cultural tourism

In accordance with the Tourism development strategy of the Republic of Serbia “Tourism is the main driving force of cultural exchange at the global level, providing and presenting to visitors a personal experience of

life from the past and present, reflecting the basic characteristics of certain areas and communities. Natural and cultural heritage, diversity of customs and the culture of life of communities represent the main tourist attractions” (Tourism development strategy of the Republic of Serbia).

In tourism, we can distinguish different types of culture (Reisinger, 2009):

- Tourist culture - refers to the country culture that tourists bring with them when visiting other countries, whether for business or for vacations. It provides an explanation of tourist behavior.
- Host culture - is the culture of the host country with which tourists are in contact. It is the national culture of those who provide local offerings and services to tourists, and
- Tourism culture - refers to the outcome of the behavior of all participants involved in the tourism process, that is, the behavior of tourists and those who offer tourism and hospitality products and services. It is a special type of culture created at each destination, different from everyday culture of tourists and hosts.

In other words, it can be said that: “First, on the supply side each destination has its own, unique cultural (tangible and intangible) elements that form part of its own distinctive cultural tourism offering. These distinguish one cultural destination from another. Secondly, on the demand side the desire to experience a destination`s culture is the main motivator of cultural tourism travel“ (Ivanovic, 2008). Culture plays a central role, because it is on the both sides.

Travel and tourism could be seen as a system (Sharpley, 2006, p. 9).

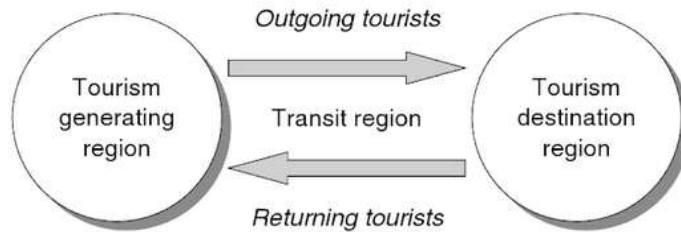
- The tourism generating region stimulates tourism and is where tour operators and travel agents are located.
- The tourism destination region attracts tourists, experiences the consequences of tourism and is where attractions and facilities, such as hotels, are located.
- The transit region represents the travel sector.

“Cultural tourism can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural,

historic, archaeological or other cultural significance which remain from earlier times” (Csapó, 2012).

Figure 1: *Travel and tourism as a system*

External influences: economic, political, environmental, technological



Source: *Sharpley, 2006.*

In the same way to which culture could be separated into an inner and outer circle, cultural tourism has the inner and the outer circle as well (City Tourism & Culture - The European Experience):

1. The inner circle represents the primary elements of cultural tourism which can be divided into two parts, namely heritage tourism (cultural heritage related to artifacts of the past) and arts tourism (related to contemporary cultural production such as the performing and visual arts, contemporary architecture, literature, etc.).
2. The outer circle represents the secondary elements of cultural tourism which can be divided into two elements, namely lifestyle (elements such as beliefs, cuisine, traditions, folklore, etc.) and the creative industries (fashion design, web and graphic design, film, media and entertainment, etc.).

In the past, cultural tourism was largely based on cultural heritage (especially elements such as museums and monuments). But recent researches show that until now museums are the most popular attractions visited by all groups of visitors.

Today, everything is on authenticity, especially in the study of cultural tourism. A number of studies of cultural tourism have argued that cultural tourists are seeking more „authentic“ or „deeper“ experiences than other types of tourists (Richards, 2007).

During the time cultural tourists become more experienced and sophisticated. Thanks to new information-communication technologies, they are able to plan and tailor their own tourism experiences and they want less visited places that offer a taste of 'local', authentic culture.

Because of search for authenticity cultural tourism is seen as a more serious form of tourism. It means that it is connected with learning and education.

Who are cultural tourists?

According to McKercher (2002), “cultural tourist is defined as someone who visits, or intends to visit, a cultural tourism attraction, art gallery, museum or historic site, attend a performance or festival, or participate in a wide range of other activities at any time during their trip, regardless of their main reason for travelling”.

Consumers of cultural tourism products are usually highly educated people. They have better jobs and earn a more money. The researches show that there is a strong connection between education and cultural consumption.

Also, cultural tourists usually are people that have jobs in cultural sector or that are connected with cultural sector.

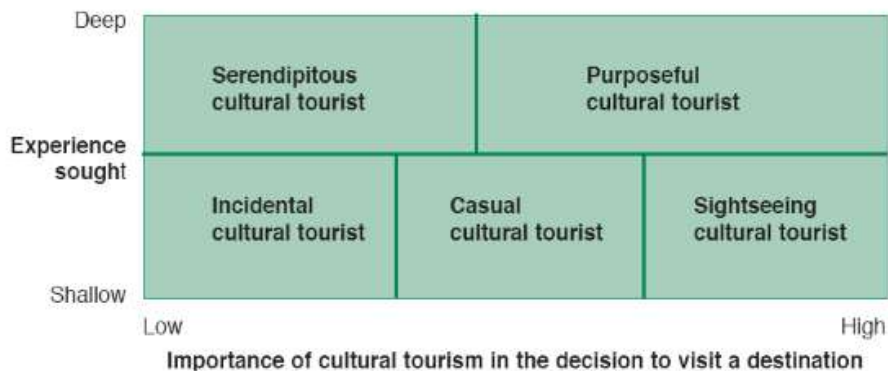
The ATLAS research shows that the level of education for those visiting cultural attractions across Europe is relatively high. Data on the age of the visitors, however, showed that it is not merely older people visiting cultural attractions, but young people also make up a large proportion of visitors and they tend to visit cultural attractions in those cities relatively frequently (City Tourism & Culture - The European Experience).

McKercher differentiated five types of cultural tourists, based on the importance of culture in their decision to travel and the depth of their experience (McKercher, 2002):

1. The purposeful cultural tourist (high centrality/deep experience) – learning about other’s culture or heritage is a major reason for visiting a destination and this type of cultural tourist has a deep cultural experience;
2. The sightseeing cultural tourist (high centrality/shallow experience) – learning about other’s culture is a major reason for visiting a

- destination, but this type of tourists has a more shallow, entertainment-oriented experience;
3. The casual cultural tourist (modest centrality/shallow experience) - cultural tourism reasons play a limited role in the decision to visit a destination and this type of cultural tourist engages the destination in a shallow manner;
 4. The incidental cultural tourist (low centrality/shallow experience) – cultural tourism plays a little or no meaningful role in the destination decision-making process, but while at the destination, the person will participate in cultural tourism activities, having a shallow experiences.
 5. The serendipitous cultural tourist (low centrality/deep experience) – cultural tourism plays a little or no role in the decision to visit a destination, but while there this type of cultural tourists visits cultural attractions and ends up having a deep cultural tourism experience.

Figure 2: *Typology of cultural tourists by McKercher and Du Cros*



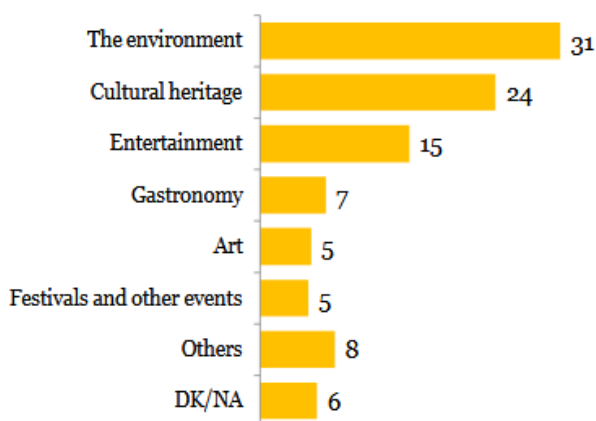
Source: *Csapó, 2012.*

When deciding on holiday destinations, most Europeans named the location's environment (e.g. its overall attractiveness) as the key consideration (31%). Cultural heritage (24%) and the options for entertainment (15%) were the second and third most widespread responses in regard to factors that influenced a choice of destination (http://ec.europa.eu/commfrontoffice/publicopinion/flash/fl_258_en.pdf).

There are obviously different types of cultural tourists, every of them need a specific approach, specific cultural tourism product and all of them should be equally important.

Figure 3: *Attraction influencing the choice of destination*

Attractions influencing the choice of destination



Q20. From the following attractions, please choose the one that has the major influence on your choice of destination?

%, Base: all respondents, EU27

Source: *Survey on the attitudes of Europeans towards tourism - Analytical report*

Cultural tourism and education

There are different types of cultural tourism such as (Csapó, 2012): Heritage tourism; Cultural thematic routes; Cultural city tourism, cultural tours; Tradition, ethnic tourism; Religious tourism, pilgrimage routes; Creative culture, creative tourism (Ivanovic, 2008). Education should include exploring the possibilities of cultural tourism offers as well as knowledge of different types of tourists.

Sharpley said “The tourism product is, in fact, a tourism experience” (2006). So we need to give the best possible even unforgettable experience to cultural tourists. In order to achieve this goal, we need to tailor tourism product to be perceived as very attractive and it should be really enable such an experience at the destination.

If we look at the next figure, we can see who tourism producers are and who support them. Tourism industry is fragmented, but strong relationship should exist between all participants in this sector, especially those involved in the direct production of tourism products.

The need for tourism education is evident as well because a professional and well-trained workforce delivers competitive services and those people show more motivation and show more productivity than others.

We need a high-quality tourism education. The question is does tourism education adequately prepare people for employment in the tourism industry? It means that in order to be more competitive, tourism education should be tailored to meet the needs of the tourism industry. It again requires researches.

Research in tourism also needs to consider the strategy of the development of destinations and tourism enterprises, customer loyalty and the compatibility of tourism with the natural environment and social development, beyond short-term issues of lowering costs or redistributing market quotas (<https://www.hospitalitynet.org/news/4012371.html>).

Success in business depends on the characteristics of organization's workforce. It is particularly hard to find candidates with the right so-called "soft skills" such as interpersonal skills, communication, adequate work ethics, desire and ability to learn, creativity, ability to work in team and problem solving (Cvetkovski et al., 2015). The tourism sector requires specific knowledge from tourism workers.

Understanding the culture and language of the guests have the key importance, but other skills are equally important. "Ignorance of the language and different cultures leads difficulties in communicating with tourists. Among the skills, communication skills are necessary at all levels. Emotional intelligence is also important because it allows adjustment to clients and situation, and their understanding. In addition, depending on the specific position at which the employee works, he/she will need the specific technical knowledge as well. At the managerial level knowledge of marketing, finance, strategic planning, project management, human resources management, computer skills, and understanding the role and application of computers in the tourism sector are required. It is also important that managers know how to manage change, how to innovate and develop tourism products, and to know how to manage the crisis communications" (Cvetkovska-Ocokoljić & Babić, 2016).

Reason for lack of learning among tourism workers could be found in the fact that in tourism sector there is a large number of seasonal workers.

They are usually characterized by low motivation, poor knowledge and skills. But it could be improved with continuously investments in education and professional development of tourism workers who can then create added value of the product/service.

With regard to the desired qualitative advancement in tourism and the overall competitive ability of the sector, special attention must be dedicated to the (Perman & Mikinac, 2014):

- Development of appropriate professional training programs for tourism,
- Providing direct support for their positioning in tourism education, professional training and other forms of knowledge transfer,
- Development of an education program in tourism,
- Providing help to tourism personnel – consulting services and research,
- Assessment of information and other needs in tourism,
- Training in tourism in order to improve business operations, etc.

“In the knowledge-based economy, the rise of knowledge as a major driver of economic growth and development has extensively influenced the development of education. The university has become an engine for developing human capital for the new economy. In the world of tourism, human capital is vital to tourism economic growth and competitive advantage in the tourism industry” (Wang, 2008).

Tourism consumers are changing their habits. Thanks to new information and communication technologies there are more and more independent travelers. Independent travelers decide where to travel based on information that they can find on the Internet.

It means that information that promotes cultural contents must be found on websites and Facebook pages of cultural institutions and tourist communities, cultural events must be discussed on forums, within blogs, information must be spread throughout social networks. In such conditions, we need to know that the responsibility of institutions promoting the cultural contents is also high. They need marketing, management, intercultural, informational and other cross functional knowledge and education as well.

Cultural tourism and education in Serbia

Serbia does not have an organized and well-designed cultural and tourism offer, which requires cooperation between different sectors and a special approach to the education of all involved in cultural tourism. Today, tourists value authenticity and that could be a chance for development of cultural tourism of Serbia. Belgrade is very interesting for both foreign and domestic tourists. However, authenticity allows development of rural and local regions, as well. In order to experience an authentic foreign culture, tourists need to get away from the main streets and shopping centers. If we make our cultural potential attractive, we have the opportunity to develop a cultural tourism.

Damir Demonja (Demonja, 2011) states that an active role in the development of cultural tourism should be taken by regional and local tourist communities so local values, thanks to cultural tourism, may become interesting for tourists. Tourist destinations need to "enriched" with cultural content, and then make them accessible, attractive and interesting to potential tourists. Something like that is possible if, in addition to the development of the supporting infrastructure and adequate support from the state, there is an "appropriate education system that prepares the personnel able to carry out the development concept on their shoulders" (Đukic-Dojčinović, 2005).

The problem of education is noted in the tourism development strategy of the Republic of Serbia for the period 2016 to 2025, where in the context of the analysis of the current situation and characteristics of the tourism, it is stated among other things that: "not achieved effective functional link between the economy, tourism organizations, associations and business associations, educational and scientific institutions in order to form a safe, long-term and sustainable development of tourist areas" (Tourism development strategy of the Republic of Serbia). The perception of cultural tourism as high value tourism encouraged many regions to develop specific cultural tourism programs. Accordingly, they need to know who their targeted cultural tourists are and they need knowledge of cultural tourist contemporary patterns of travel and the factors that determine these patterns.

In tourism sector, now more than ever, it is important to combine knowledge with practical exercises and skills. The overall quality within tourism sector depends on education and professional development of

employed personnel. It is crucial because (Cvetkovska-Ocokoljić, Cvetkovski, 2010) "Frustration occurs when it is discovered that an attractive package is part of a propaganda message and that the "magical" product does not meet the promised purpose". In Serbia was observed "the increase of visits to the most important segments of the movable (museums, libraries, archives, galleries), immovable (archaeological sites, urban cores, protected spatial cultural-historical units, folk architecture monuments, fortification, battlefields) and immaterial ("slava", "Đurđevdan"; Open-air museum "Old Village - Sirogojno") cultural heritage" (Tourism development strategy of the Republic of Serbia).

The number of tourists in Serbia, both foreign and domestic, is steadily increasing. In the Republic of Serbia in January 2018, compared to January 2017, the number of tourist arrivals increased by 11.4%, and the number of overnight stays increased by 12.0%. In January 2018, compared to January 2017, the number of overnight stays of domestic tourists increased by 8.3%, while the number of overnight stays of foreign tourists increased by 18.2% (Statistics of catering and tourism). We do not have information about which percentage of them could be considered as cultural tourists. In terms of the volume, the majority of tourist trips are still within national borders, so to demands of domestic tourists should be seriously approached as well.

In the field of cultural tourism in Serbia, it is necessary to connect the economic and cultural functions of tourism (Đukic-Dojčinović, 2005). In order to make a profit from tourism industry Serbia need to work on tourism infrastructure and education to meet international standards. Cultural products are specific, original, and therefore the essence is to adapt the way of advertising cultural products to different groups of cultural tourists and with international standards rather than to adjusting the products itself. Serbia needs multidisciplinary educated experts who would be able to connect cultural and economic aspects within tourism. Who could give managerial note to the cultural tourism, while still retaining the authenticity of a tourist experiences. However, a quality cultural product implies the quality of all activities not only within jobs that are directly connected to cultural tourism, but also of all those who are indirectly related to it.

Attention must also be directed to tourism products directly connected for cultural tourism such are rural tourism, wine tourism, conference tourism and eco-tourism. That means that cultural tourism can be viewed quite broadly.

Table 1: *The list of accredited programs in the field of tourism in Serbia*

<ul style="list-style-type: none"> • University of Belgrade: Faculty of Geography <ul style="list-style-type: none"> ○ BAS4-Tourismology and ○ MAS1-Tourismology • University of Novi Sad: Faculty of Natural Sciences and Mathematics <ul style="list-style-type: none"> ○ BAS-Tourism, BAS- Graduate Tourismologist in English ○ MAS-Tourism and MAS-Master Tourismologist in English ○ DS-Doctor of Science-Geosciences-Tourism • University of Kragujevac: Faculty of Hotel Management and Tourism in Vrnjačka Banja <ul style="list-style-type: none"> ○ BAS-Hospitality and Tourism, BAS4-Health Tourism ○ MAS-Hospitality Management, MAS-Tourism Management MAS1-Health Tourism ○ DS-Hospitality and Tourism Management • University of Niš: Faculty of Natural Sciences and Mathematics <ul style="list-style-type: none"> ○ MAS1-Tourism • University "Singidunum" - (studies at the University) <ul style="list-style-type: none"> ○ BAS-Tourism and Hospitality in Serbian and English ○ MAS-Business Systems in Tourism and Hospitality in Serbian and English ○ DS-Management in tourism in Serbian and English • University "Singidunum": Faculty of Medical, Legal and Business Studies - former "Faculty of Business Valjevo (FBV)" <ul style="list-style-type: none"> ○ BAS-Tourism and Hospitality ○ MAS1-Business Economy with module - Tourism • "Edukons" University: Faculty of Sport and Tourism (TIMS) <ul style="list-style-type: none"> ○ BAS4-Management and Business in Tourism ○ MAS1-Tourism and Development in Serbian and English ○ DS-Management and Business of Sustainable Development in Tourism • "Union-Nikola Tesla" University: Faculty of Sports <ul style="list-style-type: none"> ○ MAS1 - Management in Tourism and Recreation • Higher education units outside of institution headquarters: <ul style="list-style-type: none"> ○ "Singidunum" University, Belgrade – a higher education unit without status of legal entity: <ol style="list-style-type: none"> 1. Novi Sad – BAS-Tourism and Hospitality in Serbian and English 2. Niš–BAS- Tourism and Hospitality in Serbian and English
<ul style="list-style-type: none"> • Colleges of professional studies <ul style="list-style-type: none"> ○ College of Professional Studies of Agricultural (Šabac):

- BPS-Tourism
- College of Professional Studies Arandelovac:
 - BPS- Management in Tourism and Hospitality
- College of Business-Technical Professional Studies (Užice):
 - BPS-Tourism
 - SPS-Tourism with two modules: Management of Touristic Destination and Ecotourism
- Belgrade Business School – College of Professional Studies:
 - BPS-Tourism Management
- College of Business Professional Studies (Blace):
 - BPS-Tourism
- College of Business Professional Studies (Leskovac):
 - BPS-Tourism and Hospitality
- College of Professional Studies of Tourism (Beograd):
 - BPS-Economics and tourism with four modules: Tourism, Management in Tourism, Travel organizers and tour guiding, Hotel management
 - SPS- Management in Tourism and Management of travel organizers
- College of Business Professional Studies (Novi Sad):
 - BPS-Tourism and Hospitality
- College of Business Professional Studies “prof. dr Radomir Bojković” - former “The College of Professional Studies for Business Industrial Management” (Kruševac):
 - BPS- Tourism and Hospitality
- ○ College of Professional Studies of Hospitality (Beograd):
 - BPS-Hotel Management

Source: A guide through accredited institutions of higher education study programs in Serbia (Commission for accreditation and quality assurance)

There is the interest in the field of tourism in Serbia - It could be said with regard to the number of accredited study programs in this field (at Universities: 8 programs of bachelor academic studies, 11 master academic studies and 4 doctoral study programs; with two programs of bachelor academic studies in the units outside the headquarters; and in the colleges of professional studies 10 programs of basic professional studies and 2 programs of specialist professional studies). However, there is a question of diversification of these study programs because lot of them is very similar. In the field of cultural tourism we need education and multidisciplinary.

Conclusion

At the beginning of this paper we said that by linking culture and tourism, we come to the cultural tourism, so it means that cultural tourism could not exist without tourist market, although culture exists independently of that same market. However, taking into account what cultural tourism is all about, we can conclude that, in future, tourism without culture will not exist. If culture refers to (Reisinger, 2009) human environment, social heritage and traditions, way of life, dress and appearance, food and eating habits, work and leisure habits, information and communication etc., it would mean that everything is about culture. Today, tourists need authenticity so we need new tourism products and that could be a chance for the development of both our rural regions and those other than Belgrade. There is a necessity for education about new preferences and needs of tourists, about globalization and culture and their role in tourism. On the one hand, the tourist sector has to deal with the needs of tourists, and on the other hand, it is necessary to promote tourism products and educate potential tourists in relation to those products. Tourists want to experience local culture, to live like locals and to find out about the real identity of the places they visit. Today there are fewer travellers who buy the packaged excursions, they rather creatively shape their own experiences, based on what and when they want to see. These experiences usually emphasize active involvement in local culture (Richards, 2009). It is important that those involved in the touristic offer are familiar with the cultural tradition of tourists in order to allow a better depth in understanding of their behavior and expectations. However, this does not mean that we should lose originality. The key thing is in balance - to provide tourists with what they expect, to promote them that in the way they want, but to preserve the originality of traditional local culture, because the destination must have unique characteristics different from other destinations in order to attract tourists. In all of this, education is essential (Cvetkovska-Ocokoljić & Babić, 2016). Considering that culture is involved in all forms of tourism, that is, in different tourist products, culture in the future will probably be one of the key elements of tourism development. It means that we will need multidisciplinary approach to cultural tourism. The number of international and domestic visitors in Serbia will continue to increase in the future. The tourism sector will have to improve the supply of a skilled workforce in order to be able to meet the specific demands of tourists and to deliver a quality product to those international and domestic visitors. However, adequate attention must also be directed towards the proper promotion of tourism products and the

education of potential tourists about them. Young people are also very important for cultural tourism because their cultural experience could influence their further coming during the life and their future tourism behavior as well (Richards, 2009).

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