

**SUSTAINABLE ECONOMIC DEVELOPMENT OF TOURISM IN
THE REPUBLIC OF SERBIA**

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Abstract

Taking into consideration the current practice of tourism development policy in the Republic of Serbia, with a lot of room for progress, potential tertiary sector projects and action plans should include the use of comparative advantages and initiatives for the restoration, development and promotion of tourism, through the preservation of cultural heritage, investment in priority touristic sites, promotion of quality, autochthonous, organic products, as well as promotion of the specificity of rural areas.

Tourism is one of the fastest growing tourism industry branches, and most countries are trying to integrate them into their development policies as a means of economic diversification, employment growth, urban regeneration and an increase in social well-being.

The market maturity of tourist destinations is taking place in an ever more complex and competitive environment. Tourist destinations, both those in the development phase and those wishing to achieve, re-gain or retain an advantage over competition, must be provided with a variety of instruments and functional methods, to assess the real situation and to create future scenarios. In this sense, the positioning strategy completely defines a new, multidimensional approach to a competitive game.

Key Words: *touristic market, touristic destination, international environment*

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Introduction

It is well known that the economic system cannot function isolated from a social, political, ecological and institutional system. The economic system is multidimensional system as a part of the social system that with its various instruments influences the realization of complex development goals. (Durkalić & Ćurčić, 2019)

The high level of indebtedness of the domestic real sector in the past period and the well-stated problem of illiquidity, along with the problems with the collection of placements, caused a rather modest growth in credit and a lack of investment activities in the real sector. (Jelić & Ćurčić, 2014)

Accepting the listed trends as truly relevant to the tourism industry, the need for more detailed analysis is imminent. "How to finance the budget deficit" question is important and it consists of existing restrictions with a constantly higher demand for it. The use of a "budget deficit" in the macroeconomics of a country must be in coordination with the use of other fiscal policy instruments, where emphasis is often put on the harmonization of monetary and fiscal policy. By combining the instruments of these policies, there is the fight against unemployment with the tendency of growth. (Ćurčić, 2016)

Modern tourism marketing sources point to numerous and varied changes, tendencies and trends in the field of tourist demand, which have significant repercussions on the behavior of different subjects of the tourist destination. With their influence, the mentioned changes and trends require constant adjustment of the scope and structure of their tourist offer from tourist destinations. This offer can no longer attract tourists with its traditional or stereotypical elements, but must constantly be enriched with new contents in order to satisfy all the more demanding wishes and demands of modern tourists. According to Živković (2017) tourism in rural regions today is primarily an activity additional to agriculture due to unemployment and faster realization of agricultural products produced in hosts' households. The development of rural tourism is especially favoured by measures undertaken by the state in this direction over the last decade. Thus, the Tourism Development Strategy of the Republic of Serbia identifies rural tourism as equally important as other primary branches in which the tourist offer of Serbia should be developed. (Živković & Maksimović, 2018)

This paper draws attention to the narrow touristic market and other accompanying changes that lead to the evolution of competitiveness. Success will only have those tourist destinations that accept the importance of current trends on the side of tourism demand. The leading role in the strategic management of tourist destinations in the future will have the following key areas:

- consumer changes
- electronic revolution
- attractions' protection measures
- health and safety.

The political-economic models enable analysis of the interdependence of politics and economics with the center of executive power as the holder of economic and political power. Executive power is trying to maximize their own benefit taking into account their own re-election and benefits voters. This behavior can be described as relations functions of government that depends on the variables: unemployment, inflation, income growth, and the use of economic policy instruments, including budget expenditures. In this regard, the financing of agriculture as the primary economic activity in each country, occupies an important place in the route that leads to the rating of the executive branch (Milojević & Ćurčić, 2017).

Consumer changes

Tourism industry has for decades recorded continuous expansion and growth. The next two decades can expect further positive growth. According to World Tourism Organization (UNWTO) estimates, tourism is the second largest industry in the world, which has for many years recorded constant positive growth, and participates in world GDP with 9.8% (7.2 billion USD). The share of tourism in world exports of goods and services amounts to 7% (1.5 trillion USD), while in many developing countries tourism is ranked as the main export sector. At the same time, it employs about 284 million people, i.e. 1 out of 11 jobs is in the tourism sector. That tourism is on the rise around the world is seen in the change from 25 million tourists in 1950 to 1186 million tourists in 2015 (UNWTO, 2018) Tourism sector will grow by 3.3% annually in the future (2010-2030), and the average annual growth rate of tourism consumption will be around 11%. This projected growth rate for the period of 2010-2030 represents an increase of about 43 million international tourist arrivals on average annually. By comparison, to indicate that this is a

positive growth trend, it should be emphasized that the average increase in international tourist arrivals amounted to about 28 million annually in the period 1995-2010. Europe, one of the most visited regions in the world, in the future will represent the most important place in the world tourism with a share of 41% in the total number of arrivals of international tourists (UNWTO, 2013). Serbia, although in the center of the growing tourism market, according to the Travel and Tourism Competitiveness Index (TTCI), is ranked 95th out of 136 countries in the world in 2018, while in Europe it is in an unenviable 35th place, pointing to the low level of competitiveness of our country for tourists worldwide (WEF, 2018).

Competitiveness of the tourism sector of the Republic of Serbia and its recognition among foreign tourists on the world destination map is closely related to the development and application of modern technology in tourism. There is a need to follow the trends in the constantly changing tourism industry, and to understand tourists' demands better and more clearly. Innovation and application of advanced technology are not only a factor of competitiveness, but also a factor of survival, growth, and development on an extremely turbulent tourism market. The subject of this paper is a look at the implications of contemporary technology for the tourism sector of the Republic of Serbia and the ways in which it contributes to increasing competitiveness. Using the methodology of the World Economic Forum, i.e. Travel and Tourism Competitiveness Index, the aim of the paper is to examine the degree of contribution of ICT readiness pillar to the competitiveness of the tourism sector in the Republic of Serbia (Ilić & Nikolić, 2018).

Consumers define the demand in the tourism market in a quantitative sense and thus decisively affect the business opportunities of the tourist destination.

In the past few years intensive changes in demographic, economic, psychographic and other characteristics of tourists have been recorded. All the changes have had and still have a major impact on the behavior of tourists. Changes in tourist demand on the one side, inevitably, require changes in tourist offer on the other side. Consequently, the modern competitive conditions in the tourist market have changed significantly. Numerous analyses and researches indicate very significant demographic changes of consumers. The change in the age structure, together with the slowdown in population growth, is the most visible demographic change. The significance of the mentioned trend for the development of tourism

can be seen in the example of the Third Life. It is reflected, above all, in the increase in the part of the population older than 65 years. This fact should be accepted as a real state and as a warning that the changes that such a trend of general aging of the population will have serious repercussions on the development of world tourism.

The third-century population with its many heterogeneous features warned tourism researchers that this is not a completely homogeneous part of tourist demand, but a layered section that distinguishes many important characteristics in different market types and in tourism. The global characteristics of this large element show that it:

- is about a tourist that has basically kept individual tourist habits that individuals gained in earlier years of life,
- is mostly tourist still active unit,
- is about someone who travels at least once a year,
- shows more prominent tendencies towards cultural and ecological content, and then to the so-called tourist destinations (products),
- can travel throughout the year, that is, it does not determine the tourist season, it can be said that the other periods of the year may be more attractive than the period known as the "peak of the tourist season"
- is well acquainted with tourist travel and their organization, which has seen a lot of tourist videos and traveled,
- is more oriented towards the value for money; it's not a matter of saving at all costs, but about knowing things and the need to spend money without any reason,
- partly requires a special design of the supply facilities and their equipment in order to avoid possible difficulties in their use,
- seeks greater comfort than usually required by other age groups of tourists.

The number of third-year tourists requires special attention that has not yet added to any kind of tourism demand in the current development of tourism in the world.

In support of this claim, it is necessary to include organizing of joint tourist trips of elderly people, a section of tourist guides for this type of tourist demand, especially furnishing of tourist facilities that are partly or even exclusively intended for tourists of the elderly. It is important to take into account the easy access to the offer, the elevators for all the floors of the buildings where their presence is expected, the always-controlled

indoor temperature, the special types of menu tailored to the different health situations of some elderly people, the obligatory luggage carrier service (not only in hotels, but also at airports, railway stations and ports), organizing an enhanced health care service, etc.

Environmentally conscious consumers are looking for well-preserved natural and social resources, and the motives are increasingly found in the field of adventure, health, culture, education, etc. The creativity of the holiday, spontaneity and individual experience are affirmed, and the scheme of mass tourism is increasingly avoided, which best presents the concept of hotel-beach and the concept of full board. Authentic guest experiences are associated with local ambience and enthusiasm in the original but professionally refined atmosphere of the destination. The value for money becomes a general prerequisite for subjective satisfaction. The trend of an active holiday of full entertainment, sports, recreation is one of the important characteristics of tourist demand. Therefore, consumers in front of the tourist destination impose requirements for content and qualitatively richer products.

Changes in the character and structure of tourist demand can be viewed as a reaction to everyday life, that is, put into an "anti-relationship" towards everyday life and what tourists would like, citing the elements for creating a modern tourist product.

Table 1: *Tourist demand in the structure changes*

The desire of tourists as a reaction to everyday life	The desire of the tourists in accordance with modern times
Live in the countryside	Live with someone, but separately
Return to nature; Get closer to people	Feel somebody's attention; Avoid pressure
Be in good shape	Everything is possible
Rejoice	Having fun

Source: *Čavlek, 1998: 208*

The above-mentioned changes have been recorded in world tourism for a long time. The observed trends of a long-term nature can be represented by the following illustration:

Table 2: *Tourist demand in the structure changes*

Before	Nowadays
Development encouraging of tourism infrastructure policy	Destination policy and branding
Mass marketing	Focused and aggressive marketing to specific market parts
Rigid price policy	Flexible price policy
Short-term planning in tourism	Long-term planning in tourism

Source: *Hendija, 2002: 90*

Respecting the individual demands of consumers, the tourist destinations invest a lot of efforts, trying to ensure that market offers the product to suit their desires and expectations. It is the implementation of the new development strategy, so-called "target marketing", which implies that tourism destinations are developing products and the overall marketing mix towards a specifically selected consumer demands in the market.

Moving towards the individualized life of consumers is intensifying every day all over the world and becoming a real challenge for tourist destinations, which precisely compete in creating specific offers. It is clear that tourist destinations will systematically and continuously monitor the behavior of consumers in the market, their interests and holiday vacation motives, and by adjusting their offer to the market, contribute to the development and continuous expansion of new demands in the market.

Ever since it began to develop in Serbia, rural tourism has gone through two phases. The first one can be named independent establishing and second phase can be named dedicated development. The intensity, dynamics and character of the previous development were conditioned by a large number of factors (eg. the geographical location of the area, anthropogenic heritage, the degree of socio-economic development, the awareness of the local population about the importance that rural tourism has for the overall economic and socio-economic development of the rural area, etc.) What appears as a need is the formation of a unified database of accommodation facilities of rural tourism at the national level. "The Association of rural tourism in Serbia" has the most complete database of accommodation facilities of rural tourism so far.

However, the problem is that it does not include all accommodation capacities of rural tourism and the owners of accommodation capacities do not have the obligation to be registered in such a database. Hence, monitoring of the intensity, dynamics and character of rural tourism development has been hampered. The geographical diversity of the Republic of Serbia provides the basis for further planning and actions in the development of rural tourism. In order to enter into the next phase of complex development of rural tourism, it is essential that the destination management of rural tourism is gaining importance at all levels from the local (mini rural tourist destination) to the regional and national level (macro rural tourist destination). In second case, entire rural areas are regarded as potential rural tourist destinations. (Vuković, 2017)

Electronic revolution

Information technology, information systems and their application within business systems are experiencing strong progress, and their contribution to the development of business systems is reflected in the following areas:

- changed understanding of the dimensions of time and space in modern business; thanks to modern information technology, the distance in the business world, as well as time, are no longer limiting factors;
- the possibility of using new types of data (multimedia objects), as well as the quality of existing textual professional data in enterprises is enormous and constantly increasing. The focus of activities in information systems is increasingly moving towards creating aggregated, high quality information tailored to different user categories - from operatives to high management;
- the acquisition of Web technology and the Internet as a global media for accessing and exchanging data makes this information available to users in any part of the world;
- large systems give priority to business to partners who have adopted standards for electronic data exchange (EDIFACT).

The possibility of continuing positive developments in this area is conditioned by the foundation of set standards. This will contribute to the conviction of information technology users that its application is a long-term reduction in operating costs and acceleration of business processes, which is directly related to increasing the profitability of firms and their competitive presence on the market.

Information and telecommunication technology are the basis of a modern and efficient economy and business communication in international terms.

Hotel management is a very intensive field in business practice, which relies heavily on the application of information technology.

The diversification of hotel services, the expansion of the market dimension, the confrontation with increasing competition in the hotel services market, the increased level of the demands of hotel consumers - condition the management of a continuous innovation policy in the field of information technology by international hotel chains, in order to better respond to the stated requirements. Information technology can be found in almost all business branches and work tasks of international hotel chains.

Modern forms of information technology application in the operations of international hotel chains include the following activities:

- reservations,
- e-mail,
- video-disc system,
- video-service,
- phone management system and invoicing,
- electronic keys,
- terminals in guest rooms,
- automatic checkout,
- teleconferencing,
- internet and its services, and more.

Attraction protection measures

Sustainability is a key word in tourism, given that the quality of destinations that are sought and visited by tourists is one of the determining motivations for tourism.

The issues of ecology in a given context are very diverse and complex. Among them are, among others, the following: concern for the burden of physical infrastructure, water and energy consumption, environmental maintenance, demand management in destinations with limited capacities, historical and cultural monuments, the change of planned programs for the adoption of certain laws that want to prevent the destruction of the nature and the environment that tourists want to visit.

In these global issues tourism has a dual role. As a positive side we can state that tourism is a potential source of income, which can be used for conservation. Most often, fees are levied for access to places that tourists want to visit, leading to a significant source of income which is often the only source of money for conservation in poor countries, where governments have far more urgent priorities.

According to Hendija (2002) regular promotion of tourist destinations offering ecologically pure potentials clearly implies that many other destinations do not offer this kind of quality, and that to some extent tourism has the role of polluters of nature. The development of tourism in today's conditions of functioning is highly dependent on ecology, its attitudes, planning and politics. It is necessary to place the tourism development into ecologically funded parameters, that is, in the development of a tourism development plan, respect and include the needs arising as a result of the functioning of the natural system. The next step concerns the need for tourism to develop many of its forms and species, so as not to be proclaimed as the cause of environmental pollutants, of any kind in receptive tourist areas.

Tourism among the first industries has accepted responsibility and has been involved in its programs in the protection of natural resources and the environment. Today, there is almost no country without a specific planning document on the status of the environment and its protection, related to the impact of tourism or independently of that. Global proposals in this regard, adopted at conferences held in Stockholm and Vancouver, are in the programs and plans for the development of countries, regions or localities. The subject of scientific research, initiated by ecology projects, becomes mountain areas, water resources (sea, rivers, lakes) and ways of their use. The contents of various projects and development programs include very often and care about the flora and fauna of certain resources.

Another burning issue is the EU, which reads: how to reconcile the goals of faster economic growth with demanding, ecological standards, which the public poses. Therefore, the tendency is increasingly focused on the tertiary sector - tourism, which is conditioned by a clean, ecological environment and protected natural zones. This is becoming more and more a kind of EU obsession, leading to increased demand for such resources, which offer highly sought after attractions for ecological destinations, a natural ecological environment and increasingly demanded, ecological way of food produced. All of the above is very

beneficial to the health of people and their working abilities. This has contributed to the fact that ecology becomes a planned part of the long-term development policy of economic and tourism development in most EU countries.

Health and safety

Medical tourism, as synonymous concepts of a patient, clinic, tourism and health, describes the movement of patients in countries outside their place of permanent residence for the purpose of using medical or health services. The reasons for the existence of medical tourism are multiple and mutually optimally intertwining, thus creating a comprehensive package of necessary medical and tourist factors, an optimal price and service relationship.

According to Ignjtijević, et al. (2017) there are many factors that positively influence the decision of tourists to visit Serbia. The kindness and hospitality of citizens, good atmosphere, sights, cultures, green areas, rivers, traditional food and drinks - among the main tourist trumps of Serbia, show the results of the survey of tourists, done by the Institute for informatics and statistics with the Tourist Organization of the city. Research on the extent to which internal and external factors influence the decision of patients to travel abroad for the purpose of obtaining adequate medical treatment was carried out through the survey method. The sample included respondents who were found prior to the interviews that they were foreign citizens and that they used medical services in Serbia. On the basis of the research, the following can be concluded:

- two thirds of the respondents, in addition to medical services, came to Serbia to visit a friend or relatives;
- also two thirds of the respondents opted for medical services in Serbia at the recommendation of friends and relatives, while the rest was decided on the basis of information from the internet;
- all the factors from the domain of medical services (the price of medical services, the training of doctors, the technical equipment of the clinic, etc.) greatly influence the decision patient,
- factors from the domain of hotel services (accommodation, food and beverage costs, knowledge of English language staff in hotel accommodation, etc.) had a lesser influence on the decision of the patient in relation to the factors from the domain of medical services,
- factors from the domain of other services (general costs of the overall medical tourism arrangement, availability of local transport, use of

English language by educated translators) also influence the decision of the patient as well as the factors from the domain of hotel services, but to a lesser extent in relation to the factors from the domain medical services.

Modern tourism, transforming the last decades into a global phenomenon, simultaneously faced with the globalized problem of security and the protection of its participants. It is about the most dangerous dangers, ie. the risks of traveling and accommodating guests in destinations, some of which have become extremely vulnerable, and therefore undesirable in tourism.

Although the relationship between health and tourism is basically a positive sign, many differences appear that show this relationship in a different light. Health in tourism has both different meaning and content today. It becomes a concern for the protection of the health of those who go on a trip. At the same time, it becomes a concern for the health of those who provide tourist services. It is particularly important to draw attention to the need to take care of the health of the tourists, which is especially taken into account by the World Health Organization (WHO), and recently by the World Tourism Organization (WTO). The protection of the health of tourists is understood in several ways: as a personal care of tourists for their own health, as a concern that tourism construction is in line with health criteria, as protection against aerodynamic and various forms of ecological pollution caused by tourism, among which the main concern is healthy food, implementation of preventive measures in the field of health, when it comes to personnel employed in tourism.

Tourist health prevention, today, is a well-known term in all tourist countries of the world, especially in the emitting countries. Still, although the good results of the protection of tourists are achieved by vaccination actions when it comes to diseases that are spread in certain areas, prior to the mentioned trip, all are undertaken without the adequate measures of the health care of tourists. The emergence of large-scale diseases in some regions has developed in rigorous health care of potential tourists in tourist-emitting countries: issuing special health cards in which the health condition of tourists is announced, and in particular, they have received a cardboard for the necessary vaccinations for certain infectious diseases. Although such protection is the result of the need to protect the native population of emitting countries from the possible transmission of diseases or infections, it is a kind of system for receptive tourism

countries in terms of upcoming tourism development, which will directly depend on health conditions. Health statistics nevertheless show far more effective action to protect the health of tourists taking place in the receptive tourist area. Of course, these are different methods of protection in which the central facility is no longer the tourist itself, but the local population and general health conditions in receptive, tourist countries.

Spreading tourism in every corner of the Earth's globe requires strictly rigorous measures of health care in receptive countries, which also includes general knowledge and knowledge about health and health care among local residents of receptive tourist areas. It is important to emphasize that in this context, the population cannot be educated exclusively through medical institutions, but the level of its medical knowledge is in synthesis with the general knowledge and education that the local population has on the life of resource allocation. This is also the area of the most effective fight against diseases in tourism. The fact is that in the world there are occasional infectious diseases that require long-term medication but without major results, such as AIDS, SARS. In the nature of things, tourism cannot be deprived of such problems, but it also represents one of the instigators in the initiative of actively fighting against them.

Today, one of the most prominent areas in terms of health and tourism relations is the issue of nutrition, or more precisely healthy nutrition. This economic activity includes within its jurisdiction the issue of healthy food, as well as the issue of potential food infections characteristic of a particular area or particular people, tourists with different diets if the diet are inadequately well tolerated or in some cases not tolerated at all.

According to health statistics, about 60% of foodborne illness arises from inadequate handling of food products and the consumption of such contaminated food. With the increase in purchasing power of consumers, consumer spending will continuously require an increase in food safety standards. HACCP (Hazard Analysis and Critical Control Point) just provides these standards through consumer safety, increased satisfaction, cost savings, protection of the reputation of the manufacturer / supplier (hotel, restaurant, airline, etc.) and insurance of profits.

According to Čavlek (1998) HACCP as a preventive system of principles and methodology ensures the production and marketing of healthy food, so that it is safe from chemical, biological and physical risks.

Implementation of the production of safe food in accordance with current trends in the world aims to ensure that the quality of the food and prepared foods used (safety, hygiene, extended shelf life, greater range, modern packaging, etc.) is the key to ensuring the principle of exchange of value for money, satisfaction and complete consumer safety. The concern for the health of tourists has now become a concern for attracting tourists. It is becoming an increasingly powerful marketing argument and the content of promotional messages in the field of tourism. Safety aspects and modern ways of protecting consumers in tourism include components from sociological-psychological, physical-technical, fire and sanitary-hygienic, to insurance, i.e. possibilities of prevention and repair of damage.

Without taking into account the standard and personal affinities, when making decisions about purchasing a tourist arrangement, tourists place the safety of the destination first, then the safety of the trip itself, and then follow the attractiveness of the locality, prices and other details. Accordingly, tour operators changed the priorities in the criteria for composing the offer: first, the safety of certain locations and catering facilities is examined in the field, and then the other parameters in relation to the given standards. The physical and material safety of consumers has always been one of the key criteria for the quality of the tourist offer, but has become a tourist "be or not to be" in the last few years. The problems of safety in tourism are determined by the conditions in which the tourist activity takes place, the characteristics of all participants in the tourist activity, their mutual relations, as well as the activity of individuals and institutions.

Hotel facilities, and other types of accommodation, pay considerable attention and other forms of visitor safety to the visitor for many years. This concern becomes part of the content of promotional messages as it increases the motivation for the arrival of tourists. The hotel employs professionals working in the insurance of guests. Special equipment and specialized insurance personnel are now part of the hotel standard in a large number of tourist-developed countries. All this is within the scope of the bid of the subject of the tourist offer, not only to create conditions for greater security, but also to encourage the external manifestation of the guests' conviction that maximum security conditions have been created in such a facility. Security in the accommodation facility is certainly not a matter of hotel management. It is the question and

obligation of all business partners who participate in the organization of a specific travel trip.

The safety of tourists needs to be provided not only in accommodation and other types of tourist facilities, but also in the whole created and closed space, where the stay of tourists is envisaged. The highly evident problems that today are encountered in all the world's tourist countries regarding security have urged the World Tourism Organization to appeal to the world public condemning all kinds of violence against tourists, and expressing its commitment to a permanent and coordinated action to establish as much safety as possible for tourists, during the realization of the trip itself and staying in tourist areas. In accordance with the above, it insists on quality and educated staff in tourism, so that they themselves can protect the safety of tourists, but also on the installation of better quality security equipment. The World Tourism Organization advocates the development of appropriate legal regulations to ensure that the insurance of tourists becomes the obligation of every subject of the tourist offer.

Conclusion

The market maturity of tourist destinations is taking place in an ever more complex and competitive environment. For this reason, tourist destinations, and those wishing to become one, to win again or maintain an advantage over competition, must be provided with a variety of instruments and functional methods for objectively looking at the real situation and creating future scenarios. In this sense, the positioning strategy completely defines a new, multidimensional approach to a competitive game.

Positioning strategy is the way in which a tourist destination plans to take the desired market position. It is, therefore, the perspective and vision of what is to be achieved, but also the direction of moving towards the position that the destination wants to achieve. In practice, the positioning strategy evolves over time since it includes the current situation. It starts with a perspective, taking goals and positioning, and in order to implement it, it must be approached with careful planning of the plan and system of activities, as well as the resources available. Over time, situations are changing. Features of strategic decisions and actions indicate the quality of the movement from start to desired position. If a

tourist destination has serious intentions in the future, a positioning strategy is necessary, especially today in times of global competition.

In modern business conditions, each destination must quickly find its position and exploit its comparative advantages, in order to successfully cooperate or compete with other destinations. The strategy of positioning the tourist destination identifies the vision and determines the paths of its own growth and development in the conditions of globalization. Their success in the international tourism market depends on the ability to demonstrate the specific competitive advantages of natural, economic and cultural values. It characterizes its position in relation to others, and as a form of self-confidence of the tourist destination in its own potentials and expresses its intention to build on its own innovative forces. Attracting new energies and capital also means opening, of course, and intelligently activating international networks and resources. This certainly implies efficient organization, cooperation of various stakeholders and inclusion of the population, and ultimately continuous monitoring and audit.

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