

PERSPECTIVES OF SUSTAINABLE TOURISM DEVELOPMENT OF SMEDEREVO⁴

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***Abstract:** Smederevo is located on the Danube River. It is characterized by extremely rich natural and social (anthropogenic) resources suitable for the development of a large number of different types of tourism. However, due to the policies that led to the tourism in the Republic of Serbia after the Second World War, which ignored the tourism as an industry, as well as the presence of the ironworks, this area has so far been very little represented in the plans and programs of development of tourism.*

Today, it is increasingly present tendency to take advantage of all potential that have destinations in order to maximize effects of tourist development. Considering present favorable natural and social resources suitable for development of tourism, the assumption is that it could have a positive impact on the local economy and its multiplied effects and synergetic character would connect a large number of economic activities. In recent years, great attention is paid to sustainable development. This approach is gaining in importance, bearing in mind the disturbed natural environment as well as the potentials that exist for tourist development.

Hence if we seriously account on Smederevo as a tourist destination it must be observed all the standards that are prescribed by World Tourist Organization regarding sustainable development. The basis for sustainable tourist development should be on the positive mutual relationship between the economy, visitors local community and environment. In this sense it is important to reduce negative impacts of the ironworks and industry and put focus on a sustainable approach not only tourist, but also the overall development of Smederevo.

The aim of paper work is to show that the natural and social resources of Smederevo are suitable for the development of tourism industry generated in the light of sustainable development.

***Keywords:** tourism development, destination, sustainability, marketing and management.*

Introduction

The development of tourist destinations Smederevo requires specification of objectives and guidelines (long-term, medium-term, short-term), as a basis for determining the possibilities and framework for practical action. Hence, the consideration of resources in light of their practical tourist valorization is the premise of the development of a common (general) tourism development strategy, which, as such, would be the result of three basic: the strategy of tourist market segmentation, strategy tourist product differentiation, strategy how to profiling destination image.

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1. Natural attractiveness of destinations Smederevo

Natural attractiveness of Smederevo significant for tourism development are characterized by a high degree of attractiveness, which certainly should be mentioned:

- Danube River
- an attractive natural setting
- Good geographical and traffic position (location on the European corridors 7 and 10)
- Variety of flora and fauna in the environment neposrednik
- A climate that is temperate continental
- Spatial diversity (town, the area around the Danube River, and a large number of typical rural ambient units).

They are undoubtedly a great potential for tourism development and as such offer the possibility of practicing different:

- sports and recreational activities,
- benefits for residence and rehabilitation in nature,
- opportunities for development tourism of special needs:
 1. Hunting and fishing tourism
 2. Water sports
 3. Hiking in nature - close to the city is an attractive natural environment
 4. Agro tourism, etc.

Most of these resources is currently not used, or at the very beginning of their tourist exploitation.

2. Society benefits for the development of tourism in Smederevo

Unfortunately, due to the turbulent history of the location of the municipality on the Danube River and neglect of tourism development (generally observed throughout all territory of the Republic of Serbia after II World War), in Smederevo have not practically created a very bad social conditions for tourism development, or it might be fair was to say, they were become spontaneously.

Social condition that could be benefits for tourism development include numerous factors that can be divided into anthropogenic and other socioeconomic factors. Anthropogenic diversity covered:

- Smederevo Fortress as the most preserved on the Danube River in Serbia but also as unique historical monument
- Numerous cultural and historical monuments in the whole territory of Smederevo;
- The development of economy, science, culture, education, sports and other social activities, which would represent essential resources (potential) for the development of tourism, which, unfortunately, is not the case given the current situation;
- Contents related to the life and customs of the inhabitants;
- Folklore as feature and part of the tradition.

In seeking to anthropological, demographic, geographic and other living conditions as well as its cultural treasures, as complete and successful tourist valorized at the territory of Smederevo were set up a large number of events.

Existing events (for example: "Smederevo Autumn", which is traditionally held in September every year, or numerous events that complement rural tourism) must be placed in

its entirety on the basics of marketing, in order to achieve the full effect and long-term impact on the creation of destination image and Smederevo its successful positioning in the tourism market, then development of cultural institutions and their manifestations, etc.

Here it should be mentioned that the Smederevo included in the Tourist Organization of Serbia (TOS), which is perhaps one of the most important basis for marketing and management of tourist destinations.

3. Level of development tourist infrastructure

The development of the tourism industry is determined by degree of level and state of development of the whole economy, both at the tourist destination, and the level of the country as a whole. Trade, transportation, manufacturing, public utilities, agriculture and various branches of industry as well as other activities are located along with lodging and catering services, travel agencies and other tourist offer in a specific situation, because they are exposed to a number of economic and non-economic factors. Extensive development and modernization are two directions for future tourist destination development. Just in this context, to take appropriate measures, it is necessary to have an insight into the existing offer on the basis of which would be indicated prospects of future development of tourism, and in general provide the possibility for successful governance and management of a destination.

The accommodation and catering facilities

Level of utilization accommodation facilities is under seasonal influence, because the largest percentage of their usage is recorded mainly in the summer months. Smederevo do not have adequate accommodation capacities, not by the number of beds, not according to their quality. Accommodation units on the entire territory of Smederevo are shown in Table 1.

Table 1. Accommodation facilities in the territory of Smederevo

Accommodation units	Number of rooms	Number of beds
Hotel „Car”	33	100
Hotel „Hamburg“	14	29
Motel „Zlatnik“	12	30
Motel „Jerina“	22	50
Motel “Na raskrću”	5	16

Source: Tourist organization of Smederevo

Catering facilities give a special "stamp" to each destination and represent one of the fundamental characteristic and its specifics. It should make a criticism to the quality of catering services at the municipal level, as they are currently also at the very low level, which with development of tourism must necessarily be replaced. Hospitality development should be based on a traditional organically produced healthy food, and Serbian traditional cuisine. This is part of the development tendency at the tourist market well-known as "slow food" which is becoming more prevalent.

4. Rural tourism as a support for the future sustainable development

Agriculture as a primary industry has far-reaching interest in complementary cooperation with all sectors of the economy. So, with tourism too.

Thanks to its natural, ecologically-viable and environmental characteristic, rural environment close to the city core are very interesting and promising area for the development of this type of tourism. Appropriately constructed houses in nature, characterized by peace and quiet, represent the real "oasis" for people from high urban, industrial centers (Belgrade, Kragujevac, Pancevo, Novi Sad, etc.). In the past, the development of this type of tourism has been given only declarative support, but recently it started with the revival of some ideas. This is consistent with the fact that in the late of nineties as an act of political affiliation it was promoted model of rural development well-known by acronym CAP (Common Agricultural Policy), which assumes multifunctional nature of European agriculture and its development role in the economy and society as a whole. The concept of sustainable development based on natural resources, demographic structure, which, it should be noted, in the area of Smederevo significantly jeopardized with depopulation, defined its target market groups, represent the basis and guarantee of success in this form of tourism. Numerous villages near the city, as well as a positive attitude to the rural tourism development represent basis for further planning. This is in line with the statements that have the upward trends in the West (ie. A "return to sources", the concept of "health food" or organic food production which is the official name, and old customs and crafts, the growing popularity of typical contents of ethno - music, folklore, naive painting, etc.). In all this it is necessary to define the urban planning conditions for the development of this type of tourism from the state, regional and local authorities. It is important to note that in rural tourism till the 2016 not evidenced household that was engaged in rural tourism activities.

Also needed is the education of the local population for professional services, to should be the task of the tourist organization as well as other government and professional institutions of this kind. Creating quality program in the countryside must not be left to the local resourcefulness; it must be the subject of a serious analysis at all levels, if it expected development and the effects of this type of tourism.

Given that the area of the municipality have ideal conditions for growing some types of fruit, as one of the specific types of tourism that could be develop is tourism based precisely on them.

Here we primarily have in mind production of grapes and its built image on the market domestic and foreign. Frequent price fluctuations in the market, problems related to its purchase, that affect farmers, not infrequently, opting for wine producing mainly for their own needs which must necessarily be replaced.

Standardization and well-designed organization of production, as well as the branding of wines, the organization of relevant cultural events that would be held at the time of harvest, in honor of a wine, would certainly enrich the tourist program of stay at the destination in a certain part of the year.

Income will be achieve both by sale ie. consumption of wine, and of all the costs that would have the tourists during their stay at the destination. The existence of events serves to create distinctive image and create competitive advantage compared to other destinations on the tourism market.

This could be, for example, direct forms of cooperation with other tourism industries (primarily to agriculture and trade), which would be practically achieved multiplied positive effect tourism on the overall economic development.

Conclusion

Smederevo has respectable natural resources for development of tourism. All the more so and tourism must become an imperative of its overall development, especially if we take into account its multiplied effect on the economy. The largest part of the attractiveness of such should be included in future plans and programs for the development of the municipality, and then in all the modern tourist flows, both in the Danube region, and Serbia as a whole. Selective and market-oriented approach based on the strategic development of the destination, which would become the rule, principles of marketing strategies and sustainable tourism development would guarantee the long term success. In all of this, creativity in making the program stay must be present, which certainly increases the chances of success. Bearing in mind that most of the municipality accounted for by agricultural population, agriculture as a sector would all the more should play its undoubtedly great and significant role. Sustainable development must be present in all planning activities, on that way all resources will be practically preserve. That is important because on that way it could be used in the future. The affirmation of rural tourism would solve a number of problems Smedereva.

It will stopped the negative trends which plaguing rural areas (depopulation, aging population, migration to urban centers, etc.). Tourism with all rules which must be prescribed and implement, would lead to the preservation of the natural environment, because it is one of the preconditions for its development. On that way it will has a positive influence on a large number of economic activities.

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A METHODOLOGY FOR POSTIONING TOURISM IN RURAL DEVELOPMENT

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Abstract: Nowadays tourism is playing a key part among economic sectors when we are talking about intervention points and development possibilities. Therefor the examination of tourism is relevant and necessary, it raises interesting questions. The European Union and Hungary also have been offering varied and large-scale support for different tourism