

TOURISM, DEVELOPMENT AND ITS DISTINCTIVE FEATURES IN MODERN SOCIETY

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Abstract

The modern approach to the supply and demand in tourism is a new thing that changes the concept of what used to determine traditional tourism. The most famous world tourist destinations are going through a major crisis because of the political and environmental disasters which have struck them. The reason for this is the fact that the sea and the sun are not the most critical factors in the development of tourism today. Tourism is a behavioral pattern of a modern man. It is an integral part of the power that is shown in the individuals or groups who travel. In this way, a person can experience different cultures, national values, and the knowledge that are transferred to all the levels of society. The development in technology and information system has led to significant changes in the way tourism operates. The success of an organization depends on the implementation of information systems in all levels of business. Tourism is extremely dynamic. Therefore, to sustain, it needs to follow the modern trends of conducting business. We will present the motives of the movement of tourism today, in the age of the Internet. We will also identify the factors which exert influence on the improvement of the offer. Additionally, we will highlight those factors that impact the significance of tourism in the life of a modern man. This significance differs from the concept of tourism in the last century.

Key Words: *modern tourism, tourism market, information systems, tourism industry, Internet*

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Introduction

Tourism in modern society is taking on a new international character. This is because of a vast number of favorable circumstances – political, economic, demographic, social, and technological (Milićević, 2016). Current conditions, which primarily have to do with developed information systems, have led to significant changes in tourism form, and in the way, it operates (Stojanović, 2014). A tourist is not merely a person who is a part of an elite. In fact, tourism as an industry is taking a primary role in that traveling is a necessary part of modern life. Contemporary living conditions are causing a person to be under constant stress. Thus, the fact is that tourism is one of the best ways in which one can distance oneself from everyday life and recover one's health (Vasović, 2009). Lately, you can hear that a company is paying for vacation as a part of its employee benefits. In essence, it wants to improve the business efficiency and increase the motivation of its employees even though they are entitled to their holiday. Today, tourism has become integrated into every part of society. And it is also the main reason for the economic development of a country (Jovanović, 2016).

The reason for the change in the form and the way tourism operates is technological development, including the creation of the Internet. Today, no one can offer any service without using information systems (primarily the Internet) because they are a prerequisite for any operation in tourism. In modern conditions, the development of tourism is moving towards the online booking system. According to Stojanović (2014), this system has facilitated the business activity between receptive and outbound fields. In this way, the updated online systems decrease the possibility of making a mistake (p. 738).

This approach towards tourist offer has a number of advantages. They are available to every person at any moment simply through the use of new technology. The Internet helps us obtain information about our ideal destinations easily. In addition, it aids us in becoming knowledgeable about every tourist attraction. Also, a person can share thoughts with other people who had already visited some destinations and they can learn a lot from each other. This communication is occurring on the Internet forums. Those are special online websites on which you can exchange experiences about different topics, including separate destinations. This availability of information about tourism is possible because of technological achievements. They make it easier for the future tourists to

research, and for the host to find their clients quickly and easily (Pavlović & Celic, 2018).

Apart from the mentioned positive circumstances of the modern way of conducting business in tourism, there are negative ones as well. This paper will also deal with them and with the trends in tourism that are susceptible to change. They also impose challenges to tourism that it needs to respond to constructively and appropriately.

Trends in tourism today

In order to properly understand how tourism is developing today, we have to get acquainted with the trends which are ongoing now. People who work in tourism know very well how important it is to learn about them. And they also are aware that it is significant to evaluate future trends so that they could be one step ahead of everyone else and respond to any demand in tourism (Jovanović, 2016).

Figure 1: *Selective Forms of Tourism*



Source: Rabatic, B. (2012). *Selective Forms of Tourism, The College of Tourism*

Some of the main trends in tourism refer to international tourist traffic. Another trend is linked to the geographic distribution of tourists at a tourist destination. Also, demographic trends are paramount, but the development of information systems exerts the biggest influence on

supply and demand in tourism in modern society. Some of the main trends in tourism are connected with the international tourist traffic, then with the geographic distribution of tourists at a tourist destination. Also, demographic trends are paramount, but the development of information systems exerts the biggest influence on supply and demand in tourism in modern society. For every outbound and inbound country, it is important to analyze trends of movement of supply and demand on their relevant markets, and on the opponent's market. (Čavlek, 2011, p. 66). The changes in tourism happen every day, but the trends in tourism development are possible to identify only after a significant amount of time has passed.

However, if you take a closer look into the whole situation, you could say that the main trend has to do with the increase in tourism supply. This trend is closely connected with the trend of the rise in demand. According to some research which was conducted globally (UNWTO: Tourism Highlights, Edition 2009), the growth rate is expanding each year. But this depends on the political situation in a particular country. As per these data, one could say that Europe has an advantage when compared to other continents. Specifically, it has the largest rate of international traffic in tourism. The reason for this lies in its stability – economic, sociological, and political (Simić, 2014).

This trend has existed since 1990. On the other hand, we do notice a trend of an expansion of the number of tourist in countries like China, Turkey, Russia, and Malaysia today. These are the modern tourist destinations which are becoming a threat to the existing ones.

As the world went through the global economic crisis so has tourism become more global. For this reason, the business environment in which it developed became more insecure. Because of this, it is crucial that trends in tourism are moving in toward a positive direction. Regardless of the crises that are happening in tourism daily (e.g. oil crisis, terrorism, earthquakes, conflicts in the Middle East, and political turmoil), it still endures. Two of its main characteristics are its speedy recovery and the strengthening of its supply. After major setbacks, it's becoming resistant.

When we say that tourism faces a crisis during one period, we mean to indicate that unexpected events happen then. They can impact the trust of tourists in a particular destination, i.e. in a place in which they want to be in a specific time. That event can hinder a normal way of doing business

(Unković & Sekulović, 2010). Today's conditions usually impose the need to be prepared for an unexpected event and to produce a response that requires, solidarity, flexibility, and expertise (Milićević, 2016, p.54). The extent to which a destination will be attractive and popular depends on the way in which a tourist is showing interest in it. Also, it depends on the level of risk a tourist can endure. If risk, security, and uncertainty are high in some destination, then it's not popular among tourists (Gondlez Hmero & Pratt, 1998).

Society and technology are developing fast. For this reason, you should not worry that tourism trends might have a negative direction. You should worry that the growth rate of tourist traffic might increase and shift the attention towards countries which were not a part of a tourist offer.

When speaking about trends in these contemporary conditions, it's vital to mention the fact that the population of elderly people is growing and that fewer children are being born. This changes the profile of a tourist. These types of tourists opt for distant destinations and they stay there longer. Or they visit multiple destinations in one go. The lifestyle is another important trend in tourism today. With the change of the lifestyle, a person lives so that they could see more things on the Earth. A modern person is prone to adventures and wants to indulge in hedonism in every way.

While the living standard is increasing so is the need for quality of services offered by a destination. In tourism, a competitive spirit is visible in every aspect, including accommodations and attractions, food and hedonism (Cvijanović et al., 2017).

For an offer to be attractive and remain up-to-date, its whole concept needs to be visible on the Internet. And it has to be available online to anyone who wants to see it.

Therefore, everything we talked about perceives the same thing – and that is that tourism trends have become global and changeable. Because of this, those who offer services are faced with new challenges daily. For this reason, tourists are becoming more demanding and have bigger expectations. In order for modern tourism to keep up with the times, it needs to adjust to the needs and demands of the market and tourists (Jovanović, 2016).

Key factors for tourism development

The fast growth of tourist activities shows that tourism is the most important economic and social phenomena (Milićević, 2016, p.52). Tourism has become the way of life in today's society and the most important phenomenon of the modern movement of people. When we talked about the tourism trends in the previous section, we said that they provide a direction towards which tourism is going and we also mentioned some key factors. Among these are information and communications technology.

Technology is the lead initiator of any business in modern tourism. Those who offer services are globally operating a business, which means that they need to keep up with the trends and adjust to them accordingly. Also, today, people strive to decrease the cost of international travel. This means that some destinations become available to many tourists. Currently, some new destinations are being developed and the demand in tourism is increasing globally (Cooper et al., 2005, p.746).

The considerable changes in the development of tourism occur as a consequence of the influence of many factors that lead to mass tourism. The development of information systems was and still is a key factor for the development of modern tourism. (Tideswell & Faulkner, 2002, p. 128).

New technology has enabled and created an up to a minute and dynamic approach to the offers in tourism. The world and society are competing in global technology. Today, technology creates a product that is available everywhere. The usage of this new information technology is extremely accessible which creates a world without any barriers (Vukonić, 2006, p. 36). Computer and global distribution systems have made it possible for tourist offers to be advertised in agencies that have access to booking systems. These are the means used by agencies to promote their services and attractions. In this way, through electronic booking, they can offer and sell an arrangement immediately. These systems are used today and are crucial in air traffic and tourism (Vasović, 2009, p.3).

Currently, tourism has gained an advantage over other industries. This is of great importance in modern times (Križanić, 2017).

Among the key drivers for the development of modern tourism are the intense social and economic processes that are happening on the global market (Pavlovic, 2017). The example for this is globalization that hasn't developed by accident – it is a result of the interactive development of nature and people (Vuković, 2000).

During the rise of the scientific and technological revolution, there are radical changes visible in the way one works and in their attitude towards their job, nature, and life in general. People alter their interpersonal relations. Because of the decrease in the cost of production, it would be logical that welfare is improving in the world and society. Also, people should have more free time. However, the opposite is happening – the technological revolution has brought about stress and turmoil and lack of free time. Professor Dragičević, A. connects all the social changes and emphasizes that they depend on the technological revolution. He stresses in one of his papers: "The present can be understood only by those who realize that the new world is not connected with the past. The period of alienated work where people are focused on their performance so that they could satisfy their needs is dying out (1990, p. 28)."

In this society, people are paying closer attention only to their needs. However, they worried about their economic situation in the past. On the other hand, today people are liberated from worrying about it. Because of the aforementioned reasons, it is a must to employ professionals who will flawlessly perform their duties in this industry. By doing this, you can see a positive side to tourism – the employment of the local population and the development of the climate and region. Tourism is a global activity in that it is an important mechanism for economic improvement both of developing and underdeveloped countries (Milošević, 2016, p. 25).

In order to explain what is important to modern tourism, we have to emphasize the interpersonal relations of tourism and life in contemporary conditions. This entails a relationship that has different forms of interaction or one that has joined the notions of traveling and everyday existence together (Čomić&Kalmić, 2006, p. 11). The key dimensions are seen through circular motion, life, and tourism. A lot of people go through a virtual trip which is a part of their everyday life. One of the key facts in tourism is that it is a way of life of a modern person and their existence. And today, everyday life includes a break between traveling. Circular motion begins and ends in the place from which a tourist has started.

The challenges of modern tourism development

There are numerous challenges when it comes to the influence on tourism development. They can be analyzed locally or globally. However, in order to completely investigate the state of tourism today and the expectations of modern tourists, we need to check how the situation was in the past. The concept of traveling hasn't changed that much – then and now tourists have the same desires. They are always keen to see or try something new. And apart from this, they plan, book, and then travel to a destination. But the activities are differently done now than a few decades ago. In the olden times, one would plan a trip in a library so that they could research various destinations whose magnificence was displayed in newspapers and guide books. And traveling was mostly reserved for well-to-do people who went on a vacation with more preparation. They also rarely went during the year.

Today all information about destinations are available in the comfort of your own home – i.e. online where you can undergo any activity in a matter of minutes. As soon as someone comes up with an idea, they will start looking on the Internet and forums where people leave their thoughts about some location and destination.

A tourist had to bring a lot of luggage, money in local currency, tickets, and a camera with a lot of film in addition to the basic documentation and a passport. Today, apart from the passport and mobile phone, people don't need to bring anything on the road. With the development of technology and communication systems, it is much easier to plan and go on a trip. So we can say that the world is big yet so small because every information and service is available all the time (Radovanović, 2012).

In today's business, the biggest success in tourism is achieved through the use of modern technology and information systems (Stojanović, 2014). This way of doing business is new, but it needs to be mentioned because it has positive consequences and effects, as well as negative ones which affect the operation of companies and exert influence on the tourists (Štetić, 2005).

Apart from scientific and technological progress, a vast number of different factors impact the growth of modern tourism. These include the development of transport systems, culture and the increase in living standard. If a region wants to improve its tourism, then it needs to satisfy

the majority of the mentioned things. A modern tourist is relatively young, earns their wage, is independent, adventures while on a vacation, and a workaholic at home. They like to party, are obsessed with an adrenaline rush, and enjoy luxury. These trends have created a need for the change of desires and preferences of today's tourists and tourist offerings (Stojanović, 2014).

Tourism has radically changed the local culture and exerted influence on the change of the lifestyle. Traveling has changed everyone's perception and even impacted everyday life. And staying at home is becoming similar to being on a particular destination (Čomić&Kalmić, 2006, p.11).

The characteristics of modern tourism

In order for a destination to become popular, it needs to have some potential which is visible through a relationship between supply and demand. Some destinations are popular only during summer, like sea resorts, whereas mountains are popular during the winter because people want to ski and enjoy winter wonderland. A spa is a place which you can visit all year long depending on what a destination has to offer and on the need for a tourist.

Coastal tourism is one of the most significant and widespread types in the world today. Apart from this, ski resorts are also popular. People visit them because they get a chance to revel in a winter wonderland and try skiing. In the last few years, this type of tourism has also expanded. People visit a mountain for recreation with their families at least once a year. So a modern person does not only go swimming but also skiing. Not only does a person visit these places during the year but also they go to several places across the globe. Besides these two types, there are new, specific forms of tourism. Among these are tours given by some agencies and traveling by bus or airplane. In the first case, tours include visiting several destinations in a couple of days. However, there are other types of travel as well. Today, the most frequent ones are traveling by car with your family or partner or going away for a weekend to a spa or resort because of hedonism (Cohen & Bodeker, 2008). In these centers, you have everything that makes for an enjoyable weekend, including amazing accommodation, kitchen and various meals. Also, you have a variety of drinks on the menu. And, they offer massages and relaxation treatments. A modern person is under a lot of stress – they work all week and want to spend the weekend peacefully.

Modern tourism has brought about trips which are initiated by special kinds of interests – those which have aroused to some attractions and activities (Unković, 2009). Unlike traditional types of tourism, which include spending the day on the sun and near the sea, these types have been gaining in popularity. Rural tourism attracts many people because they get to enjoy a rural environment, food, nature, and greenery (Pavlovic, 2016). Also, it includes visits to an art or sport events, as well as a short break during the weekend and holidays. Taking trips because of one's health is also very popular – ecotourism, hunting, cycling, wine tourism. These are short trips that include traveling for business, educational tourism, and the one based on natural resources, clean air, healthy drinking water and organic food. These types have expanded in the last decade (Petrović, 2006). Bearing in mind the responsibility of a modern person, they don't have enough time to devote to trips and they have to choose shorter ones. They go on a trip several times a year (Jovičić, 2008). Most often than not theme journeys are used for health and enjoyment. This type is a common occurrence. Every resource becomes a subject of interest and a reason why people travel. A modern person replaces mass tourism with specific themes that are becoming a feature of modern tourism (Smith, 2007).

A modern tourist can change their plans every hour and not affect the supply and demand. This is another characteristic of tourism – its ability to adjust and be completely immersed into something. In this way, tourism takes care of even a minute detail in order to survive on the market (Stanković et al., 2012). In fact, modern tourism is developing with each diverse offer it provides. These offers depend on the characteristics of each region provide (Jovanović, 2015, p.2).

The features of modern tourism are changing because of the lifestyle and work. Today, a concept of vacation and tourism are different than from what they were a few decades ago because this industry is willing to alter. Now everyone strives to satisfy a tourist by creating various offers, products, and providing different services. Some have figured out that they have a lot to gain if they create new products and services. In this way they improve and make room for the new tourism products and bring about new types in this industry (Rabotić, 2012).

Modern tourists have a desire to travel in order to get to know a local culture of some region, their way of life and meals. They are not motivated to be obedient tourists and are aware of how important culture,

having fun, and eating area. So, the characteristic of modern tourism is that it aims to satisfy the needs and desires of tourists and be flexible (Popesku, 2006). A modern tourist needs more than one attraction to make up their minds about where to vacation. Namely, their goal is to fulfill their wishes and this creates specific habits during traveling (Douglas et al., 2001).

Tourism: the theory of modern existence

By traveling everyone can broaden their horizons because they are becoming close to a distant destination and are away from home. These are the key features of postmodern tourism that differentiate it from a mass one. Postmodern lifestyle has created changes in the society that have caused human life to alter and be unlike the one in the earlier periods. Today you can often hear that life is but another form of travel. Therefore, we can say that tourism is a minor trip that is a part of a major one – life. Unlike the olden days and the period when life was based on traditional existence where stability, duration, repetition, and predictability were important, this period of postmodern existence is aimed toward the opposite – hedonism, unpredictability, instability, inconsistency, and the adventure of the body. Some academics define this as the end of tourism as, according to them, cultures and traditions are becoming one. Thus, there are no differences. They think that culture and destination will homogenize. Tourism cannot be explained and shown through life. But life is defined by tourism. So tourism today is perceived as a form of philosophy of life and theories of modern human existence.

Nonetheless, we can say that the most important weapon for achieving success in tourism is satisfying a tourist in every way. Some authors, like Živković and Ilić (2008), say that the future of destinations depends on what they have achieved through their services. At the same time, they believe that it is important to take into consideration any expectations that are based on previous experiences, social influences, and information available through advertisements. Other authors state that tourist satisfaction is the most important thing because it brings numerous advantages and can serve as a means of creating and maintaining their loyalty so that a destination can compete against others. However, if a product and services do not meet the requirements, tourists remain dissatisfied.

In order to satisfy tourists and visitors, you should analyze and contemplate how to improve your business and then introduce those guidelines as the model you should follow. Those destinations that research the satisfaction of their guests should define all parts which exist between that satisfaction and their goals (Kostić, 2010).

Today, it is normal to investigate the experience and satisfaction someone has with a service on some destination. The task of a marketing manager in tourism is to find the most usable model which will improve the satisfaction of tourists and influence them to remain loyal to a particular destination. All mentioned principles have to be based on sustainable development. This means that you should take into consideration how many tourists you will have so that you could know how much to invest in the infrastructure and improve every service offered in your destination (Peršić, 2005). In order to secure sustainable development and bring about better tourism, it is necessary to modernize the management so that they could be ready to take on all challenges imposed by modern tourism market.

Conclusion

To conclude, we can say that the notion of modern tourism is present in society. Unlike former tourism, this contemporary one differs in many factors and has gone through significant changes both in quality and quantity. It has adjusted to a modern person and their lifestyle and work. A consumer or tourist is at the center of attention and every offer is altered according to them. A modern tourist is a demanding consumer of services. Because of the developed technology, a tourist is extremely informed about a region and they do not see it as a place where they will vacation, but as a place that will provide valuable lessons. By changing the demand and supply, new selective types of tourism have been created. These types take on a mass form and it is necessary to devote a lot of your attention to them while you are creating your offer.

The development of modern tourism is caused because of the improvements in technology. Information systems are improved and anyone can find information about some location at any given time. Other things, for instance online booking, have made it possible to book a place in a matter of minutes. The use of the Internet in tourism has made the traditional way of business easier. In such developed unique information system, the small and medium-sized enterprises are connecting and, in

this way, they remain on the market and compete on it (Stanković, 2008). Through the use of the Internet, the cost of marketing has decreased and communication has been made easier. And the Internet has made room for tourism to thrive. Some promotions can be easily upgraded. In fact, there are those which feature some multimedia content which can attract the attention of every tourist who is the best promoters of a destination. For this reason, everyone is careful about how they promote their content on the marker, i.e. on the Internet.

Lately, the exotic tours have become popular. These are some far away destinations that have very specific offers. People seek exhibitionism and adventurism, but also other things. The aim of every offer is to respond to the interest and satisfy the need of every tourist (Inskeep, 1994).

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