

STATE AND CONDITIONS FOR SUSTAINABLE TOURISM DEVELOPMENT OF THE MUNICIPALITY VRBAS¹

Predrag Vuković, Biljana Grujić²

Abstract

Municipality of Vrbas thanks to its high-quality tourism resources has favorable conditions for its development. Located on the „Great Bačka Canal" with the river Jegrička, with respectable hunting resources, tradition bound for event tourism, respective resources for the development of „wellness" and „spa" tourism, developed agriculture, Vrbas has the ideal conditions for investing in tourism and expected results from investments. An important determinant of tourism is that it provides just as much into it invests. Integrated marketing approach, with consistent respect all the rules, principles and the sustainable development approach, is essential guidelines which will, (if consistently complied with), undoubtedly give the effects. The aim of this article is to show directions and possibilities for further sustainable tourism development of the Vrbas municipality, bearing in mind its very favorable natural and social resources for tourism development.

Keywords: *tourism, destination, tourism product, rural tourism, marketing.*

Introduction

The basic assumption on which begins process of planning tourist destination development is specification of objectives and guidelines as a basis for determining the features and framework for practical action. Therefore, the assessment of tourist resources in the light of their practical valuation is a precondition for general tourism development strategy, which as such is always the result of three basic strategies that have each destination: a

¹Paper work is part of the project research 46006 „Sustainable agriculture and rural development in function of Republic of Serbia strategic goals achievement within the Danube region“ financed by the Ministry of Education, Science and Technological Development of the Republic of Serbia.

² Predrag Vuković, M.Sc., Research Assistant, Institute of Agricultural Economics, Volgina Str. 15, 11050 Belgrade, e-mail: predrag_v@iep.bg.ac.rs; Biljana Grujić, Ma, Research Assistant, Institute of Agricultural Economics, Volgina Str. 15, 11050 Belgrade, e-mail: biljana_g@iep.bg.ac.rs

strategy of segmentation tourist market, strategy differentiation tourist products, strategy and the strategy of profiling destination image.

Analysis of possibilities for development tourist destination Vrbas is based on hospitality facilities (accommodation and restaurant). Monitoring statistical indicators of Vrbas³ showed that municipality recorded better results than other municipalities in the South Bačka District (except City of Novi Sad). The Vrbas municipality has accommodation capacity which in its quantity can meet the current and potential tourist demand. Hotel «Bačka" and motel "Mandić" have accommodation units, restaurant and adequate parking space. Restaurant Capacities municipalities (pastry shops, snack bars, traditional restaurants) for its quantity can meet the needs of tourists and complement their stay. However, the main problem is allocated decreased quality of accommodation facilities. In fact, in the last 25 years little things has been done to improve the quality of catering services. In the municipality of Vrbas is a present possibility for development hunting tourism. Hunting tourism is considered the most promising tourist product of the municipality. As a market perspective tourist product is allocated also fishing tourism. Natural resource for the development fishing tourism is the "Grand Bačka Canal", but problem is that company "Carnex" discharges waste water in canal. Till that point of canal pollution there are big possibilities for development fishing tourism. Company "Carnex" in a large extent in the downstream part of polluting channel and makes it unsuitable for fishing. This is one of the biggest environmental problems of Vrbas municipality. A second important resource for development fishing tourism is river "Jegrička".

Municipality Vrbas has a great potential for the development of spa tourism. Namely, in the municipality are present great potential for exploitation of local thermal water. As perspective tourist product can also be mention possibilities for excursion, sports and recreational tourism and tourism of events. The municipality has a significant cultural and historical attractiveness that may be of concern to tourists, to those who stay longer in the municipality, and those who would Vrbas could come for a visit.

Important factors for sustainable development of tourism destinations

In order to ensure sustainable development, it is important to create combination of tourist supply factor that will leads to follow all changes in the

³ Publications „*Municipality in Serbia*“ for 2006, 2007, 2008, 2009, 2010, 2011, 2012, Statistical Office of the Republic of Serbia.

contemporary market and which will be effective in the long term, and that will meet the needs of tourist demand. *Kotler, P. Keller, K. L. (2006)* insist on the mutual harmonization factors of supply and demand in order to more easily integrate and make tourism development. Accordingly, in order to adequately market and economic valorization of the tourist destination it is necessary to create appropriate marketing mix. Primarily, it is a clear definition of the tourism product, price-mix, promotional mix and the mix of sales (distribution) channels. It is important to harmonized aforementioned elements in order to created a marketing concept and then the implementation policy to contribute increasing of tourist attendance and capacity utilization.

Buhalis (2000) expires the *tourism product* should be understood as an "amalgam" of different elements of the tourist supply. *Bakić (2005)* insists on the following elements of tourist supply:

- *Attractiveness of tourist destination* - the natural and social benefits;
- *Conditions for staying in the destination* - include facilities for accommodation and food (local transport, sports activities, shops, etc.);
- *Accessibility* – *i.e.* communicative factor.

However, in order for all these elements were available, it is necessary to have an appropriate level of management and marketing activities. Hence, it is one of the priority tasks of the organization to perform all the factors of the tourist offer in accordance with prescribed regulations of the Law on Tourism. According to Article 40 of the Law, it is possible the formation of destination management organizations which work is not only focused on external marketing, but also include internal destination resource management. Functions of external marketing in almost all municipalities in Serbia belong to Tourist Organization of Serbia, so far. However, with this article of the Law, it is possible to manage with internal resource and external marketing. This article is a suitable basis for the formation of local clusters of the tourism from all sectors and grouping tourism cluster in the model. These are some of the assumptions on which long-term should be made sustainable tourism development in any destination in Serbia and the municipality of Vrbas.

Gastronomy and accommodation capacities of Vrbas municipality

Municipality Vrbas achieved better results in tourism (overnight stays and tourists turnover) than the other municipalities in the South Backa District (excluding City of Novi Sad) in the last seven years. In the period 2005 - 2011, based on insight into indicators of tourist movements, it can be noted

that in 2007 and 2008 achieved better results than in other monitored years. Detailed view of tourist movements per year is given in Table 1.

Table 1. *Tourists movement in time 2005–2012 in the municipality of Vrbas*

Year	Tourists			Tourists nights			The average number of tourist nights	
	Total	Domestic	Foreign	Total	Domestic	Foreign	Domestic	Foreign
2005	5,086	4,188	898	14,593	12,518	2,075	3.0	2.3
2006	9,304	5,346	3,958	22,055	17,787	4,268	3.3	1.1
2007	10,186	4,445	5,741	19,354	12,457	6,897	2.8	1.2
2008	12,415	7,900	4,515	17,635	12,054	5,581	1.5	1.2
2009	7,520	5,555	1,965	11,226	8,770	2,456	1.6	1.2
2010	4,044	3,704	340	29,341	28,740	601	7.8	1.8
2011	4,914	3,995	919	12,951	11,577	1,374	2.9	1.5

Source: *Statistical Office of the Republic of Serbia (SORS), „Municipality in Serbia“ for years 2006, 2007, 2008, 2009, 2010, 2011, 2012.*

Note: The average number of tourist nights calculate by dividing the number of nights with the number of tourists. Since tourists registered in every place where he is staying, in the case of change of place goes to his restatement or duplication. Therefore, probably, and the average number of overnight stays, calculated in this way, smaller than the real one.

The municipality has storage capacity which in quantity can meet the current and potential tourist demand. However, the main problem is the quality catering accommodation and restaurant units. Table 2 shows the structure of catering units Vrbas municipality.

Table 2. *Accommodation units in the municipality of Vrbas*

Type of object	Total	Category	Number of hotels units in the facility	Types of accommodation units and their number
Hotels	2	"Bačka" three star	59	22 single rooms 29 double bed rooms 2 triple bedrooms 3 four beds 3 apartment
		„Drago Jović“ three star	24	19 double bed rooms 1 single rooms 4 apartment
Motels	1	„Braća Mandić“ three star	34	6 single rooms 24 double bed rooms
Hostels	2	-	10	30
Total	4	-	104	-

Source: *Administration of Vrbas municipality, November 2013*

Age of largest Hotel "**Bačka**" in Vrbas is over twenty years. The hotel has two restaurant units (big and small hall) and a coffee bar. Hotel has a conference room and adequate parking space. The average price for overnight is 18 euros. In order to raise quality services it is necessary to investments and adaptation, as well as training of employees according to the

increasingly demanding needs of modern tourism demand and the very age of the facilities, as well as the development of the IT sector.

Motel "**Mandić**" was built in 1994. Motel completes the accommodation facilities of the Vrbas municipality. Motel offers 34 accommodation units, a restaurant room and parking space. Motel is categorized with three stars.

"**City Restaurant**" is located in the city center, the restaurant also has a 13 beds and open parking space as well as a cage for pets.

Restaurants in the Vrbas municipality is presented in Table 3.

Table 3. *Gastronomy facilities in restaurants*

Gastronomy facilities in restaurants	Total number
Classic restaurants	11
Diary restaurants	2
Buffets and Bars	65
pastry shops	4
Total restaurants units	82

Source: *Administration of Vrbas municipality, November 2013*

It can be concluded that the restaurant's facilities in quantity meet the needs of tourist demand and can complement the stay of tourists in the municipality, but hospitality units must constantly work on improving the quality of services to ensure competitiveness in the tourism market.

Current and potential tourism products in Vrbas municipality

Hunting tourism representing most promising and most developed tourist product of the Municipality Vrbas. Because of the well-known events which were happened during the nineties and the economic crisis after 2007, investment in development of hunting is insufficient, and foreign tourists from Italy, Austria, Germany, France, Spain, etc, who had earlier visited the Municipality are practically reduced to a minimum. Hunting tourism nowadays mostly done through guest appearances from other hunting associations from the country and from the Montenegro.

In the municipality there is Hunting Association "Vrbas" which has 500 members. The structure of hunting associations with hunting area by local communities in the municipality is given in Table 4.

Table 4. *Structure of hunting associations in the municipality with an area of hunting grounds*

No.	Name of the hunters' association and location	Number of members	Hunting area, ha
1.	H. A. „Pheasant“ Vrbas	212	9,000
2.	H. A. „Falcon“ Kucura	48	5,000
3.	H. A. „Pheasant“ Savino Selo	70	6,000
4.	H. A. „Rabbit“ Ravno Selo	45	5,000
5.	H. A. „Deer“ Zmajevno	75	6,000
6.	H. A. „Partridge“ Bačko Dobro Polje	50	6,000
Total		500	37,000

Source: *Administration of Vrbas municipality, November 2013*

The hunting ground is mainly used for hunting small feather wild animals and roe deer (doe). Dates of the hunting season on game species are given in Table 5.

Table 5. *Type of hunting wildlife and hunting season in the municipality of Vrbas*

No.	Type of hunting wildlife	Hunting season
1.	Roebuck	April 15 th – September 30 th
2.	Roe	September 30 th - January 31 st
3.	Rabbit	October 15 th – December 31 st
4.	Pheasant	October 01 st - January 15 th
5.	Quail	August 01 st – September 30 th
6.	Wild duck	August 15 th – January 31 st
7.	Wild goose	October - January

Source: *Administration of Vrbas municipality, November 2013*

Hunting infrastructure in the territory of municipality is relatively well developed, it includes:

- 26 feeding areas for big wild animals (in each hunting ground at least 4);
- 18 waiting located in Zmajevno, Kucura, Bačko Dobro Polje, Vrbas;
- 13 water trough located in Vrbas, Kucura, Zmajevno;

- through three hunting areas make up the watercourse Danube-Tisa-Danube (DTD), the Grand Bački Canal and detailed canal network at all the areas of the settlements;
- in all settlements and hunting clubs there is a hunting lodge.

It was developed cooperation with all hunting associations for which bordering three hunting areas and which H. A. "Vrbas" is managed.

Cooperation with other associations organized individually and / or through hunting Alliance of Vojvodina. They are organized regular guest appearances include:

- H. A. „Pheasant“ Savino Selo is bosom friend with H. A. „Srem“;
- H. A. „Pheasant“ Vrbas is bosom friend with H.A. „Nikšić“, Montenegro;
- H. A. „Deer“ Zmajevu is bosom friend with H.A. „Kladovo“;
- H. A. „Rabbit“ Ravno Selo is bosom friend with H.A. „Zeta“, Montenegro

Tourists from abroad (Italy, Austria, Spain) come primarily interested in hunting deer, while Italian tourists have shown a special interest in hunting quail. Domestic tourists usually love hunting pheasant and rabbit of small wild animals and of the big wild animals there is interest in hunting roe deer and deer.

Hunting Association regulated price lists for shooting venison, which are in accordance with the price list which prescribes Hunting Association of Serbia, and every hunting association is independent in making decisions about price lists for a specific type of game. The venison can be hunted with previously issued permit and allows the removal from the hunting grounds with the appropriate shipping document and other supporting documentations (veterinary confirmation of the correctness of meat, etc.). Professional service has the gamekeeper employed full-time and volunteer guards.

Development of a hunting tourism is closely linked with the development of event tourism. On the territory of the municipality organized following hunting events:

- "Hunting pot" in Kucura is held in September;
- "Saint Eustatius" the Saint`s patrons day of hunters' associations, which is celebrated on October 03rd.
- "Kinology cups" are organized by calendar for any year;

- Competition "Hunter and Dog" are organized by calendar every year.

By combining hunting, fishing and event tourism effects are significantly increases, while the municipality on the tourist market positioning as a destination for significant segment of hunting tourism.

Fishing excursions - The most important natural resource for the development fishing tourism is the „*Grand Bačka Channel*“. On the territory of the municipality it enters from the Kula municipality and continues its course towards Srbobran. At the entrance channel in Vrbas there is a dam. This is important information, because in the upper flow channel is a good ground for the development of fishing (according to the data obtained, the water in this part of the canal is first class). However, the downstream discharge of wastewater (industrial and other) channel is environmentally much polluted, where in addition to the water very polluted and the river ground. This part of the canal is one of the most polluted water not only at home but also in Europe. Contrary to the channel through the territory of the municipality flows the river Jegrička which is partly protected as a nature park “Jegrička” category III. Area Jegrička is 1,144.18 ha where the established protection regime II and III degree. Natural resource is located in the southern part of the municipality in the settlements Zmajevo and Ravno Selo. In the municipality there is an association of fishermen, “Zlatni Karaš” which has about 800 members. It is characteristic that there are feeding and spawning fish location. However, along the channel (in the upper stream to the dam) there are so called “places” suitable for fishing.

To date, they have been developed and appropriate fishing events that could further complement the tourist offer and animate the tourist demand. It is an event, “*Card Cup*”, then “*Štukijada*” which is regularly held every year in October in Savino Selo, as well as “*School for hunting carp*”, held in the Zmajevo.

“Wellness” and “spa” tourism – Scientist In municipality of Vrbas found several locations with thermal waters. To date, none of the localities is not exploited for the development of “*wellness*” and “*spa*” tourism. Also, these sources are not used in potential energy purposes. These locations are the following:

- The localities CFK “*Drago Jovic*” Verb-1 / H-2 and Vrb / H was found that the thermal water can be used for the purposes of

development, “wellness” and “spa” tourism and as a complementary tool for the treatment of chronic inflammatory rheumatism, for treating wounds and various types of injuries.

- On the locality “*Yellow water*” in the Zmajevo, it was found that the water which is suitable for treatment of the following types of diseases: the situation after rheumatic fever, chronic rheumatism and inflamotrony and degerativivly rheumatism, extra-articular rheumatism, neuralgia and neuritis, different kinds of gynecological diseases.

In the municipality there are a few localities with sources of thermal waters but neither of them has not been researched in terms of identifying opportunities for exploitation health rehabilitation purposes. It is important to note that the exploitation of thermal waters and limited formal legal sense, because the company “*Gazprom Neft*” has become legally responsible for all underground thermal water and other underground sources⁴.

Manifestation tourism (“Tourism Events”) - Vrbas is full of many different events that take place throughout the year and that certainly can complement the tourist offer in tourist and cultural life of the municipality. These are the following events:

- “*Poetry Festival of Youth*” is the largest and oldest cultural event in the municipality. It is an event that includes the most important poetic events in the country. The festival has a tradition of more than forty years and is regularly held each year in May with a duration of 5 to 7 days. The festival is organized by program wholes (Palette youth, Portrait of the poet, promotion of the book winners from the previous year, the final evening of the proclamation of the laureate of the festival).
- „*Festival of folk traditions of Vojvodina*“ has a tradition longer than 30 years. This event is held so far in a number of municipalities throughout AP Vojvodina, however, the decision of the Office of the Vrbas municipality has become a regular event and will be held in Vrbas every year in September.
- „*Autumn Art Salon*” has a long tradition until 1958, when it was founded and represent the oldest event of its kind in the municipality. The event is held in October and / or November every year.

⁴ The data obtained from the municipal administration of the Vrbas.

- „*Kostelnik autumn*” inter- municipal music and poetry event which is the "encounter" of choirs organized by the KDP “*Carpathians*” and the Cultural Centre “*Vrbas*”. The event usually organizes in November every year.
- „*Night of Museums*” regularly organizes in May every year. It is an event which is organized by museums and other cultural institutions when museums are open to visitors during the period from 18 hours to 02 hours after midnight. The idea is that the museum and other collections and exhibits be closer to visitors in an unusual and attractive way.
- „*Marigold Festival*” is an event of children poets held in Savino Selo since 1989. It is an event of international character that aims to affirm children with special talent for poetry. The festival also has a publishing company and established in a special edition of „*First Book the most gifted poet.*”
- „*Triangle*” art colony usually organize in Savino Selo every year. It is an event that takes place in May, which lasts for three days and bringing together artists who during the event create works of art.
- „*Kucurska harvest*” is an event that brings together the Ruthenian and Ukrainian cultural societies, as well as several other cultural societies of AP Vojvodina. The aim of the event is the preservation and cultivation of traditions of Ruthenians and other ethnic communities of AP Vojvodina.
- „*Festival of tambourine music*” in Zmajevu. It is an event which is held in honor of Sava Vukosavljev who was one of the most important figures on the music scene of AP Vojvodina in the second half of the last century.

Rural tourism - Beside evident present respectable natural and social (anthropogenic) resources which can be important for the development of rural tourism, in the municipality of Vrbas to date it has not received significant importance. Currently in the municipality there is neither a farm involved in this type of tourist activity in any way. Bearing in mind the role and importance that rural tourism can have on total rural development, as well as eliminating all the negative consequences that are loaded with the same, this circumstance in the future must take more account. It is important to emphasize that in developing rural tourism important roles take private investors and also an important role should be played by the Tourist Organization of Vojvodina and Tourist Organization of Vrbas. The task of these activities would be that local population be familiar with the benefits

of doing rural tourism. Even more, the European Union promotes the development of rural tourism as a way to remove all the negative consequences that burden the lives of residents of rural areas through its concept of „*Common Agricultural Policy*“ (CAP).

Excursions - Vrbas municipality beside the natural attractiveness important for the development of tourism (which is discussed above), also has a significant cultural and historical attractiveness that may be of concern to tourists, to those who stay longer in the municipality, as well as those who would come for a visit. These are the following anthropogenic heritage:

- In the municipality of Vrbas there are several archaeological locations, which represent extremely important database of signs of life in the territory of AP Vojvodina through history. The most important archaeological locality are: „*Čarnok*“, „*Brickyard enthusiasm*“ and „*Šuvakov farm*“.
- The municipality has a large number of religious localities:
 - *Serbian Orthodox church* has been built between 1730 and 1738.
 - *Evangelical (Lutheran) Church* built 1824. Church was painted by the famous painter *Joseph Pehan* 1910.
 - *Chapel „Vodice“* is a unique type of chapel characteristic of Vojvodina and Slavonia - built in 1793.
 - *Reformed (Calvinist) Church* built in the same period where the Evangelist.
 - *The Roman Catholic Church* built in 1884 and its forerunner was the first Catholic Relief school built in 1872.
 - *Methodist Church* beginning with the construction before the First World War but was completed only in 1921.
- *Museum of the Vrbas municipality* established in 1968. The museum's collection is now several thousand museum exhibits.
- *Gymnasium „Žarko Zrenjanin“* has a long tradition. It was founded in 1809.
- „*Monument to Joseph Kish*“ is located on a hill above the dam at „*Šlajz*“. This monument represent memory heritage of the designer of the *Grand Bačka Canal*.
- „*Base Center*“ or „*Bapina base*“ represents the most illegal base on the territory of Vrbas municipality during the *Second World War*.

In the municipality there are several sites important to develop staying in natural ambience:

- In the area between Bačko Dobro Polje and Vrbas is natural monument, botanical locality of steppe vegetation „*Čarnok*“.
- In Savino Selo is a natural monument „*White poplar*“ and Nature Park „*Jegrička*“ which mention before in this article.

None of these sites does not have built adequate infrastructure for tourism, which in the future must change if we want to develop this kind of tourism.

Sports and recreational tourism - Municipality has the appropriate sports and recreational infrastructure that can be used to enrich stay of tourists in Vrbas municipality. These are the following facilities:

- Center for physical culture „*Drago Jovović*“ is one of the finest on the territory of AP Vojvodina.
- Municipality has several gyms that their predispositions and contents can be categorized as a basis for the development of sports and recreational tourism activities, among which should be mentioned: P.S. „*20 October*“, P. S. „*P. P. Njegoš*“ and P. S. „*Svetozar Miletić*“.
- Football field is located in all settlements of the municipality. City stadium is used for training and match play, the younger categories football teams, teams of American football and recreationists.

The vision of tourist development Vrbas municipality

The municipality of Vrbas to the domestic and international tourist market represent small tourist destination which offers animate specific market segments interested for tourism of specific interest with tourist supply of those kinds of tourism on which the forward was discussed.

To successfully valorize all tourism resources (natural and social - anthropogenic) tourism must develop complementary all branches with economic and non-economic activities.

Bearing in mind the synergistic nature of tourism and its multiplied positive impact on the economic and non-economic developments, it is expected that the development of tourism will contribute to the overall „betterment“ of the Municipality life in the long term.

Sustainable development of tourist resources of the municipality of Vrbas

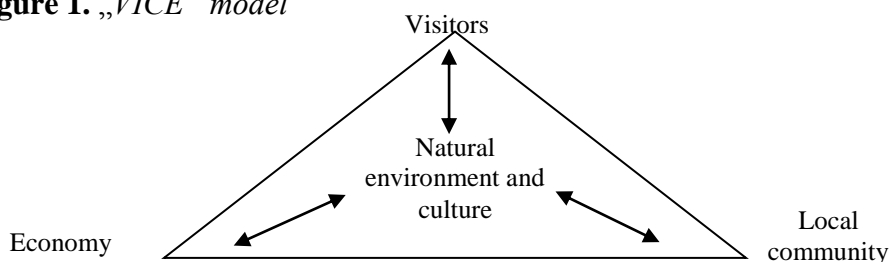
In order to ensure sustainable tourism development it is necessary to respect the entire premise on which it is based. Björk, P. (2001)⁵ pointed out the 10 dimensions of successful sustainable tourism development:

- 1) Stakeholders involved in tourist development should have an ethical responsibility to avoid misuse of resources by the tourism industry. Therefore, it is important to be clearly set goals of sustainable development;
- 2) The development of tourism must be controlled;
- 3) Planning Perspectives of tourism must be long-term;
- 4) All resources - environmental, economic, social, cultural, political – must be taken into account in the development of tourism and payload capacity of each of them must be assessed;
- 5) Special attention should be given to the basic needs of the poor population;
- 6) Tourist development must be focused locally and all stakeholders involved in development must be consulted; the importance of cooperation must be constantly emphasized;
- 7) The variety of different mini tourist destination must be recognized and the principles of sustainable tourism development must be applied in a unique manner;
- 8) Interests, reasons and goals of different participants which give support for sustainable tourism development must be taken in account;
- 9) The compromise approach and balanced use of resources must be accepted at the operational level;
- 10) Must be carried out assessment of the negative and positive impacts of tourism with different actors.

In order to ensure sustainable development in a destination of the World Tourism Organization (WTO) suggest "VICE" model (Visitor, Industry, Community, Environment and Culture), Figure 1. UNWTO takes three capstones: the economy, local communities and tourists who has influence on environment and heritage of destinations such as assumptions on which can be develop tourism.

⁵ Björk, P. (2001): "*Sustainable Tourism Development, Fact or Fiction in Small Tourism Companies?*" *Liiketaloudellinen aikakauskirja* (2001): LTA3/01 p. 328-345.

Figure 1. „VICE“ model



Source: UNWTO (2007): *“A Practical Guide to Tourism Destination Management”*, p.12.

In this sense, UNWTO highlighted "VICE" model that allows the destination management in the way of interaction between tourists, economy that serve them, local communities and for the environment in which the interaction takes place. Environment can be understood in the broadest sense of the natural resources to the built resources, where many tourism products based. The role of destination management is working to strengthen partnerships and joint management plan destination to:⁶

- Tourists feel welcome, involved in the „life“ of the destination and satisfy with current offer;
- Create a profitable and perspective tourist industry;
- Create benefits for local community;
- Protect and advance local environment and cultural heritage of destination.

Conclusion

Municipality Vrbas has resources suitable for tourism development. The favorable geographic position and developed transport infrastructure contribute to increase attractiveness of the destination. With respectable resources suitable for tourism development, it can be concluded that there is space for activities that municipality is required to carry for long-term realization of sustainable tourist development. The number of accommodation capacity is satisfactory, but the quality is bad. There are need for adequate investments for renewal and possible expansion of hospitality facilities. To a touristic products become commercially attractive it is necessary to create conditions at the organizational level. The

⁶ UNWTO (2007): *“A Practical Guide to Tourism Destination Management”*, Madrid. p.13.

current activities of the Tourist Organization of the Vrbas are primarily directed towards external marketing. However, bearing in mind the great potential for the development of a large number of tourist products, it is essential tourist coordination at the level of destinations. In this sense, it is necessary to form a local destination management organization that would coordinate the activities of tourism development in accordance with the Law on tourism. This organization would work in the form of public-private partnership in the interest of all stakeholders.

The municipality is currently detected insufficient investment in the development of hunting and fishing as potentially the most promising tourism products. Tourist visits related to hunting and fishing has been kept to a minimum number lately. In the municipality there is a feeding and spawning fish, and is therefore necessary to determine the space in the channel that would attract visitors. This would contribute to the long-term conservation of fish found and the fishing conditions for the promotion of tourism. Vrbas has for many years been one of the most important tourist destinations in the hunting tourism of AP Vojvodina. Evidently present well-developed hunting infrastructure requires certain investments to be able to serve its purpose. The plan of the municipality and TO Vrbas is that hunting tourism dedicates a special attention in the future. The focus of future activities will be to animate those market segments which are in previous years (beside nineties) brought significant income to the municipality. The management focus must be on the domestic market and later with appropriate manage of promotional mix will be animating international market (traditional markets of Italy, Austria, Germany, France, etc.). What gives a special seal is great enthusiasm that shows a large number of members of the Hunters' Association, as well as their mobility in all hunting activities with which to improve how hunting infrastructure, as well as hunting. One of suggestions is that, due to the five hunting associations, construction of hunting lodges in ethnic style, with more appropriate offer hospitality (hotel and restaurant) will significantly increase the attractiveness of the Vrbas as a destination. In this sense, an important role will be played with cooperation that can be made with the private sector. To ensure balanced of tourist development, there is need also to invest in rural tourism, due to the fact that currently in the municipality of Vrbas there is neither a farm that is in any way engaged in this type of tourism activity. About these circumstances must be taken into account; because rural tourism gives opportunities that tourist will have interactive relationship with local residents and local environment (natural and cultural heritage) of Vrbas municipality.

Finally, it is necessary to invest in the restoration and preservation of cultural and historical monuments and museums, which are evidence of the existence of a civilization which through the centuries has been changed. If all of the mentioned above realized, it is reasonable to expect that tourism contributes to the overall development of the municipality, and resources on which it based development in the long term can be protected or used in a function of the overall economic and social development.

References

1. *Administration of H. C. „Vrbas“*, Telečka kosa bb.
2. *Administration of Vrbas municipality*.
3. Bakić, O. (2010): *Marketing menadžment turističke destinacije*, izdavač Fakultet poslovne ekonomije, Sremska Kamenica - Educons university
4. Bjork, P. (2001): "Sustainable Tourism Development, Fact or Fiction in Small Tourism Companies?" *Liiketaloudellinen aikakauskirja* (2001): LTA3/01 p. 328-345.
5. Buhallis, D., (2000): „Marketing the competitive destination of the future“, *Tourism Management* 21, (2000), p. 97-116.
6. Cvijanović, D., Vuković, P. (2012): *Uloga marketinga u turizmu dunavskog regiona Srbije*, Monografija, Institut za ekonomiku poljoprivrede, Beograd
7. Kotler, P., Keller, K.L.(2006): *Marketing menadžment*, Data status, Beograd
8. Popesku, J. (2009): *Menadžment turističke destinacije*, Univerzitet Singidunum, Beograd
9. Publications „Municipality in Serbia“ for 2006, 2007, 2008, 2009, 2010, 2011, 2012, Statistical Office of the Republic of Serbia.
10. *Zakon o turizmu* (Službeni glasnik Republike Srbije br. 36/2009, 88/2010 i 99/2011 – dr. zakon i 93/2012.)
11. UNWTO (2007): “A Practical Guide to Tourism Destination Management”, Madrid.