
RURAL TOURISM DEVELOPMENT IN RASINA DISTRICT

Milica Žarevac Bošković¹, Marija Lakićević², Danijela Pantović³

*Corresponding author E-mail: zboskovic@asss.edu.rs

ARTICLE INFO

Review Article

Received: 30 January 2022

Accepted: 25 February 2022

doi:10.5937/ekoPolj2202567Z

UDC 338.48-44(497.11 Rasina)

Keywords:

*rural tourism, development,
Rasina district*

JEL: M10, Q12, R11

ABSTRACT

The purpose of this paper is to present the current situation in the development of rural tourism in the Rasina district, as well as to suggest possible solutions to the recorded problems. For that purpose, empirical research was conducted in Lomnica, Kupci, Kukljin, Jasika, Gornji Stepoš, Naupare, Trmčare on a sample of 288 respondents who live in these places and are engaged in agricultural work and rural tourism. The data obtained through the survey of respondents was processed and the t-test for independent samples was applied, as well as the analysis of variance. The obtained results indicate that there are no statistically significant differences in the attitudes of respondents in relation to gender and age. Also, it was determined that the respondents are aware of the advantages and disadvantages of the area in which they live regarding the development of rural tourism. In line with this, support and cooperation of the public and private sectors are needed, to improve the existing potential.

© 2022 EA. All rights reserved.

Introduction

Agritourism has received growing academic attention over the recent decades (Dimitrovski et al., 2019). Rural tourism in the Republic of Serbia began to develop a few decades ago. Our country is rich in natural resources and cultural assets that make rural areas very interesting for both domestic and foreign tourists. Mild climate, clean air, and water resources further enrich our rural areas. However, there are many strategic problems that need to be solved in order for rural tourism in Serbia to reach its full potential.

-
- 1 Milica Žarevac Bošković, Ph.D., Lecturer at Academy of Professional Studies Sumadija Department in Kragujevac, Kosovska 8, 34000 Kragujevac, Serbia, Phone: +38169636222, E-mail: zboskovic@asss.edu.rs, ORCID ID (<https://orcid.org/0000-0003-3839-3340>).
 - 2 Marija Lakićević, Ph.D., Associate Professor at Faculty of Hotel Management and Tourism Vrnjačka Banja, University of Kragujevac, Vojvodanska Street No. 5A, 36210 Vrnjačka Banja, Serbia,, E-mail: marijalakicevic@kg.ac.rs, Phone: +38162609204, ORCID ID (<http://orcid.org/0000-0003-2169-7575>).
 - 3 Danijela Pantović, Ph.D., Assistant professor, Faculty of Hotel Management and Tourism Vrnjačka Banja, University of Kragujevac, Vojvodanska Street No. 5A, 36210 Vrnjačka Banja, Serbia,, E-mail: danijela.durkalic@kg.ac.rs, ORCID ID (<https://orcid.org/0000-0001-8605-8614>).

Rural tourism requires a well-designed marketing approach that will give young men and women the opportunity to get an education and a job in the areas they live. The most common problems in rural areas are the lack of adequate road infrastructure, as well as signalization, in order to make it easier for tourists to stay in these places. This is also very noticeable in the rural areas of the Rasina district, which will be discussed in more detail (Perić, Dramićanin, & Gašić, 2020). Rural tourism in the Republic of Serbia can play a key role in reducing the unemployment rate, diversifying the rural economy, protecting and improving natural and cultural resources, and revitalizing the countryside (Perić, Stojiljković, & Avramović, 2018).

Rural tourism can significantly improve the economic, social, and cultural progress of rural areas, and ecotourism especially increased human concern for the state of natural resources (Voza & Fedajev, 2020). Accordingly, it is necessary to adequately manage rural tourism, so that all participants in this process are satisfied.

“Contemporary trends in world tourism are looking for places where nature is fully preserved or living environment minimally altered” (Dašić, Živković, & Vujić, 2020). The modern tourist strives to gain new experiences, get to know the customs of other peoples, and get to know their culture while staying in peaceful areas, which are opposite to the stressful, urban areas from which he comes. This provides an opportunity to develop rural tourism in our country, as it has huge potential in the form of natural and cultural resources (Škrbić, Jegdić, & Milošević, 2018).

Rural tourism in our country is developed in a small area and does not have a clear form (Vukosav, Garača, & Bradić, 2018). Therefore, these areas are not in the process of any kind of development. Rural areas around the world are facing declines due to the outflows of people and population aging, lower basic skills, education levels, and lower average productivity. An example of this is the Rasina district (Xue, & Kerstetter, 2019).

Rasina district is located in the southern part of the Republic of Serbia (Stričević et al., 2015). It has a total population of 240,463 (2011 Census). The seat of the district is the city of Kruševac. In November 2021, Kruševac and its surroundings were visited by a total of 121,727 domestic and foreign tourists (RBS, 2021) which makes the Rasina district a much-visited area in our country. If we keep in mind that there are 291 rural settlements in the district, this area is very interesting for the study of rural tourism.

Materials and methods

The subject of paper is to analyze and describe the management of rural tourism development in the Rasina district. The aim of this paper is to determine the advantages and disadvantages of rural tourism in the Rasina district, with the aim of their further development. Scientific research methods of analysis and synthesis, as well as induction, deduction, and descriptive statistical methods, were used. One general and two special hypotheses are to be compared:

General hypothesis H_0 : *Rural tourism in the Rasina district has a huge potential, but is not sufficiently developed.*

Special hypothesis H_1 : *There are no statistically significant differences in attitudes towards the development of rural tourism in the Rasina District in relation to the gender of the respondents.*

Special hypothesis H_2 : *There are no statistically significant differences in attitudes towards the development of rural tourism in the Rasina District in relation to the age of the respondents.*

For the purpose of testing the hypotheses, a survey was conducted on a sample of 288 respondents from the Rasina district who have agricultural holdings and/or are in some way engaged in rural tourism.

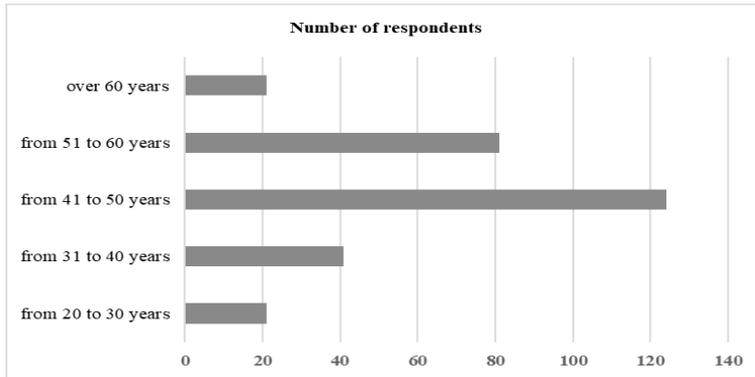
The research was conducted by the end of December 2021 and included filling in the questionnaire by the respondents. Survey data was collected using a survey technique, and the instrument is a questionnaire containing two variables related to the gender and age of the respondents. The questionnaire consists of two parts: the first part aims to determine the general socio-demographic characteristics of the sample of respondents, and the second part contains ten items related to the attitudes of the respondents towards the development of rural areas they live in; a five-point scale is used. The questionnaire was originally compiled by the author of this paper. The offered answers were formed according to the Likert scale. Respondents are aware that there are five degrees of agreement with each statement, namely: 1 - I do not agree; 2 - I partially disagree; 3 - I am undecided; 4 - I partially agree and 5 - I completely agree. In order to mark the agreement of their statements, it is stated that for each item, they should enter the appropriate order to mark their degree of agreement with that statement. They have been instructed to do so by writing a plus sign (+) in the appropriate place. To test the hypothesis, the t-test for independent samples was applied, as well as the analysis of variance.

Results and Discussion

The first part of the questionnaire refers to the examination of the basic socio-demographic characteristics of the sample of respondents, i.e. gender and age structure, level of education, as well as places of residence and occupation.

The study involved 193 males and 95 females. The age structure of the total sample of respondents is shown in the following Figure 1.

Figure 1. Numerical distribution of respondents in relation to age



Source: Author’s calculation

Therefore, most of the respondents are aged 41 to 60 and older, which is the general demographic picture of villages in the Republic of Serbia.

When it comes to education level, most respondents have completed primary school – 49%, followed by secondary education – 37%, while 14% of respondents have a high school or college degree.

The survey respondents live and work in the following places in the Rasina district: Lomnica, Kupci, Kukljin, Jasika, Gornji Stepoš, Naupare, Trmčare. These rural settlements were chosen for research because of their size, easy access as well as their numerous natural, cultural assets and hospitality of the hosts.

In part of this section a comparison of respondents by gender in terms of attitudes about the development of rural tourism in the Rasina district is presented.

Table 1. Comparison of the attitudes of male and female respondents in relation to the statement *Domestic tourists are our most frequent visitors*

| Statement | | N | M | SD | t | p |
|--|--------|-----|------|------|-------|------|
| Domestic tourists are our most frequent visitors. | male | 193 | 3.68 | 1.30 | -.453 | .651 |
| | female | 95 | 3.76 | 1.31 | | |

Note: N - number of respondents, M - arithmetic mean, SD - standard deviation, t - statistics, p - statistical significance

** significance at the level of 0.01.

* significance at the level of 0.05.

Source: Author’s calculation

The result of the t-test indicates that no statistically significant difference was found between male and female respondents ($t(286) = -.453, p = .651$) in terms of the degree of agreement with the statement *Domestic tourists are our most frequent visitors* (Table 1).

Table 2. Comparison of the attitudes of male and female respondents in relation to the statement *Foreign tourists are our most frequent visitors*

| Statement | Gender | N | M | SD | t | p |
|--|--------|-----|------|------|-------|------|
| Foreign tourists are our most frequent visitors. | male | 193 | 2.58 | 1.44 | -.052 | .959 |
| | female | 95 | 2.59 | 1.34 | | |

Source: Author's calculation

The result of the t-test indicates that no statistically significant difference was found between male and female respondents ($t(286) = -.052$, $p = .959$) in terms of the degree of agreement with the statement *Foreign tourists are our most frequent visitors* (Table 2).

Table 3. Comparison of the attitudes of male and female respondents in relation to the statement *Tourists stay on our farm and through us get involved in the life of the family and the whole village, get acquainted with customs and traditions, etc.*

| Statement | Gender | N | M | SD | t | p |
|---|--------|-----|------|------|-------|------|
| Tourists stay on our farm and through us get involved in the life of the family and the whole village, get acquainted with customs and traditions, etc. | male | 193 | 3.64 | 1.40 | -.427 | .670 |
| | female | 95 | 3.72 | 1.32 | | |

Source: Author's calculation

The result of the t-test indicates that no statistically significant difference was found between the two groups of respondents ($t(286) = -.427$, $p = .670$) in terms of the degree of agreement with the statement. Tourists stay on our farm and through us get involved in family life and the whole village, get acquainted with the customs and traditions, etc. (Table 3).

Table 4. Comparison of the attitudes of male and female respondents in relation to the statement *Tourists most often visit our farms to get to know or participate in agricultural work, enjoy the pure nature and get acquainted with the ethno content of rural areas*

| Statement | Gender | N | M | SD | t | p |
|---|--------|-----|------|------|------|------|
| Tourists most often visit our farms to get to know or participate in agricultural work, enjoy the pure nature and get acquainted with the ethno content of rural areas. | male | 193 | 4.09 | 1.20 | .615 | .539 |
| | female | 95 | 4.00 | 1.23 | | |

Source: Author's calculation

The result of the t-test indicates that no statistically significant difference was found between the two groups of respondents ($t(286) = .615$, $p = .539$) in terms of the degree of agreement with the statement *Tourists most often visit our farms to get to know or participate in agricultural work, enjoy the pure nature and getting acquainted with the ethno contents of the rural area* (Table 4).

Table 5. Comparison of the attitudes of male and female respondents in relation to the statement *I believe that within the development of rural tourism, wine tourism in the Rasina district can be significantly improved*

| Statement | Gender | N | M | SD | t | p |
|--|--------|-----|------|------|--------|--------|
| I believe that within the development of rural tourism, wine tourism in the Rasina district can be significantly improved. | male | 193 | 3.84 | 1.22 | -3.327 | .001** |
| | female | 95 | 4.26 | 0.90 | | |

Source: Author's calculation

There are statistically significant differences between the two groups of respondents in terms of the degree of agreement with the statement ($p=001$). Namely, female respondents ($M = 4.26$, $SD = 0.90$) express a higher degree of agreement with the above statement compared to men ($M = 3.84$, $SD = 1.22$). Thus, females are significantly more likely than men to believe that wine tourism can be improved within the development of rural tourism (*Table 5*).

Table 6. Comparison of the attitudes of male and female respondents in relation to the statement *I believe that the development of rural tourism can significantly improve gastronomic tourism in the Rasina district*

| Statement | Gender | N | M | SD | t | p |
|---|--------|-----|------|------|-------|-------|
| I believe that the development of rural tourism can significantly improve gastronomic tourism in the Rasina district. | male | 193 | 4.41 | 0.91 | 2.448 | .016* |
| | female | 95 | 4.06 | 1.24 | | |

Source: Author's calculation

The results of the t-test show that there are statistically significant differences between the two groups of respondents in terms of the degree of agreement with the statement *I believe that the development of rural tourism can significantly improve gastronomic tourism in Rasina district*. Namely, male respondents ($M = 4.41$, $SD = 0.91$) express a higher degree of agreement with the stated statement in relation to women ($M = 4.06$, $SD = 1.24$). Thus, males are significantly more likely than women to believe that gastronomic tourism can be improved within the development of rural tourism (*Table 6*).

Table 7. Comparison of the attitudes of male and female respondents in relation to the statement *I believe that within the development of rural tourism can be significantly improved event tourism in the Rasina district*

| Statement | Gender | N | M | SD | t | p |
|---|--------|-----|------|------|------|------|
| I believe that the development of rural tourism can be significantly improved event tourism in the Rasina district. | male | 193 | 2.80 | 1.25 | .156 | .876 |
| | female | 95 | 2.78 | 1.20 | | |

Source: Author's calculation

T-test indicates that no statistically significant difference was found between the two groups of respondents ($t(286) = .156$, $p = .876$) in terms of the degree of agreement with the statement *I believe that within the development of rural tourism can be significantly improved event tourism in the Rasina district* (*Table 7*).

Table 8. Comparison of the attitudes of male and female respondents in relation to the statement *Agricultural production in my village is the main production activity, which is the basis for the development of rural tourism*

| Statement | Gender | N | M | SD | t | p |
|---|--------|-----|------|------|--------|--------|
| Agricultural production in my village is the main production activity, which is the basis for the development of rural tourism. | male | 193 | 3.91 | 1.50 | -3.254 | .001** |
| | female | 95 | 4.43 | 1.15 | | |

Source: Author's calculation

The results of the t-test for independent samples show that there are statistically significant differences between the two groups of respondents in terms of the degree of agreement with the statement *Agricultural production in my village is the main production activity, which is the basis of rural tourism development* ($t(286) = -3.254$, $p = .001$). Namely, female respondents ($M = 4.43$, $SD = 1.15$) express a higher degree of agreement with the above statement compared to men ($M = 3.91$, $SD = 1.50$). Thus, members of the female sex, to a much greater extent than men, believe that agricultural production in their village is the main productive activity that is the basis for the development of rural tourism (Table 8).

Table 9. Comparison of the attitudes of male and female respondents in relation to the statement *The village has a modern tourist infrastructure (info-boards, tourist trails, facilities for food, entertainment, information, culture and education, sports and recreation)*

| Statement | Gender | N | M | SD | t | p |
|--|--------|-----|------|------|-------|------|
| Rasina district has adequate tourist infrastructure. | male | 193 | 1.86 | 1.20 | -.301 | .764 |
| | female | 95 | 1.91 | 1.19 | | |

Source: Author's calculation

The result of the t-test indicates that no statistically significant difference was found between the two groups of respondents ($t(286) = -.301$, $p = .764$) in terms of the degree of agreement with the statement *Rasina district has adequate tourist infrastructure*. (Table 9).

Table 10. Comparison of male and female respondents regarding the statement *The road infrastructure to my village is excellent: the roads are good and signs on them are clear to foreign tourists*.

| Statement | Gender | N | M | SD | t | p |
|---|--------|-----|------|------|-------|------|
| The road infrastructure to my village is excellent: the roads are good and signs on them are clear to foreign tourists. | male | 193 | 1.59 | 1.10 | -.182 | .856 |
| | female | 95 | 1.61 | 1.10 | | |

Source: Author's calculation

The result of the t-test indicates that no statistically significant difference was found between the two groups of respondents ($t(286) = -.182$, $p = .856$) in terms of the degree of agreement with the statement *The road infrastructure to my village is excellent: the roads are good and signs on them are clear to foreign tourists* (Table 10).

In part of this section, it is shown a comparison of respondents by age in terms of attitudes about the development of rural tourism in the Rasina district.

Table 11. Presentation of the attitudes of respondents of different years in the opinion on the statement *Domestic tourists are our most frequent visitors*

| Statement | | Sum of squares | df | Average square | F | p |
|---|----------------|----------------|-----|----------------|-------|------|
| Domestic tourists are our most frequent visitors. | Between groups | 5.504 | 4 | 1.376 | 0.811 | .519 |
| | Within groups | 479.996 | 283 | 1.696 | | |
| | Total | 485.500 | 287 | | | |

Note: df - degrees of freedom, F - statistician, p - statistical significance

Source: Author's calculation

No statistically significant differences were found between respondents of different ages in terms of the degree of agreement with the statement *Domestic tourists are our most frequent visitors* ($F(4,283) = 0.811$, $p = .519$). An analysis of average grades on a five-point scale shows that there is no difference between them (*Table 11*).

Table 12. Presentation of the attitudes of respondents of different years in the opinion on the statement *Foreign tourists are our most frequent visitors*

| Statement | | Sum of squares | df | Average square | F | p |
|--|----------------|----------------|-----|----------------|-------|------|
| Foreign tourists are our most frequent visitors. | Between groups | 8.321 | 4 | 2.080 | 1.052 | .381 |
| | Within groups | 559.679 | 283 | 1.978 | | |
| | Total | 568.000 | 287 | | | |

Source: Author's calculation

No statistically significant differences were found between respondents of different ages in terms of the degree of agreement with the statement *Foreign tourists are our most frequent visitors* ($F(4,283) = 1,052$, $p = .381$). An analysis of average grades on a five-point scale shows that there is no difference between them (*Table 12*).

Table 13. Presentation of the attitudes of respondents of different years in the opinion on the statement *Tourists stay on our farm and through us get involved in the life of the family and the whole village, get acquainted with customs and traditions, etc.*

| Statement | | Sum of squares | df | Average square | F | p |
|---|----------------|----------------|-----|----------------|-------|------|
| Tourists stay on our farm and through us get involved in the life of the family and the whole village, get acquainted with customs and traditions, etc. | Between groups | 1.522 | 4 | .381 | 0.201 | .938 |
| | Within groups | 536.478 | 283 | 1.896 | | |
| | Total | 538.000 | 287 | | | |

Source: Author's calculation

No statistically significant differences were found between respondents of different ages in terms of the degree of agreement with the statement *Tourists stay on our farm and through us get involved in the life of the family and the whole village, get acquainted with customs and traditions, etc.* ($F(4,283) = 0.201$, $p = .938$). An analysis of average grades on a five-point scale shows that there is no difference between them (*Table 13*).

Table 14. Presentation of the attitudes of respondents of different years in the opinion on the statement *Tourists most often visit our farms to get acquainted or participate in agricultural work, enjoy the pure nature and get acquainted with the ethno content of rural areas*

| Statement | | Sum of squares | df | Average square | F | p |
|---|----------------|----------------|-----|----------------|-------|------|
| Tourists most often visit our farms to get acquainted or participate in agricultural work, enjoy the pure nature, and get acquainted with the ethno content of rural areas. | Between groups | 4.951 | 4 | 1.238 | 0.846 | .497 |
| | Within groups | 413.924 | 283 | 1.463 | | |
| | Total | 418.875 | 287 | | | |

Source: Author's calculation

No statistically significant differences were found between respondents of different ages in terms of the degree of agreement with the statement *Tourists most often visit our farms to get to know or participate in agricultural work, enjoy pure nature and get to know the ethno content of rural areas* ($F(4,283) = 0.846$, $p = .497$). An analysis of average grades on a five-point scale shows that there is no difference between them (*Table 14*).

Table 15. Presentation of the attitudes of respondents of different years in the opinion on the statement *I believe that the development of rural tourism can significantly improve wine tourism in the Rasina district*

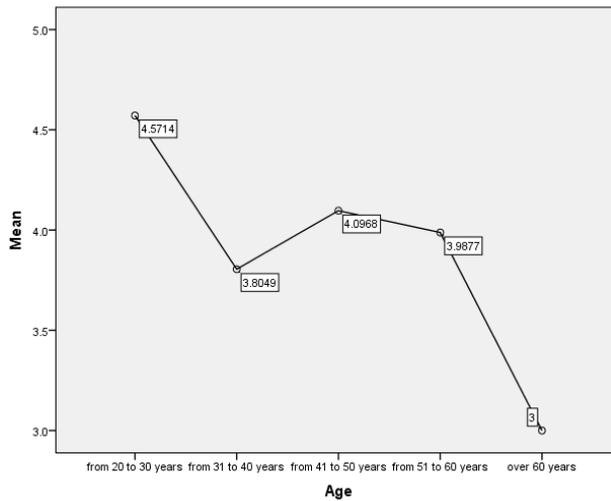
| Statement | | Sum of squares | df | Average square | F | p |
|--|----------------|----------------|-----|----------------|-------|--------|
| I believe that the development of rural tourism can significantly improve wine tourism in the Rasina district. | Between groups | 30.467 | 4 | 7.617 | 6.314 | < .001 |
| | Within groups | 341.408 | 283 | 1.206 | | |
| | Total | 371.875 | 287 | | | |

Source: Author's calculation

The results of the ANOVA test indicate that there are statistically significant differences between respondents of different ages in terms of the degree of agreement with the statement *I believe that the development of rural tourism can significantly improve wine tourism in Rasina district* - ($F(4,283) = 6.314$, $p < .001$). A follow-up test for multiple comparisons (Tuckey HSD) found that respondents over 60 years of age differed significantly from those aged 20-30, 41-50 and 51-60 in terms of having a slightly more reserved attitude towards opportunities for improving wine tourism within the development of rural tourism (*Table 15*).

Figure 2 shows the average scores that express the degree of agreement with the statement in relation to age. It can be noticed that respondents aged 20 to 30 have the most positive opinion ($M = 4.57$), followed by 41 to 50 ($M = 4.10$), 51-60 ($M = 3.99$), while the average score of respondents over 60 years of age is 3.00 (Figure 2).

Figure 2. Overview of the average score on a five-point scale of statement in relation to age (*I believe that the development of rural tourism can significantly improve wine tourism in the Rasina district*)



Source: Author’s calculation

Table 16. Presentation of the attitudes of respondents of different years in the opinion on the statement *I believe that in the development of rural tourism can significantly improve gastronomic tourism in the Rasina district*

| Statement | | Sum of squares | df | Average square | F | p |
|---|----------------|----------------|-----|----------------|-------|------|
| I believe that the development of rural tourism can significantly improve gastronomic tourism in the Rasina district. | Between groups | 3.377 | 4 | .844 | 0.773 | .543 |
| | Within groups | 308.943 | 283 | 1.092 | | |
| | Total | 312.319 | 287 | | | |

Source: Author’s calculation

No statistically significant differences were found between respondents of different ages in terms of the degree of agreement with the statement. *I believe that the development of rural tourism can significantly improve gastronomic tourism in the Rasina district* ($F(4,283) = 0.773, p = .543$). An analysis of average grades on a five-point scale shows that there is no difference between them (Table 16).

Table 17. Presentation of the attitudes of respondents of different years in the opinion on the statement *I believe that the development of rural tourism can be significantly improved event tourism in the Rasina district*

| Statement | | Sum of squares | df | Average square | F | p |
|---|----------------|----------------|-----|----------------|-------|------|
| I believe that the development of rural tourism can be significantly improved event tourism in the Rasina district. | Between groups | 3.189 | 4 | .797 | 0.520 | .721 |
| | Within groups | 433.724 | 283 | 1.533 | | |
| | Total | 436.913 | 287 | | | |

Source: Author's calculation

No statistically significant differences were found between respondents of different ages in terms of the degree of agreement with the statement. *I believe that in the development of rural tourism can be significantly improved event tourism in the Rasina district* ($F(4,283) = 0.520, p = .721$). An analysis of average grades on a five-point scale shows that there is no difference between them (*Table 17*).

Table 18. Presentation of the attitudes of respondents of different years in the opinion on the statement *Agricultural production in my village is the main production activity, which is the basis for the development of rural tourism*

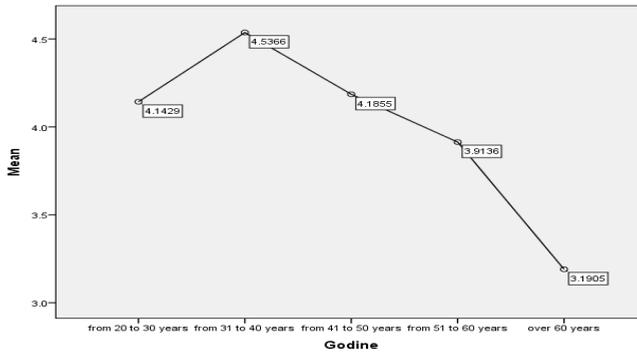
| Statement | | Sum of squares | df | Average square | F | p |
|---|----------------|----------------|-----|----------------|-------|------|
| Agricultural production in my village is the main production activity, which is the basis for the development of rural tourism. | Between groups | 28.866 | 4 | 7.217 | 3.746 | .005 |
| | Within groups | 545.134 | 283 | 1.926 | | |
| | Total | 574.000 | 287 | | | |

Source: Author's calculation

The results of the ANOVA test indicate that there are statistically significant differences between respondents of different ages in terms of the degree of agreement with the statement *Agricultural production in my village is the main production activity, which is the basis of rural tourism development* - ($F(4,283) = 3,746, p = .005$). A follow-up test for multiple comparisons (Tuckey HSD) found that respondents over 60 years of age differed significantly from those aged 31-40 and 41-50 in terms of expressing a lower degree of agreement with the statement (*Table 18*).

Figure 3 shows the average scores that express the degree of agreement with the statement in relation to age. It can be noticed that respondents aged 31 to 40 have the most positive opinion ($M = 4.54$), followed by those aged 41 to 50 ($M = 4.19$), while the average score of respondents over 60 is 3.19 (*Figure 3*).

Figure 3. Overview of the average score on a five-point scale of agreement in relation to age (*Agricultural production in my village is the main production activity, which is the basis for the development of rural tourism*)



Source: Author’s calculation

Table 19 Presentation of the attitudes of respondents of different years in the opinion on the statement *The village has a modern tourist infrastructure (info-boards, tourist trails, facilities for food, entertainment, information, culture and education, sports and recreation)*

| Statement | | Sum of squares | df | Average square | F | p |
|--|----------------|----------------|-----|----------------|-------|------|
| Rasina district has adequate tourist infrastructure. | Between groups | 3.371 | 4 | .843 | 0.587 | .672 |
| | Within groups | 406.129 | 283 | 1.435 | | |
| | Total | 409.500 | 287 | | | |

Source: Author’s calculation

No statistically significant differences were found between respondents of different ages in terms of the degree of agreement with the statement *Rasina district has adequate tourist infrastructure* ($F(4,283) = 0.587, p = .672$). An analysis of average grades on a five-point scale shows that there is no difference between them (*Table 19*).

Table 20. Presentation of the attitudes of respondents of different years in the opinion on the statement *The road infrastructure to my village is excellent: the roads are good and the markings on them are clear to foreign tourists*

| Statement | | Sum of squares | df | Average square | F | p |
|--|----------------|----------------|-----|----------------|-------|------|
| The road infrastructure to my village is excellent: the roads are good and the markings on them are clear to foreign tourists. | Between groups | 3.688 | 4 | .922 | 0.763 | .550 |
| | Within groups | 341.781 | 283 | 1.208 | | |
| | Total | 345.469 | 287 | | | |

Source: Author’s calculation

No statistically significant differences were found between respondents of different ages in terms of the degree of agreement with the statement. *The road infrastructure to my village is excellent: the roads are good, and the signs on them are clear to foreign tourists* ($F(4,283) = 0.763, p = .550$). An analysis of average grades on a five-point scale shows that there is no difference between them (Table 20).

From the conducted research and presented data, it can be concluded that general hypothesis H_0 : *Rural tourism in the Rasina district has huge potential, but is not sufficiently developed* is confirmed. When we look at the obtained results and summarize the answers of the respondents, it can be noticed that all of them, regardless of gender and age, share their views on the development of the areas in which they live.

So, special hypothesis H_1 : *There are no statistically significant differences in attitudes towards the development of rural tourism in the Rasina District in relation to the gender of the respondents* was confirmed, since only three of the ten claims examined showed a statistically significant difference in relation to the gender variable.

Special hypothesis H_2 : *There are no statistically significant differences in attitudes towards the development of rural tourism in the Rasina District in relation to the age of the respondents* was confirmed, since only in two out of ten examined claims, a statistically significant difference was found in relation to the age variable.

Conclusions

Obvious conclusions can be drawn regarding the need to improve the management of rural tourism development and adopt an adequate strategy that will turn theoretical assumptions into reality. The significance of tourism development in contemporary society is not a need, but more a necessity (Pantić & Milojević, 2019). The *Covid-19* virus pandemic, which occurred two years ago, contributed to the closure of borders; however, it had its benefits for rural tourism within the countries (Polukhina et al., 2021). Namely, people turn to accessible locations and discover the beauties of their country, get to know customs that they did not know about until then, and participate in various events. The current subsidy from the state related to vouchers in the amount of RSD 5,000, in addition, helps to increase the number of visits by domestic tourists. Also, gastronomic specialties, brandy, and wines from the Rasina district have attracted many tourists, both domestic and foreign. They all enjoy watching the process from harvesting to preparing food and drinks and especially enjoy trying out the end products. However, the existing problems related to road infrastructure, poor signalization, lack of water and electricity in some villages, can have a very negative impact on the tourist perception of rural areas in the Rasina district. In this regard, it is necessary to make additional efforts so that the villagers live in better conditions, and thus be able to provide more to the development of rural tourism.

Acknowledgements

The paper is part of the Research Program of the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac for 2021, which is funded by the Ministry of Education, Science and Technological Development of the Republic of Serbia.

Conflict of interests

The authors declare no conflict of interest.

References

1. Dašić, D., Živković, D., & Vujić, T. (2020). Rural tourism in development function in rural areas in Serbia. *Economics of Agriculture*, 67(3), 719-733. doi:10.5937/ekoPolj2003719D
2. Dimitrovski, D. ., Leković, M. ., & Joukes, V. . (2019). A bibliometric analysis of Crossref agritourism literature indexed in Web of Science. *Hotel and Tourism Management*, 7(2), 25–37. doi: <https://doi.org/10.5937/menhottur1902025D>
3. Pantić, N. ., & Milojević, I. . (2019). Investments and employment in tourism in the Republic of Serbia. *Hotel and Tourism Management*, 7(1), 95–104. <https://doi.org/10.5937/menhottur1901095P>
4. Perić, G., Stojiljković, M., & Avramović, M. (2018). Achieved level of tourism development in the Republic of Serbia. *Bizinfo Blace*, 9(2), 39-52. doi: [10.5937/bizinfo1802039P](https://doi.org/10.5937/bizinfo1802039P)
5. Perić, G., Dramićanin, S., & Gašić, M. (2020). Impact of service quality on satisfaction and loyalty of tourists in rural tourism of Šumadija and Western Serbia. *Economic of Agriculture*, 67(4), 1071-1086. doi:10.5937/ekoPolj2004071P
6. Polukhina, A., Sheresheva, M., Efremova, M., Suranova, O., Agalakova, O., & Antonov-Ovseenko, A. (2021). The Concept of Sustainable Rural Tourism Development in the Face of COVID-19 Crisis: Evidence from Russia. *Journal of Risk and Financial Management*, 14(38), 1-19. <https://doi.org/10.3390/jrfm14010038>
7. Републички завод за статистику (2021). Туристички промет - новембар 2021. Саопштење бр. 350, преузето са <https://publikacije.stat.gov.rs/G2021/Pdf/G20211350.pdf> (2.01.2022.) [in English: Republic Bureau of Statistics (2021). Tourist traffic - November 2021. Press release no. 350, Retrieved from <https://publikacije.stat.gov.rs/G2021/Pdf/G20211350.pdf> (January 2, 2022).].

8. Стричевић, Љ., Радивојевић, А., Голубовић, Н., Милетић, Ј., & Милић, Ј. (2015). Савремене демографске промене на територији Расинског округа. *Гласник Антрополошког друштва Србије*, 52, 63-71. [in English: Stričević, Lj., Radivojević, A., Golubović, N., Miletić, J., & Milić, J. (2015). Contemporary demographic changes in the territory of Rasina district. *Journal of the Anthropological Society of Serbia*, 52, 63-71.]. doi: 10.5937/gads51-12190
9. Škrbić, I., Jegdić, V., & Milošević, S. (2018). Pro-poor tourism for the purpose of rural environment development. *Economics of agriculture*, 65(1), 373-389. doi: <https://doi.org/10.5937/ekoPolj1801373S>
10. Vukosav, S., Garača, V., & Bradić, M. (2018). Analyses of regulations regarding accommodation facilities categorization in rural tourism in Serbia. *Economics of Agriculture*, 65(2), 769-786. doi: [10.5937/ekoPolj1802769V](https://doi.org/10.5937/ekoPolj1802769V)
11. Voza, D. ., & Fedajev, A. . (2020). Strategic approach to the development of ecotourism in Bor District, Serbia. *Hotel and Tourism Management*, 8(2), 89–100. <https://doi.org/10.5937/menhottur2002089V>
12. Xue, L., & Kerstetter, D. (2019). Rural tourism and livelihood change: An emic perspective. *Journal of hospitality & tourism research*, 43(3), 416-437. <https://doi.org/10.1177/1096348018807289>