

**TOURISM OR NOT?
A REPORT FROM THE SOUTH BAČKA DISTRICT¹**

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Abstract

There are many discussions in the world about the influence of tourism and its importance in the overall economic development, from different perspectives and with different assessments. Vojvodina's tourism, and therefore the South Bačka District, has not yet reached the satisfactory level of development, nor has it had a visible impact on economic development. The development of the tourist industry largely depends on the perception of the local population, and it has been a more and more prominent topic in the world of research. The authors have attempted to investigate the attitude of the local population in some cities in the South Bačka District, about the current level of tourism development, the importance and benefits of its further development in South Bačka. The authors used the method of survey research, and data processing was performed in SPSS model, program version 21.0. The obtained results indicate the confirmation of the starting hypothesis and the possible positive impact of tourism on the development of the investigated areas.

Key Words: Tourism, development, South Bačka District

JEL classification: Z32, O1

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Introduction

It is a fact that tourism in the last decades represents the growing world industry. By the degree of coverage of tourism trends, tourism has become the most important phenomenon or branch of the economy in the world, with a comparative development of all factors that stimulate the expansion of this activity. Every year, the trend of tourism as one of the world's leading branches is growing, with a large share of its gross domestic product revenue. The predictions are that tourism in total employment will generate more than 15% of GDP, from 8% in total employment to 30% in foreign trade. Tourism is a large, inexhaustible source of new jobs. This industry is one of the consumers of energy, as a total of 50% of energy consumption decreases in transport (Cvijanović et al., 2018). Travel, to and from destinations, accounts for 90% of total tourism consumption, and air travel 10% of the total consumption of liquid fuels (Aas et al., 2005; Kim et al., 2013). The great influence of tourism on the overall economy of one country is unquestionable, but it is also so clear that current tourism values should be left to future generations in a better or at least unchanged state.

An important segment is also the impact of tourism on the engagement of the local workforce in the capacity to accommodate tourists and to maintain and control changes in the natural environment. There is a large number of studies in the world dealing with the impact of tourism on economic development. The differences are evident: in some countries tourism has stimulated economic development expansively, whereas, in others, it has been of little significance. Yet, there is evidence that economic development stimulates the development of tourism. The South Bačka District, as a part of Vojvodina and Serbia, attracts tourists with special features of its space, culture-historical values, a certain quality of existing tourist products (Petrović et al., 2017; Gajić et al., 2018). Vojvodina has an advantage over some tourist destinations precisely because of its preserved natural ecological landscapes. This factor is an important item in the fight against competition in the market. It is very important to note that the development of tourism should continue to be based on such values, the preservation of natural resources, and sustainable development. The South Bačka District is not a destination that needs to limit the supply of small products, but on the contrary. However, in conditions of low competitiveness of the business environment, the contribution of tourism to economic development is at a low level. Tourism of the South Bačka District is characterized by

inadequate differentiation of tourist products and services. Of course, the low level of inclusion of innovative and quality content for tourists stay should be highlighted. The South Bačka District is just beginning with more expansive national marketing, a large number of poorly branded products. The development of tourism in the District depends on social and economic trends in the region and at the national level, so that the development must be in line with long-term national policies.

The tourism development vision in the region should rely on the fact that the South Bačka District is a recognizable tourist destination, attractive, competitive, where new jobs are created, and which applies the principles of sustainability in an adequate manner. Start-up goals for the development of tourism in the District must be primarily related to improving the supply, structure and quality of infrastructure units. Then, the development of this industry will affect employment either by opening new jobs, the realization of new investments, or increasing the participation of cultural objects in the tourist offer (Gajić, 2010). Investing in cultural, sporting and entertaining events, and introducing a portfolio of highly attractive products of culture and life, especially where they represent the image of the destination. Vojvodina is positioned as a destination for rural development, tourism, and many other products that can contribute to a positive image (Cvijanović et al., 2018). Today it is considered that the local population has become an important factor in the development of tourism and its positive attitude is one of the main factors of successful development of this industry in one place. The local population is involved in tourism in different ways (Vujko et al., 2014). Some participate directly in tourism (providing catering services), some indirectly (by selling certain products related to tourism), while others do not participate in tourism in general. In an area where tourism is not supported, various resistances of the population to such investments can be expected. Concurrent with the development of tourism, there is awareness of the fact that the population of receptive regions can no longer be viewed as a passive recipient of tourism, but as one of the factors of its development, design and sustainability. When planning the development of tourism, it is necessary to analyze the potential of the local population in taking a share of its realization. Therefore, there is a more pronounced social awareness about the importance of controlling the movement of tourism in order to preserve receptive regions, in accordance with the principles of sustainable development.

Local communities should have significant participation in projects related to the implementation of tourism in their communities. Local residents may be inherent to the environment they live in, have limited interest in the business and recreation in relation to some other place. Hence, the authors have surveyed the local population and done data analysis and monitoring of the gender, age, educational structure of respondents, in order to get answers about the extent and importance of the development of tourist activity in the surveyed municipalities (Bačka Palanka, Bački Perovac, Bečej, Beočin and Vrbas). In addition to these structures, the research is also based on an examination of whether there are significant differences in the responses in relation to the municipality. Survey data were analyzed in SPSS software, version 21.0, and the models of Descriptive Analysis and Pearson Correlation. The results which have been obtained by the authors, undoubtedly point to the attitude of the local population about the current and future development of tourism in the surveyed municipalities.

Literature review

Tourism is a cluster of a large number of business activities. Also, other branches of the economy play a great role in this development, in terms of the extent to which they are able to provide products and services (through the reproductive consumption of economic activities engaged in tourist needs), which are included in tourist spending. Tourists' consumption is the main component of all economic aspects of this activity, as well as the bracing of tourism and overall economic development. The content and quality of tourist services influence the development of tourism activity, and also the overall economic development. It is about mutual engagement. Numerous effects of tourism on the development of the economy are reflected in its characteristics of multiproducts, including phases of supply, transport, accommodation, infrastructure, etc. Tourism with all its needs is a decisive factor in the development of the economy.

Table 1: *Total contribution of travel and tourism to GDP (% , 2007 - 2015)*

	2007.	2008.	2009.	2010.	2011.	2012.	2013.	2014.	2015.
<i>World</i>	9.6	9.4	9.3	9.0	9.1	9.1	9.2	9.3	9.3
<i>Europe</i>	8.1	8.0	8.0	7.7	7.6	7.7	7.6	7.6	7.7
<i>EU</i>	8.3	8.1	8.1	7.8	7.8	7.8	7.8	7.8	7.9
<i>Portugal</i>	13.6	14.2	13.3	13.8	14.7	15.1	15.4	15.6	15.7
<i>Macedonia</i>	5.1	5.2	5.2	5.1	5.2	5.5	5.6	5.7	5.7
<i>Montenegro</i>	21.6	24	16	15.7	17.1	19.7	22.9	25.5	27.4

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<i>Austria</i>	12.1	12	12.3	11.7	11.8	12.2	12.5	12.6	12.8
<i>Italy</i>	9.3	8.7	8.4	8.4	8.5	8.7	8.8	8.9	9.0
<i>Serbia</i>	6.1	5.9	7.5	7.8	8.0	8.0	8.0	8.0	7.9
<i>Spain</i>	14.9	14.9	14.7	14.3	14.3	14.4	14.4	14.3	14.3
<i>Greece</i>	17.3	16.5	15.2	15.3	15.7	16.3	16.7	16.9	17.1
<i>Croatia</i>	27.6	28.5	25	26.3	27.5	29	29.7	30.1	30.5

Izvor: *WTTC, Tourism Research*

In order to achieve the tourist offer, the economy can be engaged in the following activities: maintenance and construction of new transport infrastructure, maintenance and construction of communal and energy infrastructure, construction of accommodation capacities, construction and maintenance of specific tourist offer, engagement of local agricultural capacities for providing quality products of the local environment, provision of quality food products, education and training of employees, promotion, production of propaganda material and souvenirs, etc. It can be concluded that there is a relatively small number of economic activities that do not find their interest in tourism development. Although according to the data, the percentage share of tourism in GDP is relatively low, its impact on the engagement of the economy is significant.

Many questions about how and in what way the locals participate in the tourism industry remain to be explored. The main focus of most research is placed on positive impacts (benefits) derived from tourism development (Sharpley, 2014). Some time later, when tourism increased its influence and became more important in the development of the society, the economy began to emphasize the negative factors (Chen & Tian, 2015). Also, a greater involvement of the local population in tourism development realized by other researchers (Abolins et al., 2008; Chen & Tian, 2015; Petrovic et al., 2017), also reflects the positive effects and cost overruns. Some authors focus on the positive and negative effects of tourism trends in the development of local communities and the perception of the local population (Gursoy et al., 2002; Petrovic et al., 2017).

The research on residents' perceptions has also moved to another level of approaches by exploring specific variables predicting residents' perceptions of tourism within communities (Gajic, 2010). More recent research has tackled the perceptions of tourism development consideration of the benefits of these activities and greater quality of life of the local population (Vujko et al., 2014). Tourist developments may cause adverse effects by the local population, primarily because of its seasonal character, which in the course of one season, increase the

negative effects such as noise, increased environmental pollution etc. (Sheldon et al., 2001; Breugel et al., 2013), often causing inconvenience to the local residents (Abolins et al., 2007; Sheldon et al., 2001). Many theorists have noted that individuals began to engage more in the tourism industry when they saw the positive effects of the development of this area, where in the exchange of resources there are more benefits than costs (Marzuki et al., 2012; Nunkoo et al., 2012; Wang et al., 2015).

Negative attitudes of the local population can slow the development of tourism and the establishment of stagnation in tourist destinations (Teye et al., 2002; Petrović et al., 2017), and also cause negative effects on local attractions and the hospitality of local residents (Gursoy et al., 2002). The success of the tourism industry depends on local attractions and the hospitality of local residents (Gajić, 2010). Within these specific environments, residents' support is a key factor in tourism development (Vujko et al., 2014). Knowing the attitude of the local population helps reduce negative effects, cost reductions and positive development of this industry (Prayag et al., 2013). Local residents play a key role in the development and planning of tourism development (Vargas et al., 2015). The research interest in residents' attitudes towards tourism began in developed countries, especially in the United States (Zhang et al., 2013), and in areas and countries where tourism has developed more intensely, such as New Zealand, Canada, Australia and the United Kingdom (Hung et al., 2011; Gajić, 2010).

Other studies, mostly pointed to the fact that half the population can play a decisive role in creating a positive or negative attitude about massive tourism development (Mason et al., 2000; Nunkoo et al., 2012). Hung & Gursoy (2011) reached a similar conclusion and indicated that middle-aged hosts had more negative views about the development of tourism in relation to the younger generation. Actually, residents' attitudes towards tourism gradually improve as their levels of education increase (Teye, et al. 2002). Local people have great power in determining the development of the tourist industry, but it can be manifested in a very spontaneous manner (Marzuki et al., 2012; Zhang et al., 2013). The cooperation of local institutions and their members contributes to the positive development of joint decision-making and goal-setting, but the benefits from all of this can be a single (Nunkoo et al., 2012). However, some authors point out that the local population has little or significant influence on decision-making and directing the development of some tourist destinations (Tosun, 2006). Decisions and positions of the local

population are partly limited by the political and economic conditions at the destination destination, which may impede or facilitate the creation of program development by the local population (Hung et al., 2011).

Population participation is impossible without the support of all organizations and stakeholders (Gajić et al., 2018). We can cite many other authors who have dealt with the research of positive and negative impacts on tourism destination development (Vujko et al., 2014; Kim, et al., 2013; Sharples, 2014). Among the the positive effects of tourism is influencing the attitudes of the local population, which is in this case more involved in its development, as well as continuing to support the programs and goals of development, while, if the negative effects of tourism are encountered, local citizens should discourage the further development (Breugel, 2013).

Methodology procedure

The research was carried out in the territory of the South Bačka District in the following five municipalities: Bečej, Beočin, Bačka Palanka, Bački Petrovac and Vrbas, in the period from April to June 2018. The authors investigated the local population respective structures (N = 120; gender, education, age, municipality). Explanation of indicators: when the analysis was performed to standardize the variables, the following was done:

Table 2: *Display of standardized variables*

Variable	Gender	Education	Municipality	Tourism - undeveloped	Tourism - development opportunity	Benefits from the development of tourism
1 =	Male	Secondary school	Bečej	Yes	Yes	Increased standard
2 =	Female	High school	Beočin	No	No	New jobs
3 =	---	Faculty	Bačka Palanka	---	---	Better quality of life
4 =	---	Elementary school	Bački Petrovac	---	---	Free capital for investment
5 =	---	---	Vrbas	---	---	Higher level of education

Source: *Authors' research*

For the purpose of understanding the nature of the analyzed variables, descriptive statistics will be displayed. Also, descriptive statistics, the "cornerstone" for any kind of analysis, which allows the researchers to

describe important aspects of all variables, is the first step in the empirical analysis. The arithmetic mean is usually calculated measures of central tendency and a large number of statistical techniques in the statistics used the mean of the conclusion. It represents the average result in a distribution of results. Standard deviation is an absolute measure of dispersion in the basic group. It shows how much the average set of elements deviate from the arithmetic mean expensive.

Correlation coefficients express a measure of association between two variables in units independent of specific units of measurement in which the carrying amount of variables. There are several correlation coefficients which can be used in different situations. When it comes to working with linear models, typically Pearson correlation coefficient is used. The dependence will be observed by the Pearson correlation coefficient, which is in the range of -1 (negative correlation) to 1 (positive correlation). As the resulting value is closer to the unit, there is a greater correlation between the two phenomena, as it nears zero to less dependence. If the interval in which the correlation coefficient ranges between 0-0.3, it is a weak dependence. In the interval of 0.3-0.7, a medium dependence is in question, whereas a strong dependence is of range of 0.7-1. In the study, the authors started from the hypothesis H: The local population supports the development of tourism and believes that tourism has positive implications for the overall economic development in the municipalities of the South Bačka District.

Results and discussion

The local population filled out a questionnaire with a total of three questions related to the development of tourism: Is tourism in your municipality sufficiently developed? Is tourism a development opportunity? Would the municipalities welcome the development of tourism?

Table 3: *Descriptive analysis of subjects by gender, age and education structure*

	N	Mean	Std. Deviation	Variance
Gender	120	1.57	.497	.248
Age	120	38.95	13.574	184.254
Education	120	1.56	1.017	1.035
Valid N	120			

Source: *Authors' research*

Statistical analysis of the data determined the arithmetic mean, standard deviation and variance for the basic parameters pertaining to gender, age and educational level of the population. Standard deviation is an absolute measure of dispersion in the basic group. It tells us how much, on average, a set of elements deviate from the arithmetic mean set. The variance represents the mathematical expectation of the random variable deviations from its mean value standardizing variables authors found results.

The mean half of respondents was 1.57, which indicates the equal representation of males and females in the study. The value of the standard deviation is 0.497, while the variance of 0.248. Arithmetic mean for age of the patients is 38.95 years of age, wherein the standard deviation of 13.574, and variance 184.254. The arithmetic mean of the level of qualification subjects is 1.56, and one can conclude that the majority of subjects with a high school education. The standard deviation is 1.017, while the variance is of 1.035. During the study, the local inhabitants were asked three questions, the responses being disaggregated by gender, and then the combined results for all subjects were shown. As for respondents' answers to the question of whether tourism is underdeveloped in the municipalities, male respondents considered tourism is not sufficiently developed (mean 1.96), and the female respondents were also of the same opinion that tourism in their municipalities is underdeveloped (mean 1.88). Both male and female respondents pointed out that tourism is a chance for the development of their municipalities (male: mean 1.10; female: mean 1.28). The development of tourism municipalities to obtain new jobs, thus improving the quality of life was indicated by men (mean 2.73), while the female respondents considered the development of tourism mainly to in relation to creating jobs (mean 2.37).

Table 4: *Descriptive analysis of issues by gender structure of the population*

Gender		Is tourism sufficiently developed in your municipality ?	Is a development opportunity ?	Would the municipalities welcome the development of tourism ?
Male	Mean	1.96	1.10	2.73
	Std. Deviation	.196	.300	1.358
Female	Mean	1.88	1.28	2.37
	Std. Deviation	.327	.454	1.191
Total	Mean	1.92	1.20	2.53
	Std. Deviation	.280	.404	1.272

Source: *Authors' research*

A difference in opinions regarding sufficient development of tourism in the municipalities according to the gender structure of respondents is refuted on the basis of the analyzed results. Tourism as a development opportunity is refuted as well, since there are no significant differences in the respondents by gender. The benefit of tourism development is confirmed, since there is less difference: men generally consider that tourism contributes to the creation of new jobs and improving the quality of life, while the female half is based solely on the workplace. Respondents aged 18-35 and 36-50, believe that tourism is poorly developed in their place of residence (18-35: mean 1.86; 36-50: mean 1.88). While respondents 51-65 years old consider it to be extremely poorly developed (mean 1.95).

Table 5: *Descriptive analysis by age*

Gender		Is tourism sufficiently developed in your municipality ?	Is a development opportunity ?	Would the municipalities welcome the development of tourism ?
Male	Mean	1.96	1.10	2.73
	Std. Deviation	.196	.300	1.358
Female	Mean	1.88	1.28	2.37
	Std. Deviation	.327	.454	1.191
Total	Mean	1.92	1.20	2.53
	Std. Deviation	.280	.404	1.272

Source: *Authors' research*

The respondents of all age groups consider that the tourist industry is a development opportunity for the municipality (18-35: mean 1.21; 36-50: mean 1.22; 51-65: mean 1.24). When asked about the benefits they receive from tourism, the generation up to 50 years are of the opinion that tourism increases the standard of living (18-35: mean 2.61, 36-50: mean 2.66), while those between 51-65 years, believe that tourism creates jobs (mean 2.21).

Table 6: *Descriptive analysis by the educational attainment*

Education level		Is tourism sufficiently developed in your municipality ?	Is a development opportunity ?	Would the municipalities welcome the development of tourism ?
Secondary education	Mean	1.91	1.19	2.54
	Std. Deviation	.294	.393	1.268
High school degree	Mean	1.85	1.31	2.92
	Std. Deviation	.376	.480	1.382
Faculty	Mean	2.00	1.29	2.43
	Std. Deviation	.000	.488	.976

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Elementary school	Mean	2.00	1.15	2.08
	Std. Deviation	.000	.376	1.320
Total	Mean	1.92	1.20	2.53
	Std. Deviation	.280	.404	1.272

Source: *Authors' research*

The development of tourism to a sufficient extent and expected negative secondary and higher education: subjects with secondary school believe that tourism in their municipalities is underdeveloped (mean 1.91); respondents with a university degree with a score mean 1.85. College educated (mean 2) and respondents with primary education (mean 2), the opinion that tourism in their municipalities cannot get developed.

The extent to which tourism development presents an opportunity for the municipalities in the results of analysis, where it is noticed: high school education: mean 1.19, a high school degree: mean 1.31, college educated: mean 2, and primary schools: mean 2 reveals important differences respondents to the educational structure. The respondents with secondary education believe that the development of tourism municipalities generates new jobs, thus improving the quality of life (mean 2.54), while those with a high school with the understanding of the development of tourism think the people would have a better standard of living (mean 2.92). College-educated respondents emphasize that the development of tourism would get people new jobs (mean 2.43). Local people with primary school point out that the development of tourism would only get new jobs (mean 2.08).

Table 7: *Descriptive analysis of issues by city*

Municipality		Is tourism sufficiently developed in your municipality?	Is a development opportunity?	Would the municipalities welcome the development of tourism?
Bečej	Mean	2.00	1.48	2.88
	Std. Deviation	.000	.510	1.301
Beočin	Mean	1.88	1.00	2.28
	Std. Deviation	.332	.000	1.208
Bačka Palanka	Mean	2.00	1.40	2.52
	Std. Deviation	.000	.500	1.295
Bački Petrovac	Mean	1.88	1.08	2.56
	Std. Deviation	.332	.277	1.261
Vrbas	Mean	1.78	1.00	2.33

	Std. Deviation	.428	.000	1.328
Total	Mean	1.92	1.20	2.53
	Std. Deviation	.280	.404	1.272

Source: *Authors' research*

Residents of Bečej (mean 2) and Bačka Palanka (mean 2) consider tourism to be at the lowest level of development. Respondents in the municipalities of Beočin (mean 1.88), Bački Petrovac (mean 1.88), and Vrbas (mean 1.78) find that it is poorly developed. Residents of Bačka Palanka (mean 1.40) and Bečej (mean 1.48) are not confident in the tourism development opportunity for the municipality. Unlike them, the residents of other municipalities consider that tourism is certainly a development opportunity for their municipalities (Beočin: mean 1.00, Bački Petrovac: mean 1.08, Vrbas: mean 1.00). The development of tourism improves the quality of life (Bečej: mean 2.88), jobs (Beočin: mean 28.2; Vrbas: mean 2.33), and both, as reported by subjects in Bačka Palanka (mean 2.52), and Bački Petrovac (mean 2.56).

Analyzing the respondents of both gender, education, age and the municipality itself, we came to the following common conclusions. Respondents believe that tourism in their municipalities is underdeveloped (mean 1.92). The survey found that tourism represents a development opportunity for those municipalities (mean 1.20), determined to develop tourism came to the opening of new jobs, which would result in improving the quality of life (mean 2.53).

Table 8: *Pearson Correlation*

		Is tourism sufficiently developed in your municipality ?	Is a development opportunity ?	Would the municipalities welcome the development of tourism ?
Gender	Pearson C.	-.143	.228	-.138
	Sig. (2-tailed)	.123	.013	.137
	N	118	118	118
Age	Pearson C.	.066	.031	-.067
	Sig. (2-tailed)	.475	.735	.469
	N	118	118	118
Education	Pearson C.	.108	.012	-.090
	Sig. (2-tailed)	.245	.898	.331
	N	118	118	118
Municipalities	Pearson C.	-.205	-.295	-.086
	Sig. (2-tailed)	.026	.001	.352
	N	118	118	118

Source: *Authors' research*

Based on the results a correlation between the answers and the questions of gender, age, education and place of residence was obtained. Results in relation to gender structure: it was found that half of the respondents have very little influence on the answers, indicating a low value of the Pearson coefficient ($0 < 0.3$) amounting respectively matters after 0.143, 0.228, 0.138. The analysis of the data structure according to the age shows that age of the respondents has a very small effect on the answers, which shows a low value of the Pearson coefficient ($0 < 0.3$) which is in turn issues 0.066, 0.031, 0.067.

Differences were further determined: qualifications of the subjects have very little effect on the answers, which shows a low value of the Pearson coefficient ($0 < 0.3$) which is in turn issues 0.108, 0.012, 0.090. As for the analyzes of the responses according to the place of respondents, it was found that the dwelling of the subjects has very little effect on the answers, which shows a low value of the Pearson coefficient ($0 < 0.3$) which is in turn issues 0.026, 0.295, 0.086. The perception of the local population about the development of tourism, its benefits and the chance it provides, generally does not depend on the structure of the given population. Based on the overall analysis of the obtained results, the polar hypothesis confirms that: The local population supports the development of tourism and believes that tourism has positive implications for the overall economic development in the municipalities of the South Bačka District.

Conclusion

Tourism is an important component of the national economy. The link between tourism and other branches of the economy impedes precise quantification of the economic importance of this sector. The fact is that tourism has a direct and indirect impact on the GDP, on employment, job creation, and the increase in living standards. Considering the existing potential, the South Bačka District can have an enviable position on the tourism market, but this position has not yet been achieved, as the previous level of development shows.

For the sake of faster and better positioning of the South Bačka District, as a tourist destination, and in order to more fully valorize available resources, the following phases should be considered: more complete use of existing and potential tourist resources and material bases, defining the mission, goals, vision and direction of future development, access to the

application of modern concepts in the field of management and marketing, profiling new tourist products, development and improvement of infrastructure, encouraging investment activities, stimulating the sale of domestic products, and entering the international tourism market, conducting stimulative fiscal policy, working on measures to improve organization in the business of tourism companies, establishing better conditions in the overall economic system and measures of economic policy, which will influence the expansion of tourism development with its measures. All levels of decision-making will show the need for restrictive measures, and thus establish better cooperation between the public and the cooperation of tourism and all other parts of the economy (Petrovic et al., 2017). One of the main factors influencing tourism under the state's auspices is to stimulate employment, job creation. Tourism enables direct and indirect employment, and due to the diversification of the tourist offer, there is a need for personnel with adequate competences. A large number of research deals with the impact of the local population in the development of the tourist industry, where perception can be divided into positive and negative categories. Among the positive impacts is the belief that tourism can provide economic benefits for local people and small businesses, create job opportunities, increase living standards, provide more parks and recreational areas. Hung et al. (2011) points out that tourism promotes local arts and crafts and to improve public services. In his study, Zhang et al. (2013) considers the impact of tourism on the catalyst for the development of local culture. Due to the increase in the number of arrivals, the introduction of these protective measures is not sufficient for the conservation of nature. Community support for tourism development is required in achieving the commercial, socio-cultural, physiological, political and economic viability of the industry, and is therefore considered that the local population represents the key factor in the development plan of tourism specific locations (Mason et al., 2000). Moreover, there are the negative impacts of tourism on the local community as it is created by taking a sense of their own space and hostility towards tourists in their own environment. The perception of the local population about the real benefits of tourism to the local community, and finally a real change in the quality of life of local residents will determine the level of acceptance of tourism as a way of doing business and the level of involvement of local people in development and management of tourism content.

Interested in a number of studies on the perception of the local population, the authors of the paper conducted a research on the topic in

the area South Bačka District, in the period from April to June 2018. Given that all municipalities were with very few tourism developments during the year, the hypothesis was confirmed at the outset. Descriptive and correlation analysis provides the suitable answer to the authors, which may be crucial for the further planning of the development of this activity in the investigated areas. Descriptive analysis showed small differences in the perception of the local population for some segments that are being investigated. Pearson Correlation determines that any structure that has entered the system research has a significant impact on the answers related to the level of development of tourism, which brings chances and benefit from the development of the tourist industry. The local population believes that tourism is an opportunity for development and to contribute to the benefits of development. Also, applying the same correlation model, the authors found that not dividing respondents by municipalities or housing research makes significant differences in the perception of respondents.

Limitations and future research

The research conducted by the authors of the work has encountered serious difficulties from the very beginning. Municipalities that have been investigated are mostly places with a very small population, but other than that they do not belong to the category of cities, only municipalities. A large number of youth and the rest of the population tends to migrate to large cities with the aim of finding a job. The situation in the country is characterized as very bad, because unemployment is above every level. In such places the elderly population remains, while the younger go to the big cities.

Another limiting factor is the small number of tourists, so that tourism in these places is not designated as a mass phenomenon that in general has a bad influence on the local population and environment. The involvement of the majority of stakeholders in tourism development is at a low level, so this industry has great support for a greater development. Therefore, research in these areas was difficult. The South Bačka District is a part of Serbia and this research is surely only one segment of future research related to the same subject, but in the entire state. The research efforts and higher interest will surely encourage both the institutions and the state to invest more in the evaluation of resources, so that the tourist industry can aim high in the near future.

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