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**NEW TENDENCIES OF DEVELOPMENT SERBIAN TOURISM
IN TERMS OF GLOBALIZATION**

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***Abstract:** Globalization as a phenomenon of modern society has a huge impact on tourism human needs and tourism demand. Due to the process of globalization, modern communication technologies and the growing awareness of tourists unify the standards of quality tourism products and tourism. In terms of globalization, when borders are erased cultural identity and traditions, modern tourists seeking variety, ambience and tradition, but also specific destination in which to spend a vacation and meet their travel needs. This paper examines the impact of globalization on the Serbian tourism opportunities of tourism development in Serbia in terms of globalization. Serbia, not affirmed as a tourist destination, the tourism market has to offer specific and recognizable tourist products that will meet the needs of increasingly demanding international tourist clientele. In addition, the specificity of the tourism resources, the market should be approached selectively and offer tourism products that best reflect Serbia as a distinctive tourist destination. Successful inclusion of Serbia in the contemporary global processes involves the development of innovative forms of tourism with specific experiences, which can be used in the promotion and implementation of guided tours. Therefore, the tourist offer of Serbia for this segment of tourism demand is based on the well-preserved tourist values, to the highest ecological standards and tourist interaction with the natural and cultural environment. I just conserved natural resources, rural, diverse cultural and historical heritage, traditions, customs and hospitality, allowing the tourist product is designed according to the specific requirements of customers. It is this kind of market segmentation and targeting to demand specific forms of tourism is one of the opportunities for the development of Serbian tourism recognizable on the international tourism market.*

***Keywords:** globalization, tourism market, specific tourist product, tourist destination*

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Introduction

Globalization is one of those historical processes that leaves no one indifferent because permeates all dimensions of life, from politics, economics, and communication, to leisure and travel, and therefore affects everyone in some way. With that in mind, there is turmoil, worldwide occur very different opinions, conflicts between enthusiastic supporters (global-ill), who believe that it brings good luck planetary, and bitter opponent (global-phob) that is the cause of the accident, the tragedy of planetary dimensions. Globalization and tourism do not belong to any particular scientific discipline, but are in the area of interdisciplinary study, because both phenomena are numerous and interdependent dimensions of. With this in mind, researchers tend to identify a wide range of colors, to indicate that globalization simultaneously unites and divides people, that unifies fragmented culture, planets and market segments, and that the scientific objective, interdisciplinary look at all of the comparative advantages and disadvantages of globalization.

The development of tourism has affected the many changes that have taken place in the world. The second half of the twentieth century was the turning point of the elite to mass tourism, and the end of this century, the return of quality tourism in specific forms of tourism. These developments affect the appearance of the segmentation of the market. Travel demand can no longer be seen through the homogenized tourist market. This phenomenon leads to a selective segments of demand - further development of tourism and the entry into new century comes a new revolution tourism trends. Creation of tourism products according to one buyer leads to a new quality in the tourism business. This theme was the desire for serious research on specific forms of tourism and its impact on the development trends of Serbian tourism.

1. Globalization of Tourism

The first step in the process of globalization is to promote awareness of belonging to a global society and human kind, which occurs as a result of planetarisation communications, economics, politics, culture and other related phenomena. When it comes to tourism, it is, on the one hand, the previously acquired conditioned consciousness, on the other hand, he himself contributes to the deepening of consciousness. The information and images of the world of broadcast media in rooms recipients spread awareness of the enormous number of potential tourist destinations which provoke the desire to be visited. During his stay at the scene, tourists have a chance to directly, here and now, their own senses and mind, to know and experience a country, its people and culture. This, of course, contributes to the deepening of awareness and knowledge of a particular country. If tourists every year, one or more goes to different countries, the accumulated experience gained, will contribute to possess a broad knowledge of just different parts of the planet, affecting an increased sense of belonging to a global human community. Here, however, we should not over-romanticize the phenomenon of traveling, because they still exist numerous prejudices, nationalism, fundamentalism, xenophobia, etc., all of which slows down the process of globalization, however, the long-term tourism is an important catalyst for the process of globalization, and vice versa (Čomić 2001, 7).

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The globalization of tourism causes a dramatic and irreversible changes in traditions and culture of receiving countries. The basis of education is based on the fact that they have to respect the different cultures and characteristics of space, but nowhere more pronounced by the end of the view that such a culture must inevitably take place. Culture and traditions of many tourist sites, regions and countries are facing the siege of a large number of foreign tourists. Tourism can turn local cultures into a source of comfort, a consumer product like any other. Religious rituals, customs and festivals all over the abbreviated and purified to meet the expectations of tourists, and the consequence of this attitude is what one participant described as a reconstruction of the entity "(Robinson 2000, 12).

Research shows that the market especially appreciated those products that look and quality can not be replaced by another. In the modern tourism, which is the path of globalization, imitation and uniformity is necessary, as far as it more often and more organized to emphasize locally and nationally. Simply not true, says J. Krippendorff that not all tourists looking for a burger, fries with beef, German beer, French wine and American Coke. It is certain that much needed skill, business strategy, persistent and consistent organization, in order to move differently than imposed, a common and universal to own, original, specific, local and national.

National, regional, global versus specific needs to be appreciated more and more emphasized in the tourist industry and tourist propaganda. Attitude is the opposite of those which insist that globalization is a significant boost for tourism development, globalization and tourism have the task to bring people on the planet, because tourism is affecting all parts of it, but it does not correspond with the understanding that globalization will cause a society without spatial boundaries, create a global village, the world into a single place, eliminating geographic factors, squeeze the nation-state, to create a global culture, bridge the barrier between here and there (Čomić, Kosar 2000).

2. The Role of Specific Forms of Tourism to Changes in Tourism

Depending on the complexity of tourism and global impact will depend on the era of information and the role of specific forms of tourism in the development of the tourism sector of individual countries. Specific forms of tourism can not be fully observed and studied as a 'classical' forms of tourism. It is a complex phenomenon that is determined by the market (Štetić 2002, 7)

- High impact of technological development on the selection of these types of tourism trends;
- Strong market segmentation;
- Specific management and distribution of these forms of tourism.

Travel demand that occurs in these forms of tourism product also has clear guidelines through:

- Tourists expressed a desire for authenticity;
- Increased demand for tourists to experience the local environment;
- Increased demand for tourists to respect the host.

These are just some of the characteristics that mark the demand and the specific forms of tourism, pointing to further research of these segments of the tourism sector.

Tourist offer specific forms of tourism has certain characteristics that must know and respect as a tourist product is real. This means that this offer has its own unique value that can be used in the promotion and implementation of guided tours. When making travel arrangements emphasize the space, resources and motifs, recreation and the like. Specific tourism product has emphasized authenticity, uniqueness and the role of local factors. Therefore, the offer for this segment of the tourist demand to be examined and studied, and tourism product designed according to the specific requirements of customers.

All those who want to work on providing services to tourists in the development of specific forms of Serbian tourism, we need to bear in mind:

- that in this movement include a small number of people,
- that they are, often, the individual movements,
- that each individual tourists who have their own individual needs,
- to be familiar with the wishes and needs of tourists and is ready to meet them,
- the need to instil confidence and a sense of friendship and sincerity in communicating with potential tourists,
- the tourists must feel like the most important client in a particular tourist destination
- the tourists must feel that he is not just a number, but a person in whom to trust,
- The local population has a greater influence on the development of this type of tourism.

Various tourism potential impact on the creation of some specific destinations, which influences the possibilities of certain forms of tourism in them. Special interest tourism and the various movements is extremely developed, which causes the possibility of development in specific, and new forms of tourism.

By a number of specific forms of tourism that we can talk, and the most frequently mentioned: alternative tourism, sustainable tourism, green tourism, cultural tourism, heritage tourism, conference tourism, nautical tourism, religious tourism, 'the third age', city tourism, sports tourism, wine tourism (tours), gastronomic tours, festivals and customs, ethical tourism, rural tourism, spa tourism, hunting,

To be specific tourism products could be competitive in the tourism market, it is essential to know its characteristics: strength, weaknesses, threats and its capabilities.

The advantages for the development of specific forms of tourism in its performance and reflected in the fact that:

- capital invests in the community
- reveal the hidden beauty and value of space
- valorization of natural and anthropogenic reasons
- include a small (underdeveloped) community
- use of local knowledge and resources of local labor
- investing in new software development community

Possibilities of further development of this type of tourism is to provide new services through:

- creating a secondary tourist destinations,
- creating a picnic area and directions,

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- creating an oasis of peace and contentment in a preserved environment,
- incorporation of new cultural facilities,
- involving visitors in authentic local community,

The weaknesses of this type of tourism are:

- insufficient knowledge of the destinations,
- inadequate infrastructure in the region,
- inadequate promotion and advertising,
- lack of information about tourist destination,
- lack of awareness of local people about the importance of tourism,

Everything is new and unfamiliar becomes interesting for the tourist industry. However, there is often conflict between wishes and possibilities, affecting the proper evaluation of a tourist destination. This can lead to:

- marginalization of certain activities of the local population (tourist arrivals),
- abandonment of some traditional activities in order to please the tourists,
- inadequate harmonization of tourism development activities with local relevance,
- inadequate use of natural and anthropogenic resources from,

Given the importance of tourism activity and its influence on the creation of new opportunities for development are often forgotten spaces, it is extremely important to the proper planning and directing the development of potential tourist destinations.

In this regard is of great importance:

- a) Promotion of national strategies for sustainable tourism development, including the decentralization of environmental management methods at the regional and local level,
- b) the combined use of control mechanisms and economic instruments,
- c) support the tourism industry and
- d) promotion of sustainable tourism development at the international level.

3. The Effects of Globalization on the Serbian Tourism

If we start from the fact that in the theory and practice of tourism is one of the key questions the authenticity of the tourist attractions (Čomić et al. 2001, 13), it can be said that the homogenization of the world, not just economic and political, but also cultural, with blending into the global extinction and authenticity, tourism somehow loses its fundamental meaning, its value. Of course, the practice of postmodern tourism shows that inauthenticity, pseudo events and simulations have the same appeal as the former seeking to discover new or original. Although at first glance it seems paradoxical, the fact that co-exist in parallel today are completely different forms of tourism, utemeljni a completely different requirements, does not mean that they significantly changed the needs and motivations, then as now fueled tourists to travel. Increasingly prevalent view that a general theory of tourism in explaining its causes, manifestations, legality, largely supposed to be based on socio-psychological research. They contain the basic unit for detecting the tourist phenomenon, go into the mystery of human nature in a dialectical relationship with the social environment. Needs are a natural component of humanity, and of the theory are essentially limited to the identification and analysis of the needs of the individual are

introduced in tourist flows (Vučetić 1987). Starting from the essence of the "tourism purposes" that smoothly integrates the need for change, the need for play, the need for exploration, knowledge, aesthetics, etc..., a whole range of selective and alternative forms of tourism is actually a necessity.

Therefore, if the underlying motif of tourist travel to get to know different, not experienced, then it is imperative diversity of tourism. And this diversity, uniqueness, uniqueness means for locating a place which gives a certain specific value.

Uniform tourist industry standard facilities and do not provide more satisfaction to the psychological dimensions of travel (to a different, ideal, aesthetic experience, to ourselves). If it is true that "can not imagine any alternative that would render redundant the alternative holiday" (Loren 1983), then "local", in the full strength of its uniqueness, it gets very process of globalization opportunity for full recognition. Local takes on a whole new meaning and goes beyond the narrow boundaries that are attributed to him by default, because a wider range of tourists who are sensitive to that kind of value. It should be noted that in relation to the local-global is not about mutual respect negirajućih suprotnosti, a phenomenon that is exclusive, but rather their complex dialectical relationship of mutual conditions and permeation, where one does not exist without the other. Every phenomenon has its typological characteristics, which is associated with a wider whole, and their unique properties, which do not disturb the overall interconnectedness of phenomena, but it set the tone of the external differences which contribute to creating a colorful picture of the world.

4. Innovative Forms of Tourism in Serbia

Tourism in general is becoming increasingly important, but also the expectations of tourists are increasing, as well as their desire for innovative forms of tourism with specifičnim experiences. It reflects the special role of the development of innovative tourism in Serbia. Organized events can be drivers of tourism specific countries / regions as they are an increasingly important factor in making decisions about travel. This results from the affinity of modern tourists who want to visit a new destination through innovative forms of tourism know enough known culture, have fun and gain new experiences. One of the main characteristics of innovative tourism is to remain remembered as a unique experience for all their visitors. The potentials of Serbia in the field of tourism are very important. This applies in particular to the possibility of creating tourism offer prepared for different categories of tourists and customized the current global trends in tourism.

Benefits of Serbia are the following range of parameters:

- Close to Serbian broadcasting tourism markets, especially EU Member States;
- Low prices for visitors from abroad;
- Lack of familiarity, as well as the attractiveness of Serbia as a tourist destination;
- Diversity solidly preserved natural and man-made heritage;
- The ability to create affordable travel packages for different categories of tourists (youth, seniors, families, business people, adventurers, etc.)
- Great potential for the organization of city break tourism;
- Attractiveness and global recognition of Serbian events (which every year attract a growing number of visitors).

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In Serbia, already recognized some innovative forms of tourism, and some only to be expected with further development. Important among them are: recreational resort, sports and recreation, rural, hunting, sightseeing, excursion, cycling, sailing and transit.

- Recreational and resort, summer and winter tourism is characterized by passive and active recreation, domestic tourists. Linked to the summer and winter vacations and recreational sports activities, such as swimming, walking, and hiking tours to the surrounding mountain ranges and the gazebo and the contacts with the rural population, collection of medicinal and aromatic plants, a massive winter sledding and skiing, ski school, etc. This was the most massive form of domestic tourism in Serbia. He will probably keep the importance of the future, just as its economic effects will vary depending on the equipment and the quality of the tourist offer every tourist center in particular, which could have an interest and foreign tourism, as well as a combined health and recreation recovery and relaxation combined spa mountain.

- Sports and recreation tourism is also a form of mass tourism, for now with the possibility of development of winter sports, or sledding, cross-country skiing and skating on the ice rink. In the future, the construction of sports infrastructure and accommodation facilities, the development will be directed to a high-quality offer that would attract tourism and foreign organizations and guests. Sports activities, in addition to standard (tennis, football, basketball, cycling, horseback riding, hiking, etc.) may include the development of so-called extreme, such as cross-country cycling, paragliding, sport flying, sailing, etc.

- Rural tourism with certain forms of agritourism could become a stable form of tourism, but it will mostly depend on the overall development of specialized agriculture and improving rural living conditions. For a farm to be equipped rural households and residents to develop an interest in providing services to tourists, and tourism has contributed to the improvement and stabilization of these villages.

- Hunting, according to the natural conditions can become a very promising and profitable business and tourist activity, provided that, measures of protection and restoration of wildlife populations, improve the capacity of a hunting and preparation of breeding certain species of wildlife (deer, roe deer) in fenced hunting grounds. Under these conditions, the hunt could get features foreign hunting tourism.

- Hiking and excursion tourism with the construction of several tourist centers may become more and more important and should be found in all itineraries school trips through Serbia.

- Transit tourism in Serbia in complete depending on traffic and the location of the tourist areas and the quality of the roads. Traffic situation is peripheral, and will contribute to the modernization of roads and more transit traffic.

Thus, depending on the possibilities of obtaining financial resources for reconstruction and modernization of existing tourist facilities and roads, new buildings, utilities and sports infrastructure, as well as depending upon the material to encourage the development of agriculture and other activities, spatial editing and equipment of tourist sites and centers, organizational and business networking relevant actors on the ground in local communities, will be gradually completed innovative forms of tourist offer of Serbia, and with it will strengthen the present and begin a new innovative forms of tourism.

Generally speaking, the main task of the Government of the Republic of Serbia has effectively incorporate the planning and development of tourism in the global strategy for sustainable development. Government policy in the future should be focused on the promotion of domestic tourism industry and encourage the inflow of foreign direct investment, should be adequately designed to minimize the potential negative effects of tourism on the environment and ensure the efficient use of natural resources.

Effective management of tourism development requires the decentralization of tourism management at the regional and local levels. In this respect, national and local authorities should clearly define the management strategy of sustainable development of tourism. Sustainable tourism can be carried out carefully selected combination of government policy, including instruments and instruments of direct regulation of the market mechanism, and financial incentives. The main challenge for the government of Serbia is to find the optimal combination of control and economic instruments in order to preserve natural resources and effective protection of the environment. Of great importance is the transparent application of regulations on the environment in the tourism sector, taking into account the amount and type of tourism activities. In protected areas such as national parks and natural heritage, tourism activities should be aimed at the conservation of biological diversity and ecosystems. In addition, states can use economic instruments to promote sustainable tourism, including remote regions without adequate institutional capacity to regulate the environment.

It turned out that the market mechanism more effectively in the management of the environment than state control, even at the global level. As long as the "tourism industry" consumes a large amount of natural resources, the economic valuation of scarce local resources, while eliminating subsidies that encourage further uncontrolled spending, would allow for the actual cost of these resources is incorporated into tourism activities.

Conclusion

Globalization affects the increasing interconnectedness and interdependence of the global and the local. Tourism is also very sensitive to the balance between the global and the local. The tourist market every attraction tends to become global and attract tourists from all over the world. One important factor is that any different from other local attractions, and it is essential that any potential as a tourist destination has certain characteristics, even unique, unique characteristics that distinguish it from all other destinations. To achieve this differentiation of products, it is necessary to preserve the originality of the traditional local culture. However, the very confluence of global tourist flows to specific sites affects the homogenization of culture, which leads to the loss of local identity and diversity. This is a paradox that is not easy to overcome as the global tourism industry are essential local differences and diversity of attractions, but in his rush he devours and uniformity, making them impersonal. This means that the tourist regions and localities have very carefully balance the acceptance of global and local conservation, which determines the survival and development of tourism. Global tourism is based on the specifics of the many attractions that compete for becoming a global attraction. So nationally before global tourism always and everywhere must take precedence over the universal and global.

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In the future it is expected that the tourism sector has a high growth rate due to the improvement of living standards, increases in income and leisure time, reducing travel costs and improving the quality of transport services. This growth will not only affect the improvement of the quality of tourism services, but also to maximize the economic benefits and increase in living standards in most countries. At the same time, it is a limited negative socio-cultural and environmental impacts on the land, which can be minimized by applying for planning and management of tourism activities. A major challenge for the international community not only to minimize the negative impacts of tourism, but also maximizing the economic benefits that should contribute to environmental protection and sustainable use of natural resources.

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NOVE TENDENCIJE RAZVOJA SRPSKOG TURIZMA U USLOVIMA GLOBALIZACIJE

Rezime: Globalizacija kao fenomen savremenog društva ima ogroman uticaj na turističke potrebe čoveka i turističku potražnju. Zahvaljujući procesu globalizacije, savremenim komunikacionim tehnologijama i sve većoj informisanosti turista ujednačavaju se standardi kvaliteta turističke ponude i turističkih proizvoda. U uslovima globalizacije, kada se brišu granice kulturnog identiteta i običaja, savremeni turista traži raznovrsnost, ambijentalnost i tradiciju, ali i specifičnost destinacije u kojoj će provesti odmor i zadovoljiti svoje turističke potrebe. U radu se istražuju uticaji globalizacije na srpski turizam i mogućnosti razvoja turizma u Srbiji u uslovima globalizacije. Srbija, kao neafirmisana turistička destinacija, mora turističkom tržištu ponuditi specifične i prepoznatljive turističke proizvode koji će zadovoljiti potrebe sve zahtevnije internacionalne turističke klijentele. Pri tome, polazeći od specifičnosti turističkih resursa, tržištu treba prilaziti selektivno i nuditi turističke proizvode koji na najbolji način odslikavaju Srbiju kao prepoznatljivu turističku destinaciju. Uspešno uključivanje Srbije u savremene globalne procese podrazumeva razvoj inovativnih oblika turizma sa specifičnim doživljajima, koji se mogu iskoristiti pri promociji i realizaciji turističkih putovanja. Zbog toga, turistička ponuda Srbije za ovaj segment turističke tražnje počiva na očuvanim turističkim vrednostima, na visokim ekološkim standardima i na interakciji turizma sa prirodnim i kulturnim okruženjem. I upravo očuvani prirodni resursi, ruralni ambijent, raznovrsni kulturno-istorijski spomenici, tradicija, običaji i gostoprimstvo, omogućavaju da turistički proizvod bude osmišljen prema zahtevima specifičnih kupaca. Upravo ovakva vrsta segmentiranja tržišta i usmeravanje tražnje ka specifičnim oblicima turizma predstavlja jednu od šansi za razvoj srpskog turizma prepoznatljivog na međunarodnom turističkom tržištu.

Ključne reči: globalizacija, turističko tržište, specifični turistički proizvod, turistička destinacija