IMPORTANCE OF SUSTAINABLE TOURISM DEVELOPMENT IN TERMS OF ECONOMIC DEVELOPMENT

BRANICKA TODOROVIC
MSC, PH. D. STUDENT, SCHOOL OF ECONOMICS, UZICE, SERBIA
e-mail: bdanica@neobee.net

Abstract

The quality of tourist resources and tourist products, competitive ability and positioning of the destinations in the tourist market affect the economic development of the national economy.

Natural resources are key, but under-utilized resources necessary for the tourism development, whereby reaching the level where the key development resources are on the verge of carrying capacities, thus making the model structure of the future development to be a significant contribution in searching the optimal model of sustainable development.

The paper points to the importance of previous positive experience in the development of tourism and related activities especially in terms of development planning in accordance with the available resources, spatial opportunities and sustainable development.

The research the possibility of defining an optimal model for sustainable tourism development in the case of mountain destinations in Zlatibor District will indicate the need to precisely define economic-geographical resources which determine the individual role of an each resource in creating the tourist offer, as well as, to show that the inadequate management of tourist resources and marketing activities leads to their degradation.

Keywords: tourism development, natural resources, planning

Classification JEL: O13, O21, M31

1. Introduction

The process of convergence of the Serbia to the European Union imposed the introduction of European legislation, standards and behavior, in environmental protection and tourism development. Serbia seeks to improve cooperation with the EU in combating environmental degradation in the quality of air and water pollution monitoring, improving energy efficiency, protection of industrial installations, safe handling of chemicals, urban planning, waste management and protection of forests, flora and fauna.

In the process of the convergence has an important place defining the optimal model for sustainable tourism development for each individual destination, regions, districts and national economy.

Models can be a means of ensuring environmental protection long as we are careful about how the results are used (Oreskes et al., 1994; Rayner and Malone, 1998; Sarewitz and Pickle, 1999; Bair, 2001) [7] [8] [10] [1]. Models may use to develop understanding of the processes that form the environment around us. Richards (1990) [9] say that processes are not observable features but their effects and outcomes are.

One of the goals of tourism development is to provide long-term protection and integrated management of natural and cultural resources.

In the framework of the national economy, tourism is not equally developed in all regions although there are exceptional natural conditions, protected natural resources and rich cultural and historical heritage.

In Serbia defines four statistical regions and twenty nine administrative districts. Zlatibor District is most famous mountain tourism center that develops within the region of Western Serbia and Zlatibor District as one of the clusters of tourism development.

The optimal model of tourism development in Zlatibor District be based on the observed characteristics of tourism products that are already market-valued by investigating the potential of new tourism products. A very important issue is the analysis and observation of the concept of destination management and individual role of an each resource.
2. Strategy development basis of optimal model at national, regional and local level

The concept of environmental protection and tourism development in Serbia based on international and European strategies have found their testimony in the following strategic documents: strategies, laws, spatial plans and plans, reports, reviews and analysis (Figure 1).

![Strategy, Laws, Spatial plans, Plans, reports, reviews, analysis](image)

Figure 1. Planning principles of environmental protection and the use of tourism resources

Strategic documents which are the basis for the development of sustainable tourism development at the national level are:

**Strategies:**
1) National Strategy for Sustainable Development of Serbia 2009-2017 defines sustainable development as a goal-oriented, long-term, continuous, comprehensive and synergetic process that affects all aspects of life (economic, social, environmental and institutional) at all levels [6].
   The aim is to balance the three key factors of sustainable development:
   - Sustainable development of the economy, industry and technology
   - Sustainable development of society based on social equality and
   - Protection of the environment through rational management of natural resources.

2) One of the goals of tourism to the Tourism Development Strategy of Serbia is to provide long-term protection and integrated management of natural and cultural resources in the interest of sustainable development of tourism.

3) The Agricultural Development Strategy of Serbia cited as one of the overall strategic goals of the environmental effects of agricultural production.

4) Poverty Reduction Strategy in Serbia consider the environmental aspects of poverty reduction.

5) The Forestry Development Strategy of Serbia states that forest resources are managed on the principles of sustainable development that the basic mechanisms for the prevention of forest degradation assessment of the impact on the environment and the promotion of inter-sectoral cooperation and conservation, the promotion, sustainable utilization and evaluation of biodiversity forest.

6) Waste Management Strategy has defined the construction of regional landfills as one of the conditions for sustainable development.

**Laws:** Law on Tourism, Special uses in tourism, Law on Environmental Protection, Law on National Parks, Law on Public-Private Partnership and Concessions Law on Regional Development, Law on Planning and Construction and other laws (of forests, waters, planning and construction, etc.).

**Plans** (master, management programs, reports): Report on the state of the environment in the Republic of Serbia, The Regulation on the protection of natural resources.

Strategic documents that are the basis for the development of sustainable tourism development at the regional level are:

**Strategy of Regional Development of the Republic of Serbia** for the period since 2007 until 2012 as one of three key policy of balanced regional development was singled out environmental policy (adoption and implementation of strategic documents and legislation, capacity building of municipal services and public enterprises in the field of environmental protection, treatment of municipal and industrial wastewater, development and implementation of the system for financing environmental protection at the local level, raising public awareness on the importance of environmental protection, etc.) [13].

**Plans:** National Plan for Regional Development

Strategic documents that are the basis for the development of sustainable tourism development at the local level (tourism in Zlatibor District) are:

**Strategies:** Sustainable development strategy of the Uzice region 2009-2012, Strategy for socio-economic development of Zlatibor District 2011-2015 and others. Local Economic Development Tourism is defined as a specific target with a separated 31 projects (protection of the canyon in the caption, building a mountain home, education in rural tourism, regional integration, strengthening of marketing, etc.).

**Plans:** Plan for tourism development in the Zlatibor District, Master Plan for Tourism Development of the mountain Tara, Master plan of tourism destination Zlatibor-Zlatar, Strategic and operational marketing plan tourism destination Zlatibor-Zlatar, Report on the state of the industry and tourism in the Zlatibor District and others.
2.1. Strategic instruments, measures, objectives and indicators for sustainable tourism development

Strategy planning providing conditions for the development of tourism is important because protection of natural resources, initiate incentives and subsidies for the development of tourism, active cooperation with the local government for more efficient decision-making and implementation of decisions related to the development of tourism infrastructure and inter-municipal, regional and interstate cooperation.


Tourism Development Strategy of the Republic of Serbia [15] contains specific guidelines for the promotion of tourism and its further development:

• Improving the existing tourism offer and develop new products and services
• Investing in public and private sector in tourism
• Establishing a system of partnership between public and private sector in tourism and
• Investments in public and private sector in tourism.

National Strategy for sustainable development [6] recognizes the need to protect biodiversity and to the planning of sustainable production and consumption using:

• Establishing a system of protection and sustainable use of natural resources and
• Investing in the reduction of environmental pollution and the development of cleaner technologies.

National Strategy sustainable use of natural resources [5] contains the following measures and instruments:

• Development and implementation of plans for the protection and improvement of environment
• Cadastre of polluters and permanent control
• Constant monitoring of water, air and soil (monitoring)
• Application of new technologies and use of alternative energy sources
• The protection and maintenance of natural resources and
• Protection and maintenance of green areas.

National strategy approximation of environmental development [4] contain measures and specific instruments:

• Review of environmental infrastructure
• Implementation Study feasibility at national and regional level
• Creating an instrument for programming grants and
• Restructuring Fund for the protection of the environment in terms of greater potential for generation revenue.

According to the Action Plan of Strategy of Regional Development [13] it is necessary to:

• Identify the basic, competitive tourism products cluster in order to placement on the world tourism market,
• Forming agency for tourism development and
• The establishment of a fund for tourism development in order to foster the development of tourism.

Waste Management Strategy [16] contains measures and instruments that are linked to:

• The development and implementation of a waste management plan,
• Promotion of cleaner production,
• Establishment of technical standards limiting the content of hazardous substances in production,
• Life-cycle analysis and
• The development of eco-labeling.

The planning documents are defined and specific objectives and indicators of infrastructure and environmental protection (Table 1).

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>The protection and enhancement of the environment</td>
<td>Indicators related to the organized collection, treatment, recycling and disposal waste</td>
</tr>
<tr>
<td></td>
<td>Wastewater management in rural areas</td>
</tr>
<tr>
<td></td>
<td>Municipal waste by type of waste</td>
</tr>
<tr>
<td></td>
<td>Recycled waste</td>
</tr>
<tr>
<td></td>
<td>The percentage of waste to be treated</td>
</tr>
<tr>
<td></td>
<td>The percentage of waste that is disposed of in a sanitary landfill</td>
</tr>
<tr>
<td>Improvement, modernization and management of municipal infrastructure</td>
<td>Number of projects relating to the protection of natural water resources</td>
</tr>
<tr>
<td></td>
<td>The number of projects relating to the modernization of the water supply system</td>
</tr>
<tr>
<td></td>
<td>Percentage constructed gas pipeline network</td>
</tr>
<tr>
<td></td>
<td>The percentage of citizens and businesses connected to the pipeline</td>
</tr>
</tbody>
</table>
3. Basis of optimal model of tourism development in case of Zlatibor District

Zlatibor District occupies the south-western part of the Republic of Serbia. The major natural-geographical groups that dominate the district and affect the affordability of its position are mountains: Zlatibor, Tara, Zlatar and Mokra Gora.

In 2013 this four mountain destination is participating in attendance mountain of Serbia with 49%. The most visited mountain destinations in Serbia is Zlatibor with 28%. Bearing in mind that 34% of the total stay of tourists (overnight) in 2013 occurred in the mountainous areas and that almost all of the mountain (or parts thereof) under certain vision care needs through specific indicators to track the impact of mountain tourism on the environment.

3.1. Natural resources as a basis for the development of tourism

Mountains of the Zlatibor District have the typical characteristics of tectonic relief and suffered major changes due to the effects of various exogenous processes. The whole area is mostly plateau dissected by gorges and valleys.

Zlatibor District has a predominantly temperate continental climate with continental fluvial regime. Air Zlatibor and Zlatar favorable treatment of a number of diseases.

Water in the mountain destinations have multiple significance. The valleys where rivers flow today were used for the construction of major roads, raising hydropower and tourism have not been used value. Greater artificial lakes have polyfunctional purpose because they focused mainly on the production of electricity, irrigation, fishing, water supply and settlement industry, tourism and recreation.

On Zlatibor lives 52% of all known species of fauna at the national level were registered 54 mammal species (55.5% of all known species) and the total number of known species of birds was 150. There were 14 species of amphibians and reptiles which are on the Red List of threatened vertebrates Serbia.

In order to preserve the bird fauna in the National Park Tara applicable standards IBA (Important Bird Area) project. According to the criteria of this project, a total of 46 species of birds, accepted 6 species to which they belong: the golden eagle, peregrine falcon, owl, black woodpecker, green woodpecker and garden redstart. Pancic spruce (Picea spruce/Pancic/Purkyne) is a relict and endemic species of conifers on Tara. Reserves with Pancic spruce are the categories of universal (global), national and exceptional importance.

Biodiversity on Zlatar store space is developed hunting tourism and traditional tourism events. In this area there is a special nature reserve “Uvac River Canyon” an area of 2717 hectares and is at an altitude 900-1267 m. The value of the gorge Uvac is the presence of a population of the rarest species of vulture-griffon vulture (Gyps fulvus). There are nests and other rare and endangered birds of prey (golden eagle aquila chrysaetos, short-toed eagle circaes gallicius and peregrine falcon pepegrinus).

In mammalian fauna Mokra Gora stand out a preliminary list of 22 species for the Red List of vertebrates Serbia (bear, wolf, otter, chamois). A documented 60 species of birds of which 58 were protected by various grounds (grouse, short-toed eagle, mountain tabernacles, etc.). All 13 species of amphibians and reptiles that inhabit the area are listed on the Red List of vertebrates Serbia.

3.2. Components of the optimal model

Based on the defined assumptions and constraints for tourism development (including mountain tourism), as well as, tourism products in accordance with the product portfolio and the Tourism Development Strategy model of optimal mountain destination Zlatibor District as a priority component should contain (Sustainable development strategy of the Uzice region, 2009) [12]:

• tourism products with protected geographic origin or priority tourism products,
• biodiversity,
• development of livestock,
• creative economy and industries and
• national culture.

Zlatibor District is known for its production: meat products, beef and lamb meat products from mountain milk (Zlatar cheese, paprika in sour cream), berries (raspberries, blackberries), fruit (apple, plum), potatoes (seed and
Commercial, fruit brandy (juniper, brandy), medicinal plants, forest products (mushrooms, strawberries, blackberries), bee products (forest and meadow honey) and rainbow trout.

In order to preserve the authenticity of the product, before the world of high-quality and organic livestock products produced (autochthonous cheeses, organic milk), fruit, honey, fish, is based collective mark of quality agricultural products-source in nature. For this purpose, established a special quality control system as well as verification of naturalness and authenticity of the product.

Zlatibor District is one of the centers of high diversity of mammals in Serbia and an area of great importance for the preservation and protection of rare and endangered species. Number of species of birds chooses this space as IBA which gives it a special significance in the field of conservation and protection of birds and their habitats.

As one of the most important policy objective of preserving biodiversity is planned and placed under the protection of about 10% of the national territory, according to the priorities and the importance of present biodiversity. Space conducive to the development of pasture livestock (cattle, sheep, goats), which leads to the production of high quality and healthy products.

An important aspect of the future development of tourism in linking culture with the economy, tourism, education, economics, cultural heritage, but also in their interweaving. In the field of the creative economy, there is increasing number of galleries, libraries and other cultural institutions. Preservation of the cultural and national heritage in the Zlatibor District deal: ethno-parks Old Village Sirogojno, ethno-park Terzic garden and Woodentown (Mecavnik).

National costume of Zlatibor is a special feature of this region. In the men's costumes are characteristic narrow trousers and in some regions of large pelengirs. In the women's clothes are long shirt over parts were woven woolen belt and apron which is usually darker in color, decorated with a simple woven stripes or geometric pattern in several rows. Today in Uzice region's most popular musical instrument trumpet. An exceptional component of mentality dinar immigrants managerial options is a joke and laugh.

The above settings optimal models are a combination of old and new in the economic and social development which would be using the old crafts tradition in manufacturing and construction with current market demands and natural tourism resources optimally used.

4. Development of tourist product in accordance with the strategic documents

The vision of tourism in Western Serbia by 2015 reads: "Western Serbia is an open heart, receives tourists from home and abroad, pointing to its rich heritage, nurtured and protected natural resources and modern accommodation facilities. Here are the key natural and historic resources of the country, a high standard of equipment and winter summer health and recreation centers, as well as a dense network of roads heritage, offering a unique insight into a living organism serbian spiritual cultur-the monastery" (Tourism Development Strategy, p. 8) [15].

Based on the vision of tourism products and the proposed Tourism Development Strategy of the Republic of Serbia for the period of 2006.-2015 and the document "Business (Master) Plan tourist destination Zlatibor-Zlatar" [2] is defined product portfolio that should focus marketing efforts (Strategic and operational plan tourism destination Zlatibor-Zlatar, 2013) [13]:

- Rest, which is a product can be defined as a holiday in order to enjoy and gain new experiences in resort areas.
- Cruises, one of the oldest concepts of travel which is defined as movement in space with the aim of discovering and getting to know a large number of tourist attractions of an area.
- Special interests are the venue for holidays activity that occurs in an unusual or wild environment. It is closely associated with high levels of activity are participating in the tourists.
- Activities for the promotion of special interests relating to the creation of the world's premier base and regional tour operators in the area of special interest, which is necessary to implement a sustainable system to communicate with them on a regular basis, such as direct mail, e-news, web site, social network. Also, launching initiatives for overall protection and sustainable development of mountains, rivers and lakes, and the gradual establishment of infrastructure suitable for the development of special interest is the condition for successful commercialization of this and other tourism products.
- Events/culture are an important part of the market most professionally managed marketing of tourism destinations. This type of tourism product gives passengers an additional and/or sole reason for going to a destination.
- Tourism Development Strategy has recognized that local events and celebrations are not used for tourism purposes. Events are often seen as a form of entertainment for the locals with strategic guidance and tourism importance are ignored.
- Business/MICE can be defined as a journey motivated by professional and business reasons which include activities such as problem solving, tasks, education and/or the presence of certain MICE events. Average hold time is two to three nights.
- Gastronomy is the enjoyment of traditional local culinary specialties, as well as, participation in the preparation, production and packaging of traditional food/drink local population.
Serbia is becoming more pronounced continental part of the country where domestic tourists spend their holidays another holiday of the year and usually lasts 7 and only exceptionally up to 14 days. While secondary motives enjoy the gastronomy and the natural and cultural attractions. Winter vacation consists of the following activities: alpine skiing, snowboarding, sledding or cross-country skiing and telemark. Ski vacation is usually takes 5 to 7 days. The main motive during the summer holidays in the sun and fresh air with a variety of mild activity, paragliding, hang gliding, water sports and activities (sailing) and horseback riding. Summer vacation in the mountains summer programs (swimming, sunbathing, wellness), mountaineering, hiking and outdoor activities, mountain biking, treatments and therapies. These two forms are all started and to be implemented in different centers/hotels, primarily in Zlatibor.

Products in the medium the development of tourism have special interests that except marketing need and invest in the tourism value chain elements (investments in general and tourism infrastructure), events and culture but it is necessary and further invest in facilities for meetings.

Products added value of the gastronomy, rural tourism, sports tourism and sailing which although not the primary motive in the tourist area provide emotional dimension of residence (enjoy local specialties in a rural setting, enjoying sports and sail the river/lake).

4.1. Marketing as an aspect of planning the optimal use of tourism resources

Tourism development in the Zlatibor District should be based on natural predispositions areas but must not undermine the ecological balance of the continent nor the quality of the natural landscape. This applies in particular to the national park, landscapes of exceptional quality, strict nature reserves, as well as goods of the widest character. In these areas can be organized only ecologically based forms of tourism or tourism whose development is based on the principles of sustainability, so it is important to long-term development potential advantage areas.

In the mountains growing in importance is the destination brand that is inseparable from the essence of the destination: landscape, people, culture, history and traditions. Brand is not a product, logo, slogan, imagery, style, design and marketing campaigns (UNWTO, Handbook on Tourism Destination Branding, 2009) [3].

The slogans used to promote tourism in the region of Western Serbia are: Measure beauty, Natural optimism, If you look long enough you find a self, Look at life from the first row, L {e}ving a fairy tale...

The tourist market can be divided into segments according to what tourists look and feel attractive such as natural beauty, sun, adventure, games, meetings and sporting events or culture and history.

Successful strategies for development of mountain tourism must build a genuine and attractive image and initiate the process of branding as the target tourist destinations and the entire tourism. Tourist product mountains can be divided into summer (June to September) and winter holidays (from October to April) (Tourism Development Strategy, 2007) [15]. Summer vacation is composed of the following activities: summer programs (swimming, sunbathing, wellness), mountaineering, hiking and outdoor activities, mountain biking, paragliding, hang gliding, water sports and activities (sailing) and horseback riding. Summer vacation in the mountains takes 5 to 7 days. The main motive during the summer holidays in the sun and fresh air with a variety of mild activity, while secondary motives enjoy the gastronomy and the natural and cultural attractions. Winter vacation consists of the following activities: alpine skiing, snowboarding, sledding or cross-country skiing and telemark. Ski vacation is usually another holiday of the year and usually lasts 7 and only exceptionally up to 14 days.

Zlatibor District is more visited in summer than in winter. The reasons may be that mountain destination Zlatibor District has not featured a winter ski resort, there is not enough built superstructure for winter sports and that Serbia is becoming more pronounced continental part of the country where domestic tourists spend their holidays during the summer months in the mountains.

5. Conclusion

Convergence of Serbia to the European Union means the application of standards in environmental protection and tourism development. This process must include both national, regional and local level.
One way of applying strategic documents is the optimal model of destination development. In the Zlatibor District model is important because of its high biodiversity and the need for its preservation. Documents that are related to the planning of sustainable tourism development are made based on previous positive experiences in tourism development and consideration of the potential for further development of tourism. Defining key tourism products and defining an optimal model of development comes to directing the development of tourism which can result in benefits for tourism and environmental protection.

6. Literature

[12] Sustainable development strategy of the Uzice region, 2009-2012 - Regional Chamber of Commerce (Uzice) and the Center for Democracy (Belgrade);