

**ISSN 2222-9345**



**Founder**

FSBEI HE  
«Stavropol  
State  
Agrarian University»

**№ 4(24)/2**  
**Supplement,**  
**2016**

### EDITORIAL BOARD

---

**Chairman of editorial board**

TRUKHACHEV V. I. Rector  
of Stavropol State Agrarian University,  
Corresponding Member of RAS,  
Doctor in Agriculture,  
Doctor in Economics, Professor

**Editorial board:**

|   |   |
|---|---|
| BANNIKOVA N. V.   | Doctor of Economics, Professor  |
| BUNCHIKOV O. N.   | Doctor of Economics, Professor  |
| GAZALOV V. S.   | Doctor of Technical Sciences, Professor   |
| DZHANDAROVA T. I.                                       | Doctor of Biology, Professor  |
| DYAGTEREV V. P.   | Doctor of Biology, Professor  |
| ESaulko A. N.   | Doctor of Agriculture, Professor  |
| ZLYDNEV N. Z.   | Doctor of Agriculture, Professor  |
| KVOCHKO A. N.   | Doctor of Biology, Professor  |
| KOSTYUKOVA E. I.  | Doctor of Economics, Professor  |
| KOSTYAEV A. I.  | Doctor of Economics, Professor, Member<br>of the Russian Academy of Sciences                |
| KRASNOV I. N.   | Doctor of Technical Sciences, Professor   |
| KRYLATYKH E. N.   | Doctor of Economics, Professor, Member<br>of the Russian Academy of Sciences                |
| KUSAKINA O. N.  | Doctor of Economics, Professor  |
| LYSENKO I. O.   | Doctor of Biology, Associate professor  |
| MAZLOEV V. Z.   | Doctor of Economics, Professor  |
| MALIEV V. H.  | Doctor of Technical Sciences, Professor   |
| MINAEV I. G.  | Ph. D. in Technical Sciences, Professor   |
| MOLOCHNIKOV V. V.                                       | Doctor of Biology, Professor,<br>Corresponding Member<br>of the Russian Academy of Sciences |
| MOROZ V. A.   | Doctor of Agriculture, Professor, Member<br>of the Russian Academy of Sciences              |
| MOROZOV V. Yu.<br>(vice-chairman<br>of editorial board) | Ph. D. in Veterinary Sciences, Associate professor  |
| NIKITENKO G. V.   | Doctor of Technical Sciences, Associate professor   |
| OZHEREDOVA N. A.  | Doctor of Veterinary Sciences, Associate professor  |
| PETROVA L. N.   | Doctor of Agriculture, Professor, Member<br>of the Russian Academy of Sciences              |
| PETENKO A. I.   | Doctor of Agriculture, Professor  |
| PROKHORENKO P. N.                                       | Doctor of Agriculture, Professor, Member<br>of the Russian Academy of Sciences              |
| RUDENKO N. E.   | Doctor of Technical Sciences, Professor   |
| SANIN A. K.   | Managing Director of Publishing Center «AGRUS»  |
| SKLYAROV I. Yu.   | Doctor of Economics, Professor  |
| SYCHOV V. G.  | Doctor of Agriculture, Professor, Member<br>of the Russian Academy of Sciences              |
| TARASOVA S. I.  | Doctor of Pedagogic Sciences, Professor   |
| KHOKHLOVA E. V.   | Ph. D. in Pedagogic Sciences, Docent  |

**CONTENTS**

|  |    |  |    |
|--|----|--|----|
| Adamchevskaya V.<br><b>LOGISTIC COMPLEX AS AGROTOURISM<br/>DEVELOPMENT MECHANISM . . . . .</b>   | 4  | Nagy H.<br><b>REVIEW ON THE HISTORY OF HUNGARIAN<br/>BATH/SPA CULTURE . . . . .</b>  | 53 |
| Áldorfai G.<br><b>THE THEORETICAL BACKGROUND OF TOURISM<br/>CARRYING CAPACITY . . . . .</b>  | 7  | Narkūnienė R.<br><b>ANALYSIS OF TOURISM RESOURCES<br/>OF EASTERN AUKŠTAITĖJA REGION IN THE<br/>CONTEXT OF SUSTAINABLE DEVELOPMENT . . .</b>                                    | 57 |
| Bjeljac Ž., Petrović M., Terzić A.<br><b>GASTRONOMIC EVENTS AS A PART<br/>OF TOURIST OFFER:<br/>A CASE STUDY OF SERBIA . . . . .</b>   | 10 | Nedelcu A., Štetić S.<br><b>RURAL TOURISM – DEVELOPMENT<br/>OPPORTUNITY FOR RURAL AREAS<br/>AND COMMUNITIES. PRAHOVA COUNTY<br/>CASE STUDY . . . . .</b>                       | 61 |
| Cvijanović D., Vuković P.<br><b>PERSPECTIVES OF SUSTAINABLE TOURISM<br/>DEVELOPMENT OF SMEDEREVO. . . . .</b>  | 14 | Oláh I.<br><b>THE SIGNIFICANCE OF ANIMATION<br/>IN THE TOURISM OF HUNGARY. . . . .</b>   | 65 |
| Czabadai L.<br><b>A METHODOLOGY FOR POSITIONING<br/>TOURISM IN RURAL DEVELOPMENT . . . . .</b>   | 17 | Osychenko M. V., Skripkin V. S.<br><b>THE METHOD OF INDIVIDUAL PHYSICAL<br/>QUALITIES EDUCATION AND REGULATION<br/>OF THE LOAD. . . . .</b>                                    | 68 |
| Elfimova Y. M.<br><b>PROSPECTS OF TOURISM POTENTIAL<br/>AS A FACTOR OF SUSTAINABLE<br/>DEVELOPMENT OF REGIONAL ECONOMY. . . .</b>  | 21 | Ozaeva I., Ivolga A., Varivoda V.<br><b>INTERNATIONAL TOURISM MARKET:<br/>CURRENT STATE AND PROGNOSIS . . . . .</b>  | 70 |
| Ferens E.<br><b>CITY BREAK TOURISM IN EUROPE. . . . .</b>  | 24 | Parlińska M., Petrovska I.<br><b>COMMON AGRICULTURE POLICY:<br/>IMPLEMENTATION IN POLAND . . . . .</b>   | 74 |
| Ivolga A. G., Radishauskas T. A.<br><b>THEORETICAL APPROACHES IN TOURISM:<br/>COMMUNICATION AND DISTINCTION<br/>BETWEEN THE CONCEPTS «AGRI-»<br/>AND «RURAL» TOURISM. . . . .</b>  | 27 | Petrović M., Bjeljac Ž., Vujko A.<br><b>ANALYSIS OF THE LIFE CYCLE<br/>OF AN AGRITOURISM DESTINATION –<br/>A THEORETICAL APPROACH . . . . .</b>                                | 77 |
| Kłoczko-Gajewska A.<br><b>THE NETWORKS OF THE MOST BEAUTIFUL<br/>VILLAGES AND SUSTAINABLE TOURISM –<br/>BASIC FACTS AND SOME QUESTIONS . . . . .</b>   | 30 | Sidelnikova K.<br><b>PRICE AS THE MAIN FACTOR OF<br/>RURALTOURISMDVELOPMENT . . . . .</b>  | 81 |
| Kostić M., Milićević S., Nedeljković I.<br><b>RESEARCH OF TOURISTS' PERCEPTION<br/>OF THE RELATIONSHIP BETWEEN<br/>TOURISM AND ENVIRONMENT . . . . .</b>   | 33 | Topa Z.<br><b>THE IMPACT OF CONSTRUCTING<br/>A «SUPERHIGHWAY» BETWEEN LONDON<br/>AND NEW YORK ON RUSSIAN TOURISM. . . . .</b>  | 84 |
| Levushkina S. V., Miroshnichenko R. W.<br><b>KEY FACTORS OF REGIONAL INNOVATION<br/>CLUSTERS AND THEIR INTERACTION . . . . .</b>   | 37 | Vasile A., Bazgă B., Smoleanu A.<br><b>IS AGRO TOURISM INSTRUMENT<br/>IN VALUING AGRICULTURAL<br/>AND RURAL COMMUNITY'S POTENTIAL<br/>IN CONTEMPORARY ECONOMIES? . . . . .</b> | 87 |
| Lutsuk S. N., Tochov Y. M.,<br>Tolokonnikov V. P., Dyachenko Y. V.<br><b>DISTRIBUTION AND ECOLOGICAL<br/>CHARACTERISTICS OF THE GENUS HYALOMMA<br/>END GENUS DERMACENTOR TICKS IN<br/>ECOSYSTEMS OF STAVROPOL REGION . . . . .</b> | 42 | Ungureanu A.<br><b>THE IMPORTANCE OF BALNEARY TOURISM.<br/>CASE STUDY VALCEA COUNTY. . . . .</b>   | 91 |
| Milićević S., Kostić M., Đorđević N.<br><b>GREEN HOTELS' FUNCTION IN SUSTAINABLE<br/>MANAGEMENT OF TOURISM DEVELOPMENT . .</b>   | 45 | Bujdosó Z., Szűcs C., Kovács G.<br><b>VIALE USE OF ECOSYSTEM SERVICES<br/>AND GREEN ENERGY IN TOURISM . . . . .</b>  | 97 |
| Nagy A.<br><b>HEALTH TOURISM IN HUNGARY . . . . .</b>  | 49 |  |    |

UDK 338.48

Adamchevskaya V.

## LOGISTIC COMPLEX AS AGROTOURISM DEVELOPMENT MECHANISM

**Abstract:** sustainable development of rural territories one of the main goal in the modern time and the main important role in this process plays diversification of economy including agrotourism. To develop agrotourism in region necessary to start with logistic development and creating of logistic complex.

**Key words:** agrotourism, rural areas, rural tourism, health, sociocultural and spiritual effect, heritage, tourist flow of consumers, logistic systems, travel agencies, transport systems, logistic complex.

**Adamchevskaya V. –**

Postgraduate student of the Department of Socio-cultural service and tourism, Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: 8 (8652) 355980  
E-mail: vikki.adam@yandex.ru

Agrotourism is rather young type of tourism and is positioned as rather inexpensive alternative to tourist resort rest using resources of rural areas as farm animals, birds and plants, natural, cultural, and historical resources. Resorting to the international practice, it should be noted that formation and development of agrotourism is large-scale action for expansion of a part of agrarian sector from the sphere of production to a services sector. The conducted scientific researches, experience of foreign countries and of number of the Russian regions demonstrate that agrotourism is an innovative type of tourist activity. The concept of agrotourism becomes synthesis of various definitions accepted in foreign countries where it is accepted to call the rest in rural areas like agrotourism, green or rural tourism. It should be noticed that also the direct production activity practices within agrotourism: revival and development of various national and art crafts, traditional handicraft trade, production of environmentally friendly foodstuff. A objective of agrotourism – to give an impulse for the development of certain rural settlements, increase the level of the income of their inhabitants, suppression of a migration flow from rural settlements to the city by the organization of new specific sector of local economy. Russia possesses agrotourist appeal, which hasn't been realized yet. Russian agriculture endures the difficult period today, every fourth resident of the village is out of civilized labor market here, and the number of the unemployed makes about 4 million people.

The North Caucasus is one of outstanding agrarian subjects of the Russian Federation, holding the special geographical and historical position in its structure. It is 10,5 % of the population of Russia from which 44,4 % – country people live. However, unlimited resource opportunities of the region for agrotourism development are used insufficiently because of poorly developed infrastructure now.

It is capable to influence process of overcoming of economic, tourist, social and spiritual crisis of the Russian province through the realization of powerful and rich capacity of the rural region on the basis of development of agrotourist sector of the North Caucasus. Besides, agrotourist services win popularity among city dwellers more and more. In many countries, agrotourism is one of the perspective directions of the industry of rest, which allows vacationers to spend time in picturesque and environmentally friendly corners of rural areas with big advantage for health and for the minimum cost, to be beyond the habitual high-comfortable ordinary. Development of agrotourist sector in North Caucasus region can and has to become an important point of economic, social, cultural and spiritual growth of the region. The socio-cultural and spiritual effect because of activation of local creative resources, preservation and development of national, natural, historical, cultural, and spiritual heritage, increase of a self-assessment of local communities, emergence of positive social prospect has to become the most important result of development of what agrotourism in the North Caucasus.

Important component of agrotourist sector is the physical process connected with movement of people in space and that is why it is necessary to use technologies of logistics. Movement of a tourist flow of consumers to vacation spots and movement in vacation spots is characterized by relative stability, behind an exception a swagger – major circumstances (for example, failure of work of transport systems). Therefore, the material streams and service streams prevail. In general, studying of the material and accompanying streams in logistic systems in the tourism industry allows carrying out optimization of the existing systems and improvement of quality of customer service at all stages of rendering service. Management of streams, both in agrotour-

ist sector of the region, and at the level of separate rural locations in the sphere of tourism represents difficult process. As a result, of introduction of logistic approach through design and improvement of logistic systems in the industry not only in tourism, but also in particular in agrotourism, reliability and safety of functioning of systems of movement of human streams increases. Thereby there is a process of formation of a logistic complex which at the right and well-planned organizational process is capable to act as the mechanism for agrotourism development. Feature of management of stream processes in the sphere of tourism is that people at the same time are both objects of management, and objects of service as at the macrolevel (at the organization of movement of human streams to vacation spots), and at the microlevel (coordination of work of the different enterprises in vacation spots in relation to vacationers). Therefore, there is a problem of providing a complex of services in reasonable price to them at introduction of the concept of logistics in activity of agrotourism. Use of technologies of logistics in a logistic complex allows: to create uniform system of formation and movement of a tourist product; to reduce time intervals of formation, advance and realization of a tourist product; to reduce time and to increase quality of service in the course of providing tourist service; to satisfy various inquiries of a tourist flow of consumers.

### Conclusion

When forming a logistic complex in the sphere of the address of tourist products it is necessary to allocate the operating and operated part of a complex. The operating part of a complex (subjects of logistics) are tour operators who form a tourist product and coordinate work previous and the subsequent in relation to them participants of process of rendering services. The operated part of a complex partially includes travel agencies, transport systems and a tourist flow of consumers. A problem of logistic management in the sphere of agrotourism is the effective organization of activity of a logistic complex and

increase of reliability of functioning on macro – and microlevel. On the other hand the operated part of a complex and the entering human streams making it possess stochasticity or uncertainty of indicators, so therefore problems of the operating part of a complex include decrease in uncertainty of the streams entering into this system, by rendering high level of service of a tourist flow of consumers at all levels of management. Besides, for decrease in uncertainty it is necessary to carry out systematically the complex analysis of the operated part of a complex. Thus, the most important component of tourist service in the course of rendering services in places of rural rest is accommodation of clients on tourist agrocomplexes, their food, rendering excursion services. The total impression at a tourist flow of consumers depends on many factors which part is the accuracy and timeliness of performance of separate logistic operations in the course of supply of tourist agrocomplexes of a different format and level, or at the organization of excursions. Use of logistics at the macrolevel assumes increase of accuracy and timeliness of cargo and people delivery to the destination by different types of transport by means of the logistic concept “exact in – term”.

So for the successful formation and development of agrotourism it is required to approach in details with multilaterally studying to the creation of a logistic complex, which will be comprehensively supported and invested. In addition, interest of travel agencies of different level in the offer of this type of tourism is necessary. Professional managers are needed in concrete villages, who are ready to develop appropriate programs, to provide conditions of reception of tourists in the Russian remote place on condition of requirements of quality.

The most important advantage of agrarian tourism is his fast payback. In comparison with other sectors of the tourist industry (which are especially connected with development of large-scale hotel enterprise and infrastructure), the microeconomic model of rural tourism isn't so expensive.

### REFERENCES:

1. Anikin B. A. Logistics: textbook. M.: INFRA-M, 2014.
2. Belak I. Problems of development and perspectives of tourism potential in Caucasian mineral waters / I. Belak, A. Ivolska // Сборник статей I международной научно-практической конференции «Устойчивое развитие туристского рынка: международная практика и опыт России» (Ставрополь 24 апреля 2013 г.). Stavropol, 2013. P. 68–74.
3. Beloglazova, T. M., Levushkina S. V. Quality management System: concept, necessity of implementation and problems // the State and prospects of development of agrarian sector of economy: regional aspect : collection of scientific works. Tr. according to the materials of the 72nd scientific-practical Conference. (Moscow, 14–16 April, 2008) / SSAU. Stavropol, 2008. P. 190–193.
4. Degtyarenko V. N. Fundamentals of logistics and marketing. Rostov on Don : “Expert bureau” // M. : «Gardarika», 2013.
5. Elfimova J. M. Land and freedom. The formation and development of farming in Russia: problems of land use // journal of Russian entrepreneurship. 2006. № 9. P. 172–174.
6. Elfimova Y. M. Main criteria of evaluation of innovative projects at the enterprise // Simulation of production processes and the development of information systems : collection

- of scientific works. Tr. according to the materials of the III international scientific conference. (Moscow, March 29–30, 2012) / SSAU. Stavropol, 2012. P. 178–181.
7. Elfimova Y. M. Main directions of development of innovative policy of the enterprises // Actual problems of Economics, sociology and law. 2011. № 1. P. 47–49.
  8. Elfimova Y. M. the Role of innovation in the restaurant business // Sustainable development of tourist market: international practice and experience of Russia : collection of scientific works. Tr. according to the materials of the II international scientific conference. (Stavropol, 09–11 April 2014) / SSAU. Stavropol, 2014. P. 77–81.
  9. Elfimova Y. M., Khoroshilova E. A. Foundations of the competitiveness of the Russian hotel business // the Strategy for sustainable development: current issues and trends : sat. scientific. Tr. in proceedings of the I international scientific conference. (Moscow, 20–22 November 2013) / SSAU. Stavropol, 2013. P. 85–88.
  10. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62–65.
  11. Ivolga A. Tourism in Russia and Eastern Europe as a contemporary factor of national economic development / A. Ivolga // Agricultural Bulletin of Stavropol Region. 2014. № 1 (13). P. 27–31.
  12. Jelochnik M. International approaches to analysis of regional agricultural potential: cases of Stavropol region and Republic of Serbia / M. Jelochnik, A. Ivolga // Актуальные проблемы развития агробизнеса в условиях модернизации экономики: сборник научных трудов по материалам Международной научно-практической конференции СтГАУ (Ставрополь, декабрь 2012 г.). Stavropol, 2012. P. 10–16.
  13. Radishauskas T. A. The value of the ecological state of environment on the development of the concept of sustainable tourism: book: sustainable development of tourist market: international practice and experience resistance. SSAU. 2014. P. 178–183.
  14. Sukhovskaya D. N. Prospects of development of agrarian tourism in Stavropol Region // The Young scientist. 2013. № 2. P. 185–187.
  15. Contemporary Issues of Sustainable Rural Development: International Approaches and Experiences of Eastern Europe and Russia: monograph / V. Erokhin, A. Ivolga, J. V. Andreietal. Stavropol: AGRUS of Stavropol State Agrarian University, 2014. 172 p.
  16. Crisis management imperatives of economic development : monograph / U. S. Avramenko, A. T. Aydinova, K. A. Andiyeva, N. V. Alekseeva, K. V. Bagmet, T. V. Vergun, O. A. Voroponov, P. V., Gudarenko, R. F., Gudarenko, E. A. Egorkin, S. V. Zenchenko, V. F., Ivanikov, K. M. Ilchenko, I. N. Kiseleva, S. V. Levushkina, R. V. Miroshnichenko, O. A. Aharanov, A. V. Plyasunova, And E. O. Prilepsky, A. V. Rudneva. Stavropol : SEQUOIA, 2016. 323 p.
  17. Special methodological aspects of economic analysis for rural territories development // Agricultural Problems Economics / Lescheva M., Ivolga A., Labenko O. 2014. P. 432–440.
  18. Tourism management / Tourism and branch systems: textbook. M. : Finance and statistics, 2001.

**Áldorfai G.**

## THE THEORETICAL BACKGROUND OF TOURISM CARRYING CAPACITY

**Abstract:** In our globalised world regions are not always able to satisfy the needs of the locals, because they cannot compete with larger international companies. Thanks to new principles and priorities (such as provincialism), there are new groups of factors appearing in the globalised economy. It is a common characteristic for these factors that they are strongly tied to the local spaces. Different forms of spatial specialisation (e.g. tourism) could mean very effective ways to improve the situation of settlements and regions. These are based on previously recognised resources, which were used in traditional ways, but these ways are not sufficient for further development.

Hungarian economy is in a difficult situation nowadays, because rural areas have lost their basic functions, and because the «Hungarian-identity» has also faded. One way to solve this problem could be to rediscover our roots, preserving the traditions, improving the quality level of our products, supporting community-strengthening- and other types of local initiatives. Therefore, special local resources

are needed which can be transformed in a way that they could provide newer, more valuable resource, stimulating the economic development of a region. However, certain regions, and the regions' specific sectors, services have very limited capacities.

During the globalisation proves the local values gain more and more highlight, as success factors. It is one of the greatest determinants of local economic development actions (and therefore, of tourism development) that how much the local actors can be involved in the phases of the actions, and how much long-term impact these actions can have on the mentality of the locals, since participation must be encouraged not only on shorter-, but longer terms, too. However, the capacities and abilities of these people are limited.

Tourism and local spaces, therefore, are tied together, and they both have potentially huge impacts on each other, which must be considered and measured.

**Key words:** tourism, capacity, resources, measuring.

**Áldorfai G. –**

Ph. D., Szent István University,  
Institute of Regional Economics and Rural Development,  
Páter Károly Street 1  
Gödöllő, Hungary  
E-mail: aldorfai@gmail.com

### Discussion

The tourism is a World issue. In the beginning of the 21th century in the developed part of the Globe the tourism has become the part of the daily life it means the useful spending of the leisure time. As the tourism is an inter-industrial economic issue it could highly contribute to the several part of the economy [4]. The strongest connection of the tourism is with the accommodation services and the recreation services. It is a fact that the tourism is one of the most important industries. There are some countries where the tourism gives the main contribution to the GDP. The tourism is able to generate direct effects to the domestic economy and indirect effects to the cultural and social dimension [2].

The impotency of the tourism is the external capital which can come to the local community. It is a financial and social-mentally refreshment of the area. The financial refreshment means that from outside the community gains money – it is given “new energy” into the system. The social-mentally refreshment means that the community gets new inputs, ideas. They will not be isolated from the global economy and they can integrate to the global circulation, which helps them to increase their potential. The long term objective of the EU is to continue the support of the less-developed regions and to help them catching-up with the developed ones, though it has

not brought spectacular results so far in many of the regions. [1].

Tourism has become one of the main income generator sectors of the (local) economy by today, and academics investigate this phenomenon as well. As one of the most significant element of local economic development, tourism usually appears as one of the breakout points (hot spots for development) for rural areas, but it does not necessarily based on solid ground (for instance, due to the lack of professional assessment of the local resources). Utilizing tourism potential typically appears in rural areas as a “tool of last resort”; therefore, when attempting to develop this sector first it is crucial that the decision makers have complete knowledge of the local potentials.

The goal of this investigation is to map opportunities of rural economies, especially in tourism, and that to create models for the long-term directions, based on calculations and indicators.

Tourism, as an economic activity, has strong connections to its surrounding environment. The dimensions of this environment play a key role in determining the situation and development opportunities of tourism. Also, similarly as its environment affects tourism, tourism has an impact on the environment, too.

The five main dimensions to take into consideration: Economic environment;

- Social- and cultural environment;
- Political environment;
- Technological environment;
- Natural environment [3].

Due to the strong relationship between these dimensions and tourism, the planning procedure regarding to this sector of the economy needs to be very complex and comprehensive. For instance, every tourism development activity needs some kind of resource, potential, which the activity can be based upon. To identify these elements a very thorough analysis must take place in the selected area, investigating not only the more obvious opportunities, but also the latent ones. Successful development actions can only be carried out in areas, settlements, where there are potential tourist attractions, which are capable of attracting people to visit the area; therefore, the role of the preliminary analysis is crucial.

### Results

Investigation the impacts and potential development opportunities for tourism have been one of the primary subjects of international literature. As the positive and negative impacts of tourism have become more and more obvious, a new type of tourism has started to form, which could mean a radical reformation of the entire sector. In the 1960s, even before the creation of the concept of sustainable tourism, academics and researchers had started to identify its negative effects on the society and the economy, and this process contributed to the connection of negative impacts and the capacity of special units. At first the ecological limits were investigated; then the cultural and economic factors followed. By today, tourism carrying capacity is among the key factors of sustainable tourism.

The capacity of regions is essentially the extent of the ability of a region or settlement to maintain tourism (the measure of the ability how much tourism impact the area can deal with), without being damaged. In the tourism-related literature this concept is very similar, albeit somewhat narrower, being related to a specific sector.

According to the WTO, the tourism carrying capacity is the maximum guest number of a region, which can appear there at one time, without causing any types (physical, economic, socio-cultural, environmental) of damage, or which causing the dissatisfaction of the guests.

Based on the definition of Mathieson and Wall, tourism carrying capacity is the maximum number of guests who can use a certain regions without causing irreversible changes in the physical environment, or unacceptable degradation in the quality of recreational experience.

However, Lindsay stated that carrying capacity depends on many different factors, such as the quantity of resources, the guest number, the type of utilization, local planning and management, and the attitude and the behavior patterns of tourists. In my opinion the combination of these elements create a natural barrier; the abovementioned factors can and

should be improved, however, it is necessary to define an optimal limit for ensuring sustainable tourism, economies, society and environment.

There is no universal methodology for evaluating sustainable development; however, the Bellagio Principles can help us understand its directions:

- future image and goals to set the direction of development;
- holistic perspective;
- basic elements;
- appropriate quantities;
- practice-oriented approach;
- openness;
- efficient communication;
- broad participation;
- constant evaluation;
- institutional capacities.

Many academics stated that carrying capacity is primarily an ecological concept; to be exact, it is about the relationship between the population and the nature. Others believe that carrying capacity is the quantification of the number of those visitors who do not endanger the local resources and society.

After these definitions we can see that there are two basic component of tourism carrying capacity: one is the state of the biological-physical environment, and related to that, the tolerance level of the ecosystem. The other one is the recreational level of tourists. However, other academics, such as Coccossis-Maxe, O'Reilly and Pearce define three basic types (Table 1), which are different in name, but they are rather similar in their meanings.

Table 1 – The types of tourism carrying capacity

|                | 1. types/categories | 2 types/categories | 3 types/categories       |
|----------------|---------------------|--------------------|--------------------------|
| Coccossis-Mexa | physical-ecological | socio-cultural     | political-economic       |
| O'Reilly       | ecological          | economic           | social and perceptual    |
| Pearce         | environmental       | physical           | perceptual/psychological |

**Source:** The author's own editing

Establishing the "quantities" of tourism (guests, visitors, their effects on the destination) an area can tolerate without any degradation is one of the most important questions during the definition of carrying capacity. Therefore, several studies discussed the optimal visitor number per time period and per spatial unit. However, before anybody could do that, it is necessary to take the special characteristics of the destination into consideration (i.e. the preliminary investigation must analyze the types of factors affecting the carrying capacity, which can be very different in certain regions).

The categories of carrying capacity:

- The ecological component refers to the impacts on ecological systems and resources.

These impacts are typically difficult to predict, therefore, it is not easy to tell how much of these can be tolerated by the investigated regions;

- Physical endowment refers to the built environment, to infrastructure and its characteristics, capacities. Built environment typically has a limited capacity, while infrastructure can be improved indefinitely, although these actions require significant financial resources, which endangers the financial background of tourism development actions. Furthermore, such projects can pose a threat for the environment, as well;
- The social carrying capacity consists firstly of the tolerance level of the locals, and secondly of the quality of experiences tourists can gain. It is the most difficult task to define the maximum and minimum values of the abovementioned factors, because they depend on the stakeholders' value perception;
- The economic component refers to the impact on the local economy; it is about how significant the tourist sector can be within the local economy until a point when this increased role endangers the preferred economic activity in the region.

It is a basic problem that there is not universal definition, indicator system or methodology to calculate tourism carrying capacity. However, it is a very important factor to be considered, because during

any development activity the possible economic, social and environmental impacts, either negative or positive, must be taken into account. Unfortunately, it is very difficult, because certain development programs can have different effects in different regions, based on the forms of tourism and the local characteristics. Local endowments, potentials, the cultural differences of the locals and the tourists, their differences in economic development level all affect carrying capacity.

### Conclusions

It is the development activities' typical problem that predicting their impacts is a very difficult task, since the impact will be realized only after the (tourism) development programme points are carried out. Furthermore, measuring the impacts is sometimes impossible or overly difficult – in this case only qualitative analyses can lead to results. The negative effects of development projects, however, can only be countered by thorough planning and strict measures from the management, and by a well-developed monitoring and evaluation methodology.

Tourism carrying capacity is an indicator being very difficult to measure and therefore, to monitor; however, it is not impossible. There are ways to establish minimum and maximum values for calculations, which can serve as limits to warn the decision-makers about the extent and the impacts of the development projects in order to avoid environmental or social degradation.

### REFERENCES:

1. Káposzta J., Nagy H. Eligible regions of Structural and Cohesion Funds in the EU in 2000-2006 and 2007-2013 programming periods: New elements and research in spatial economy / J. Káposzta // Research Institute of J. Selye University, Komárno, 2009. ISBN 978-80-89234-72-1.
2. Nagy H., Káposzta J. A new challenge to be faced: Regional inequalities, Bulletin of the Szent Istvan University Gödöllő, Hungary, 2004. ISSN 1586-4502. P. 163–173.
3. Puczkó L., RátzT. Aturizmushatásai, Aula – Kodolányi János Főiskola, Budapesti Közgazdaságtudományi Egyetem. Budapest, 1998.
4. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62-65.
5. The impacts of the global economic crisis on selected segments of the world trade in commodities / E. Horská, L. Smutka, M. Maitahc : Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. Vol. 60.2012. № 7. P. 101–110.



UDK 338.48

**Bjeljac Ž., Petrović M., Terzić A.**

## **GASTRONOMIC EVENTS AS A PART OF TOURIST OFFER: A CASE STUDY OF SERBIA**

**Abstract:** Gastronomic events have been an important part of the tourist offer of some state. They, through the culinary techniques and gastronomic specialties, represent the tradition, folklore and customary practices, as well as economic potential. They can become an independent tourist attraction, thematic route, but also the element of the intangible cultural heritage. Within this re-

search, the gastronomic event was presented as the part of economic events. The main goal of this research is to determine the potential of traditional culinary events to enhance the overall tourist offer of destinations, based on the Serbian case study.

**Key words:** gastronomy, events, tourism, Serbia.

**Bjeljac Ž. –**

Senior research associate, head of social geography department, Geographical Institute Jovan Cvijić Serbian Academy of Sciences and Arts  
Belgrade, Serbia.  
Tel.: +381112636594  
E-mail: z.bjeljac@gi.sanu.ac.rs

**Petrović M. –**

Research associate,  
Geographical Institute Jovan Cvijić SASA  
Belgrade, Serbia  
E-mail: m.petrovic@gi.sanu.ac.rs

**Terzić A. –**

Research associate, Geographical Institute Jovan Cvijić SASA  
Belgrade, Serbia.  
E-mail: a.terzic@gi.sanu.ac.rs

### **Introduction**

Gastronomy is becoming an important attribute in the development of niche tourism, and has a special contribution in tourism development of destinations. The results of several international studies reveal that gastronomy plays a major role in the way tourists experience the destination, and indicate that some travelers would return to the same destination to savor its unique gastronomy.

On the famous tourism fairs in the world, the gastronomy is among of the most important tourist attractions of a country, beside the natural and cultural resources. As a promotional tool the gastronomic delights are usually served at stands of national organizations or presented through tourist promotional films. They, during the first decade of the 21st century became an independent tourist attraction. Gastronomy, is pulling the massive tourist flows towards destinations, whereas the gastronomy is regarded a primary motive of visit [1,13, 10,6,12].

It was Long M. L., who first coined the term «culinary tourism» in 1998 to express the idea of experiencing other cultures through food and, incidentally, wine. Gastronomic tourism is defined as «an activity of exploration and discovery of culture and history through food, which affects the formation of unforgettable experiences»[11], but also as «visits of tourists towards primary or secondary food producers, food festivals, restaurants for producing and serving of food and certain destinations for tasting and/or experiencing local gastronomic specialties, making the food the primary motive of travel»[7]. Wolf (2002), however, defines culinarian and gastronomy tourism as “travel in order to search for, and enjoy prepared food and drink ... and unique and

memorable gastronomic experiences.” It is important to note that these experiences also have the power to modify our eating and drinking preferences and tastes as well as imbue us with experiences of the culture that we are visiting [8, 9].

Through gastronomic tourism permeate the other forms of tourism, such as rural and agritourism, as well as cultural and event tourism, etc. Gastronomic tourism connects two important economic activities, tourism and agriculture. Through agriculture (especially food production sector) tourism is also linked with some branches of the light industry. As one of the most important aspects, that combines gastronomy with other forms of tourism, stands out event tourism. Events represent the richness of culinary traditions and jointly with some local differences create a special national cuisine. In fact, gastronomy can play a pivotal role in the marketing of some tourist destinations, such as gourmet or culinary holidays to Asia, Italy, and France; wine regions in Tuscany and Provence, the Barossa Valley in Napa Valley in California, Normandy in France, Emilia Romagna in Italy and La Mancha region of Spain are renown as cheese lovers destinations, etc.

Culinary skills in food production are recognized by the UNESCO, considering the fact that on the international list of intangible cultural heritage. A significant number of traditional food-making techniques, such as Ancient Georgian traditional Qvevri wine-making method, Gastronomic meal of the French; Traditional Mexican cuisine, etc. ([www.unesco.org](http://www.unesco.org))

As the regional gastronomy tourism niche market intensifies, and as more professionals begin to understand its role within their tourism industry, we will see more gastronomy tours, more food-orient-

ed travel guidebooks, more focus on travel in epicure magazines, and more itineraries that celebrate food and drink as an integral part of the travel experience [8]. In fact, Serbia is also internationally renowned for its food. The recent activities of the National Tourist Organization of Serbia are marked with the strong promotion of gastronomic sector in Serbia. In 2012 the promotional activities had gastronomy as the main theme and the tourist publication «Soul Food Serbia» was printed. The tourism marketing campaign was successfully promoted on International Tourism Fair in London (2012).

### **Classification of gastronomic events**

In order to enhance the tourism product of destination, different events are organized with the aim of presenting the agricultural products, improving the production conditions and increasing the overall profit, and so on. With appropriate entertainment, artistic or ethnographic program the market placement of the gastronomic delights is achieved. The main objective is to connect the end consumers of agricultural products and representatives of industries that use these products as a raw material. If on this occasion the program that presents to the public the old traditions of food-making process take place, then such events have a significant place in tourist industry. Moreover, it can also present the local tradition and folklore, or some educational and professional meetings in the field of agriculture can be organized, along with some entertainment or marketing programs. Gastronomic events are the part of economic tourist events (economic – folkloristic) [2,3].

According to the general content, the event can be dedicated to wine, beer, fruits and vegetables, meat and dairy products, honey products and other agricultural products. They are usually the part of the ethnographic and tourist events, important elements of every folklore festival (through the presentation of folk customs, rituals, old crafting and trading ways, etc.) [3,4], but they also represent an important part of rural, eco-tourism, hunting and fishing tourism sector.

### **Gastronomic tourism in Serbia**

Rural areas in Serbia consist about 85 % of the state territory. On that territory lives over 40 % of total Serbian population, inhabiting 4537 settlements. The Republic of Serbia has about 5,06 million hectares of agricultural land, of which about 71 % is used intensively (in the form of arable land, orchards and vineyards), while 29 % of the agricultural area consists of natural grasslands (meadows and pastures). Participation of agriculture in overall employment in Serbia is 21.3 %. The most developed branches of agriculture are livestock breeding (pig, poultry, cattle) with about 43 % and farming (wheat, corn) with 42 %, followed by horticulture and viticulture (plums, raspberries, cherries, apples, etc.) with about 12 %, while other cultures are represented by three percent [13, 15].

According to the available sources, in Serbia, at the moment, about 2500 traditional tourist events is organized annually ([www.manifestacije.com](http://www.manifestacije.com)). About 321 economic folkloristic events, that are the base for creation of traditional gastronomic events, are organized each year. These events are based on, or they include in their main programme, the agricultural or food-making tradition, represented in the multicultural customary practices of the population that live in Serbia (Serbian, Hungarian, German, Romanian, Bosnian, Croatian, Slovakian, and others). They show the wealthy culinary tradition, that dates for a several past generations. In Serbia, gastronomic events are ranked among the most popular and highly visited events. Depending on the rank, from local to international, these events visit from several thousand to several hundred thousand visitors each year.

Concerning the gastronomic events dedicated to fruits and vegetables and products that are processed from it, we have singled out some most important events. Among them are the events dedicated to raspberries, watermelons, plums, cherries, apples and others. Namely, we single out for the example: The Raspberry Days in Valjevo; Days of Watermelon in Rivica; Days of the Plum in Blace and Osečina; Days of Cherry in Prokuplje and Mali Idoš; Days of Apple (Palić, Bela Crkva), etc. [3]. There are also events that as separate present the products made from fruit, especially brandy («rakija») (the brandy from apples, plum, mulberry, etc.). Such events are the Brandy fest that place in Čajetina, Šabac, Kovilj, Pranjane village, and beer festivals in Belgrade, Zrenjanin, Pančevo.

Events dedicated to grapes and wines are usually organized in September and October, as well as in February (wine feast of St Trifun, on 14th of February). These events have a long tradition – with interruptions lasting from the second half of the 19th century [2]. Given that the viticulture is one of the most developed agricultural sectors in Serbia, wine-growing regions have been connected creating an attractive tourist destination in Serbia – Serbian Wine Routes.

Given the Serbia has great river systems, some special gourmet events connected to the fishery are taking place – such as Alas evenings, fish kettles, etc. (Danube, Drina, Morava river, etc.). As part of the ethnographic events, harvesting festivities dedicated to the old, traditional way of doing business and the ritual preparation of bread (in Subotica, Sombor, Kragujevac, etc.) are organized. Moreover, some gastronomic specialties and cooking techniques are presented in the Parliaments of national folklore and craftsmanship that are held all around Serbia, such as Bridgants («hajduk») evenings, Herdsmen days and other similar events [5]. Gastronomic events which include the preparation of culinary specialties made of meat, meat and dairy products are also widely represented. As appropriate we highlight some of them: Pršutijada (in Mačkat village), Bacon festival (in Kačarevo), Kulen festival

(Bački Petrovac), Sausage festival (Turija), Grill and barbecue festivals (in Vrnjacka Banja and Leskovac, etc.) and many others.

Based on this research, according to the geographical<sup>1</sup> and economic indicators<sup>2</sup> that were evaluated<sup>[3]</sup>, the most representative gastronomic events, that present an independent tourist attraction, were singled out. Those are namely: Grape harvesting days in Vršac scoring the highest 108 points; Beer Days in Zrenjanin received 105 points; and Dužijanica – harvesting festivities in Subotica, got 97 points. These events are placed in the first category of tourist events in Serbia, with highest tourist visitation. In the second category were: Grape harvest days in Sremski Karlovci which takes 96 points; Bacon fest in Kačarevo with 94 points; Oplenac grape harvest in Topola, scoring 93 points; Grill festival in Leskovac with 91 points; Pumpkin Days in Kikinda 87 points; Autumn in Smederevo and Vintage Days in Palic scoring 80 points each; Sausage days in Turija, 79 points; Wine garden days in Irig with 78 points; The parish vintage in Aleksandrovac got 77 points and Beekeepers Days in Alibunar received 74 points.

Beside these events, that were highlighted and evaluated on the numeric scales, there is a vast number of gastronomic festivities that are considered to be an important part of the tourist offer of destinations or even regions. Such gastronomic events are held on annual basis in some smaller towns and villages, and we need to mention some of them: Days of raspberries in Valjevo, Pork cracklings festival (Valjevo), Days of Hungarian cuisine (Kanjiža), Kuglof fest (Sremski Karlovci), Burek festival (Niš), Bean festival (Veliko Gradiste), Cheese festival (Piroć), Banitsa Days (Bela Palanka), Strudel Festival (Dolovo), Kulen Festival (Bački Petrovac), Karađorđ's Gourmand Days (Velika Plana), Memorial for mulberry (mulberry brandy, Kovilj), Weifert Beer Days (Pančevo), Apatin Fishermen evenings, Novi Pazar's small pies, Piroć Belmuc cheese dish (Svrljig), etc. Some culinary products in Serbia were created based on a special traditional skill development that are considered to be a part of the intangible cultural heritage of Serbia. This is compounded by the fact that of the total 28 elements of registered intangible cultural heritage of

Serbia placed on the national list, there are three gastronomic specialties (Novi Pazar's small pies, Piroć cheese and Belmuc cheese dish)<sup>3</sup>.

Each of these events are held in tourist destinations in Serbia, and mentioned gastronomic products are considered to be an integral part of the overall offer of all accommodation facilities and restaurants within those destinations. Moreover, every region has special local dishes to be offered to tourists, which makes it more appealing on the tourist market.

### Conclusion

Gastronomic tourism in the first decade of the 21st century is becoming increasingly important. Some experts if the field consider it to be a strong motive for the new global tourism trends. In addition to the elements of enjoyment and entertainment (hedonism and bohemianism), gastronomic tourism is closely related to the rural, agro, cultural, event, hunting and fishing tourism. As such, it is a very important element of the general tourist offer. Event tourism is a form of tourism that combines gastronomy with all these elements. Also, the tourist events take an important place in marketing process and are considered to be the best way to promote the gastronomic tourism, or, even more, for market placement of national gastronomic products. All this can be clearly seen in the case of Serbian tourism offer and the activities of the national and local tourist organizations that place national food and gastronomic events in the focal point of international promotional activities.

**Acknowledgment:** The paper is supported by Ministry of Education, Science and Technological Development, Republic of Serbia (Grant III 47007).

1 content, origin of visitors and participants, rank of the event, traditionality (based on the continuity of the event), location (city) of the venue, transport, accessibility and connections, time and duration of the event, the number of visitors and participants, the artistic quality of the programme, the number of accompanying events, satisfaction of visitors, the organization aspects of the event (each of those categories was evaluated on the basis of the Linkert numerical scale, from 0 to 5 points).

2 the impact of capital projects, ecological, economic, media, marketing and political impact, stakeholder relations, as well as evaluating cooperation with tourist organizations are evaluated. Each of these categories were rated on the scale from 0 to 4 points, as well as the observed situation immediately before and after the holding of the event).

3 Novi Pazar's small pies are interesting dish made of cheese or meat, made in form of small snacks, that are characteristic for the area inhabited with the Bosnian Muslim minority in Serbia. Belmuc dish is a traditional shepherd dish made of cheese and cornflour, originating from Eastern parts of Serbia.

## REFERENCES:

1. Bessi re J. Local development and heritage: traditional food and cuisine as tourist attractions in rural areas / *Sociologia Ruralis*, 1998. P. 21-34.
2. Bjelj c  . Privredne turisti ke manifestacije u Srbiji, Zbornik radova sa Prvog kongresa Srpskih geografa. Beograd: SGD, 2007. P. 697-704.
3. Bjelj c  . Turisti ke manifestacije u Srbiji. Posebna izdanja Geografskog Instituta "Jovan Cviji ", knjiga 82. Beograd: SANU, 2010.
4. Bjelj c  .,  ur   , N. Ethnographic events in Vojvodina as part of tourist offer // *Geographica Panonica*, 2005. P. 59-64.
5. Bjelj c  .,  ur   , N. Evaluating Duzijan a as the tourist product of Subotica // 19th biennial international congress book «Hotel and tourism Faculty for Tourism and Hotel management» / University Rijeka. 2008. P. 267-278.
6. Du Rand G. E., Heath E. Towards a framework for food tourism as element of destination marketing / *Current Issues in Tourism*. № 9(3). 2006. P. 206-234.
7. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // *Paradigmata poznani*. 2017. № 1. C. 62-65.
8. Hall C. M., Mitchell R. Gastronomy, food and wine tourism. / B. Dimitrios, C. Carlos. Oxford: Elsevier Ltd, 2006.
9. Johns N., Kivela J. Perceptions of the first time restaurant customer / *Food Service Technology*. 2001. № 1(1) P. 5-11.
10. Kivela J., Crotts J. C. Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination / *Journal of Hospitality and Tourism Research*. 2006. № 3. P. 354-377.
11. Kivela J., Crotts J. C. Gastronomy tourism: a meaningful travel market segment / *Journal of Culinary Science and Technology*. 2005. № 4(2/3). P. 39-55.
12. Long M. L. Culinary Tourism: a Folkloristic Perspective on Eating and Otherness. *Southern Folklore*. 1998. № 55(3). P. 181-204.
13. Todorovic M., Bjelj c Z. Rural Tourism In Serbia As A Concept Of Development In Underdeveloped Regions *Acta Geographica Slovenica*. № 49(2). 2009. P. 453-465.
14. Гастрономски туризам као фактор регионалног развоја // *Економика / Калењук Б., Ђерчан Б., Тешановић Д.* 2012. № 3. P. 136-146.
15. Стратегија развоја пољопривреде и руралног развоја Републике Србије: за период 2014-2020 / *Службени гласник Р. Србије* 85, 2014.
16. Development of rural tourism in high-mountain areas of Serbia as alternative to depopulation trend / Terzi  A, Bjelj c  ., Jovi    A., R. Jovanovi . Scientific symposium "Problems and perspectives of the hilly mountain areas" (Serbia, 12-15 september 2013), *Geographical society. Macedonia*, 2013. P. 443-452.
17. Food tourism around the world: development, management, and markets / Hall C. M., Sharples L., Mitchell R., Macionis N. Cambourne B. Oxford: Butterworth Heinemann, 2006.
18. Food tourism as a viable market segment: it's all how you cook the numbers / McKercher B., Okumus F., Okumus B. *Journal of Travel and Tourism Marketing*. № 25(2). 2008. P. 137-148.
19. URL: [www.manifestacije.com](http://www.manifestacije.com)
20. URL: [www.unesco.org/culture/ich/en/lists](http://www.unesco.org/culture/ich/en/lists)

UDK 338.48

Cvijanović D., Vuković P.

## PERSPECTIVES OF SUSTAINABLE TOURISM DEVELOPMENT OF SMEDEREVO<sup>4</sup>

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

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

turbed natural environment as well as the potentials that exist for tourist development.

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

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

**Key words:** tourism development, destination, sustainability, marketing, management.

### Cvijanović D. –

Ph.D., professor, Principal Research Fellow,  
Faculty of Hotel Management and Tourism  
Vrnjci Spa  
Tel.: +381 36 515 00 24  
E-mail: drago.cvijanovic@kg.ac.rs; dvcmmv@gmail.com

### Vuković P. –

Ph.D candidate, research assistant,  
Institute of Agricultural Economics, Belgrade  
Volgina st. 15, 11060 Belgrade  
Tel.: +381 11 6892-852  
E-mail: predrag\_v@iep.bg.ac.rs

### Introduction

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

### Natural attractiveness of destinations Smederevo

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

- Danube River;
- attractive natural setting;
- good geographical and traffic position (location on the European corridors 7 and 10);

- variety of flora and fauna in the environment neposrednik;
- climate that is temperate continental;
- spatial diversity (town, the area around the Danube River, and a large number of typical rural ambient units).

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

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

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

<sup>4</sup> This paper work is result of the project III – 46006 Sustainable agriculture and rural development in terms of the Republic of Serbia strategic goals realization within the Danube Region, finance by Ministry of Education, Science and Technological Development of the Republic of Serbia.

### Society benefits for the development of tourism in Smederevo

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

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

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

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

Existing events (for example: «Smederevo Autumn», which is traditionally held in September every year, or numerous events that complement rural tourism) must be placed in its entirety on the basics of marketing, in order to achieve the full effect and long-term impact on the creation of destination image and Smederevo its successful positioning in the tourism market, then development of cultural institutions and their manifestations, etc.

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

### Level of development tourist infrastructure

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

existing offer on the basis of which would be indicated prospects of future development of tourism, and in general provide the possibility for successful governance and management of a destination.

### The accommodation and catering facilities

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

Table 1 – Accommodation facilities in the territory of Smederevo

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

Source: Tourist organization of Smederevo

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

### Rural tourism as a support for the future sustainable development

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

Thanks to its natural, ecologically-viable and environmental characteristic, rural environment close to the city core are very interesting and promising area for the development of this type of tourism. Appropriately constructed houses in nature, characterized by peace and quiet, represent the real «oasis» for people from high urban, industrial centers (Belgrade, Kragujevac, Pancevo, Novi Sad, etc.). In the past, the development of this type of tourism has been given only declarative support, but recently it started with the revival of some ideas. This is consistent with the fact that in the late of nineties as an act of political affiliation it was promoted model of rural development well-known by acronym CAP (Common Agricultural Policy), which assumes mul-

tifunctional nature of European agriculture and its development role in the economy and society as a whole. The concept of sustainable development based on natural resources, demographic structure, which, it should be noted, in the area of Smederevo significantly jeopardized with depopulation, defined its target market groups, represent the basis and guarantee of success in this form of tourism. Numerous villages near the city, as well as a positive attitude to the rural tourism development represent basis for further planning. This is in line with the statements that have the upward trends in the West (ie. A "return to sources", the concept of «health food» or organic food production which is the official name, and old customs and crafts, the growing popularity of typical contents of ethno – music, folklore, naive painting, etc.). In all this it is necessary to define the urban planning conditions for the development of this type of tourism from the state, regional and local authorities. It is important to note that in rural tourism till the 2016 not evidenced household that was engaged in rural tourism activities.

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

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

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

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

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

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

### Conclusion

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

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

### REFERENCES:

1. Cvijanović D., Vuković P. Role and importance of marketing in Danube region in Serbia: monography / Institute of Agricultural Economics. Belgrade, 2012.
2. Cvijanović D. Tourst market in Danube Region: monography / Institute of Agricultural Economics. Belgrade, 2014.
3. Rural Tourist Destination / Vuković P., Mijajlović N., Arsenijević Ž. Atractivness and Competitivness as Conditions for Making New Brands. International Symposium on the topic «Prospect of Agriculture and Rural Areas Development»: scientific papers, management, economic Engineering in Agriculture and Rural Development. 2009.
4. The competitiveness of rural tourist destinations / Vuković P., Arsić P. S., Cvijanovic D. // Economic of Agriculture. Belgrade, 2004. № 57. P. 47–60.
5. City administration of Smederevo. URL: [http://www.smederevo.org.rs/OPSTINA-SMEDEREVO-O-Smederevu\\_19\\_1\\_\\_\\_cir](http://www.smederevo.org.rs/OPSTINA-SMEDEREVO-O-Smederevu_19_1___cir)
6. URL: <http://www.toosd.com/>

**Czabadai L.**

## A METHODOLOGY FOR POSITIONING TOURISM IN RURAL DEVELOPMENT

**Abstract:** Nowadays tourism is playing a key part among economic sectors when we are talking about intervention points and development possibilities. Therefore the examination of tourism is relevant and necessary, it raises interesting questions. The European Union and Hungary also have been offering varied and large-scale support for different tourism purposes. However, the effective application of these subsidies and the implementation of sustainability are meaning a common problem.

The biggest dilemma in several cases that what will be the best solution: allocate money for smaller, more disadvantaged regions or concentrate supports for developed, center areas. Another interesting question is whether all the settlements have enough tourist attractions in order to having investments or we should really focus on only the highlighted areas.

**Key words:** rural development, tourism, settlement.

**Czabadai L. –**

Ph. D., student Szent István University,  
Faculty of Economics and Social Sciences H-2100 Gödöllő,  
Páter Károly u. 1.  
E-mail: czabadai.lilla@gmail.com

### Discussion

The Hungarian Central Statistical Office (CSO) publishes the ranking of the most visited settlements in every year based on the number of indigenous and foreign guest nights. Therefore I tried to create an index which takes into account not only the number of the guest nights but besides several other factors for example the number of the population. By this step we could answer the question that are the smaller settlements have a chance to be the tourism a main sector and if so, which settlements are these? Rely on the result we could define the specifically «tourism-profile» settlements inside of the recreational areas. In this way modified (which are different from the previous ones) or new recreational areas could be created and the resource allocation could be more effective.

In the marketing strategy of the Hungarian Tourism Ltd. confirms that the tourism became a key sector of the economy with 9 % share from GDP and 11 % share from employment. As a future goal they mentioned the holding and exceedance of these excellent results and the balancing of the development in geographical and time-related meaning. Furthermore they highlighted that it is important to cooperate with other sectors, mainly with agriculture in order to evolve internationally competitive services. Budapest and the Balaton area will stay priority areas, but they will try to offset Budapest-centered situation [6].

Despite of the increasing of the number of indigenous and the foreign guest nights, the average duration of stay is stagnated. Is it worth to mention that the average duration of stay in the case of foreign guest is longer than the indigenous guests' staying although their number is almost equal – in 2013 4497 indigenous and 4388 thousand foreign guests were stayed in commercial accommodations [7].

We could be informed from the Hungarian Central Statistical Office's (2014) publication about the achievement of tourism that the number of the indigenous and foreign guests and the number of the nights spending by them are also increased. However the foreign guest traffic shows a huge territorial concentration because more than the half of the guest nights have been spent in the capital and further a quarter of the nights have been registered in the Balaton area [5].

These results confirm the pertinence of the objectives from the marketing strategy – we should try to decrease the monopolistic role of the capital. The content of the CSO study from 2015 (which was made with similar methodology like the previous one) doesn't differ significantly from the trends of 2013. According to their analysis the number of the indigenous and foreign visitors (and guestnights as well) is much more than the previous year. Henceforward, the half of the tourists prefer Budapest and the destination of the quarter of the visitors is the Balaton area [7, 6].

The two CSO studies based on the number of the guest nights, define in details the 10 most popular towns in Hungary. The range of the most hottest settlements had been build up by the same 10 towns, aside from 1-2 exceptions. If we examine the rankings of the list we could see that sequence is almost same year by year, so these settlements are really popular destinations.

According to the World Tourism Organization: «destination is a physical scenery, where the tourist spend at least one night. It contains tourist attractions, products, related services, which are needed to satisfy at least the one-day-staying of the tourist. The destination has physical and administrative borders which define its management and it has image and perception. The destination



tion includes several affected, it could capable to networking and cooperation thereby it could be a larger destination» [3]. A competitive destination assumes the following measurments (on higher standard thanthe competitors):

- provide satisfaction for the guests;
- gaining profit for tourist businesses, growth of the area's tourism;
- improving the living conditions of the population in the receptive area;
- protection of the natural environment [4].

«The fact that a place in who could generate hapiness depends on several things (for example traveling experiences, attitude, religion). But those places, which could positively influence the life quality, could be identify» [2].

So we could see that several conditions are define one place's (settlement, region, country) tourism supply and attractiveness why tourist are visit it. The measurment of this is difficult to implement mainly internationally. Models trying to take into account indicators which represent sustainability, hapiness and well-being, however the models don't consider for example the countries' specialities. According to the World Economic Forum Hungary could be the compositor of Unitat States of America [3].

«The main conclusion from the models is that the tourism competitiveness could be infulenced by any consituent factor from the tourism system»[4].

The often-mentioned CSO ranking formed the bases of the methodology. My aim was to create an index which contains the mostly relevant indicators in relation with tourism and which could help to define the position of the settlements correlate to the country level. In order to build up the modified methodology I collect the datum in settlement level from the National Regional Development and Spatial Planning Information System (NSIS). The transformation of an old method (Tivadar Bernát and György Enyedi, 1961) gives the bases of the analysis. I compared the settlement and country level datum to the number of the population not to the area. Using eight indicators instead of one means further changes. In details:

- number of foreign guests in other accommodations (2);
- number of guest nights by foreigners in other accommodations (2,5);
- number of guests in other accommodations (1);
- number of guest nights in other accommodations (1,5);
- number of all foreign guests in commercial accommodations (3)<sup>5</sup>;
- number of all guest nights by foreigners in commercial accommodations (4);
- number of all guest nights in commercial accommodations (2,5);
- number of all guests in in commercial accommodations (2).

First of all I applied normalization<sup>6</sup> in order to processing the settlements' values. I'm tried to weight all of the selected eight indicators that the index could meet the expectations. I thought that that nights spend by the guest is the most determinative because in Hungary it is very important to increase the duration of stay. Although the "one-night-tourism" is more typical in the case of indigenous journeys, I gave a larger weight to the foreign guests. I did the same with regard to other accommodations. In these type of accommodations the number of guest nights by foreigners gives the same weight as the nights spend in commercial accommodations. I strive not to create a disproportionate dispersion, so I did the weighting in a scale 1 to 4 (the values of the weighting shown in the brackets after the listing).

The transformed and simplified formula received the following notation in picture 1.

$$\left[ \frac{(f_{a-h})(T_{\acute{e}a-h})}{\sum f} \right] / \frac{T_n}{O_{\acute{e}}}$$

**Figure 1** – The transformed formula of the indicator's values by settlement and population of the country

Whereis  $T_{\acute{e}a-h}$  = the indicator's values by settlement,  $O_{\acute{e}}$  = the indicator's value by country,  $f_{a-h}$  = the value of the indicators' weight,  $T_n$  = population of the settlement,  $O_n$  = population of the country.

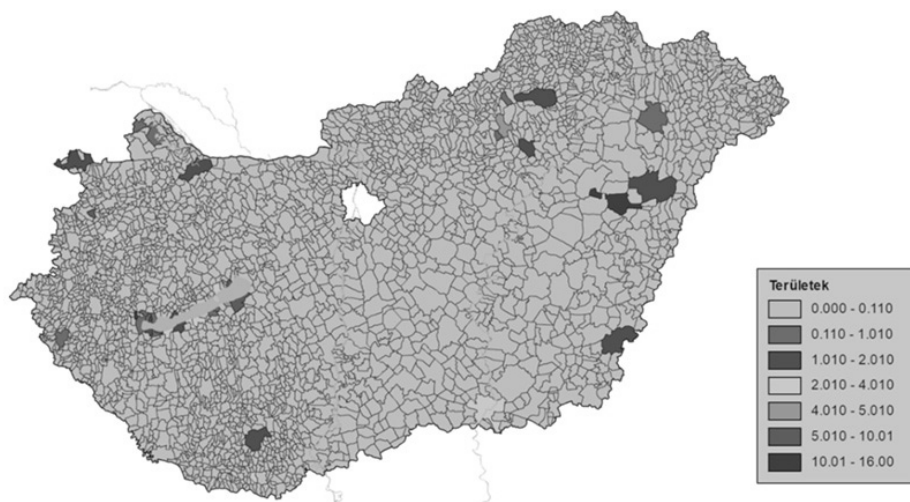
The new ranking created with the help of the index has been illustrate in two ways by the Geomarket program. The aim was to show the difference between the two approaches, so one map has been made without the comparison of population and one supplemented with it.

### Results:

Maps on the next figures show the main results of my examinations. Figure 1. shows the role of the tourism at settlement level without comparison to the number of the population. According to the notation those areas, which were signed with light blue color, the tourism has an insignificant role or it hasn't got any role at all. The dark blue-colored settlements' tourist attraction is stronger, the sector has a greater significance. The green color means the most important potential of tourism, which increasing from the light to the dark shades of green. I missed Budapest's datum from the Geomarket system for two reasons. Firstly, in this kind of analysis the capital produced an exceptionally high value, that in order to show the correct situation I had to ignore its results. The second reason was that the Geomarket program only works with district datum in the case of Budapest, so the visualization of the values had some technical obstructions in picture 2.

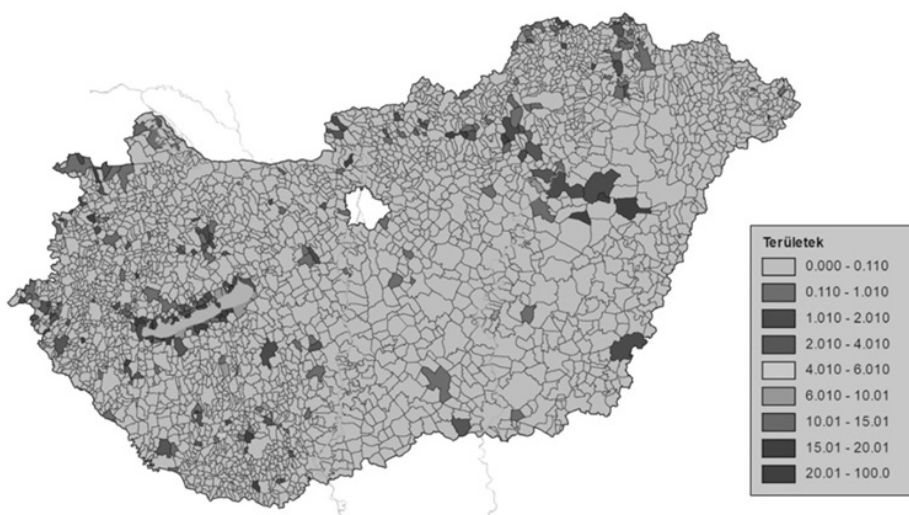
6 Normalizatipon formula:  $\frac{\acute{E}_i - \acute{E}_{min}}{\acute{E}_{max} - \acute{E}_{min}} * 100$ , where  $\acute{E}_i$  = value of the settlement,  $\acute{E}_{min}$  = the lowest value in the sample,  $\acute{E}_{max}$  = the highest value in the sample.

5 In the case of the last four indicator commercial accommodation datum I used own calculations to aggregate the values.



**Figure 2 – The role of the tourism**

**Source:** The author's own edition with the help of Geomarket program, 2015.



**Figure 3 – The role of the tourism in comparison to the number of the population**

**Source:** The author's own edition with the help of Geomarket program, 2015.

This figure shows the role of the tourism at settlement level in comparison to the number of the population. It could be seen compared to the previous map, that the categories expand caused by the decreasing of the difference between the mid-points. It means that the in the case of the population-comparison more settlements appear on the «palette of tourism» than without the completion of scaling. Notations work similarly to the previous logic. On the light blue areas the importance of tourism is negligible, which situation gets improve going from the dark blue colored territories to the green shaded areas in picture 3.

Due to this figure, we can see technical reasons Budapest also fell out from this analysis although its ranking dropped significantly (didn't produce an exceptionally high value).

### Conclusions

Based on my investigations I made conclusions from several aspects. In methodological point of view it does matter what kind of statistical analyses

are selected ( however this statement is true in every kind of territorial difference studies). We can experience significant differences between the simple and the population based-indexes. Without involving the number of the population the result will be very similar to the CSO ranking where Budapest, Hajdúszoboszló, Hévíz, Bük leading quartett despite of the expanded indicator system is still keeps its leading position, however Gyula, Harkány, Zalakaros and Egerszalók lost their positions.

If we compare the datum to the number of the population, the ranking of the settlements has change. For example Budapest fall back 158 positions from the first place. Hévíz and Bük are still stay in the front of the list, but Hajdúszoboszló has dropped in the 24th place. But we can not see any different from the previous facts that the settlements which have significant tourism potential take place near by the Balaton (Balaton Priority Recreation area) and concentrated around those areas which own thermal water and spas.

The curiosity of the results based on the fact that despite of the center-periphery theories there are existing smaller settlements in disadvantaged situation (from other point of view) which could be capable to compete with larger town's attractiveness (for example Márokföld, Mátraszentimre, Hegykő, Vonyarcvashegy). These areas are also located near by Balaton lake and in the mountains as well.

Compared the settlements (and its location) that I mentioned before with my analyses (that I gave a highest weight to the foreign guests and the guest nights spend by them) we could conclude that the demand for this kind of tourist destinations is increasing. Foreign guest feel comfortable these plac-

es for some reason therefore it would be important to identify the motivations, experiences and endowments in order to find the right directions of the future development and marketing strategies.

It is essential to mention that there are a large amount of settlements where the importance of tourism based on the examination is very low. In details during the two analyses 1725 settlements received 0 valu. In these areas it would be effective to generate the opposite actions of the abovementioned ones. It is important to make it clear for the decision makers that even though the external conditions of the tourism (natural environment etc.) are prepared they couldn't build on the development strategy on this one sector.

## REFERENCES:

1. Bernát T., Enyedi G. Y. Production districts of Hungary. Budapest: Mezőgazdasági Kiadó, 1961. P. 13–15.
2. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // *Paradigmata poznani*. 2017. № 1. C. 62-65.
3. Michalkó G. Blissful trip / MTA (Hungarian Scientific Academy) Geographical Research Institute. Budapest, 2010. 70 p.
4. Papp Z. S. The competitiveness of tourist destinations: overview of models and methods / Z. Bajmócy, I. Lengyel, G. Málovics. Regional innovation skill, competitiveness and sustainability. Szeged : JATEPress, 2012. P. 225–238.
5. Tőzsér A. Competitive tourist destination: Formation of a new tourism-competitiveness model / Dr. Piskóti István. Hungary / University of Miskolc Faculty of Economic Sciences. 2010.
6. CSO 2014: Report about the output of tourism in 2013. URL: <http://www.ksh.hu/docs/hun/xftp/idoszaki/jeltur/jeltur13.pdf>. Downloaded on: 2015.08.10.
7. CSO 2015: Tourism and Hospitality. 2014. URL: <http://www.ksh.hu/docs/hun/xftp/idoszaki/jeltur/jeltur14.pdf>. Downloaded on: 2015.08.10.
8. Hungarian tourism Ltd. Tourism in Hungary in 2014 (with preliminary data), Budapest, 2014. URL: [http://itthon.hu/documents/28123/8118959/StatElo\\_2014\\_HU\\_oldalankent.pdf/dda853ce-c385-4fa3-ac56-1c271ee102ca](http://itthon.hu/documents/28123/8118959/StatElo_2014_HU_oldalankent.pdf/dda853ce-c385-4fa3-ac56-1c271ee102ca). Downloaded on: 2015.08.10.
9. Hungarian tourism Ltd. Marketingstrategy 2015-2017. URL: [http://szakmai.itthon.hu/documents/28123/15005854/MTZrt-Marketingstrategia\\_2015-2017.pdf/eb13a95e-11c4-47e5-b457-d7fdd74a1c97](http://szakmai.itthon.hu/documents/28123/15005854/MTZrt-Marketingstrategia_2015-2017.pdf/eb13a95e-11c4-47e5-b457-d7fdd74a1c97). Downloaded on: 2015.08.10.

**Elfimova Y. M.**

## PROSPECTS OF TOURISM POTENTIAL AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF REGIONAL ECONOMY

**Abstract:** This article includes analysis of problems of development of tourist and recreational potential as a factor of sustainable development of the region. This paper discusses the need to develop the program of development of the region in which the main directions of development of the Karachay-Cherkessia Republic can be a wellness area, mountain tourism, ski sport.

**Key words:** tourist and recreational potential, sustainable development, mining and recreational areas, resort infrastructure, strategic industries, the region's economy.

**Elfimova Y. M. –**

Associate Professor, Candidate of economic Sciences,  
Faculty of Socio-cultural service and tourism  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: +79054453185  
E-mail: griges80@mail.ru

The sustainability of economic development in separate region is the need to create conditions for sustainable economic development through the effective use of all existing sanatorium-resort and tourist-recreational potential. The flow of tourists across the country and in certain regions is growing every year and in large quantities. Karachay-Cherkessia Republic (further KChR), which occupies a key position geographically, in the tourist cluster of the North Caucasian Federal district, Krasnodar region and Republic of Adygeya, has enormous natural, cultural and historical tourism resources, tourism in the Karachay-Cherkessia Republic may be one of the main sectors of socio-economic development of the region.

Karachay-Cherkessia Republic is quite rich natural resource potential due to its location. According to the nature of the surface there are three areas in the country: mountain, foothills, plains. The majority of the territory is occupied by mountains Karachay-Cherkessia Republic (about 80 %). In the republic there is the highest top of the Caucasus and all Europe – Mount Elbrus that does the republic by a recognizable point on the map of the world. The Karachay-Cherkessia Republic has favorable climate for tourism development, is rich with water, land, mineral and other resources. Also in mountains of KChR widely known centers of the international tourism, mountaineering and mountain skiing – Dombai, Teberda, Arkhyz are located. Also the Karachay-Cherkessia Republic has rich history and historical and cultural potential. It is promoted by the fact that many nationalities live in the republic, each of which has rich history of formation of the people. It is possible to double the gross regional product of the republic, according to the Ministry of Regional Development of the Russian Federation only by the development of tourism in the KChR. Thus, there is

a need to develop a program for the development of the region in which the main directions of development of the Karachay-Cherkessia can be a wellness area, mountain tourism, skiing sport.

According to the Federal law «About bases of tourist activity in the Russian Federation» of 24.11.96 № 132-FZ, the Concept of the Federal target program «Development of domestic and inbound tourism in the Russian Federation (2011-2016)», the approved order of the Government of the Russian Federation dated 19.07.2010 N 1230-R, issued a decree on approval of the Republican target program «Development of tourism in the Karachay-Cherkessia Republic for the period till 2016» dated August 04, 2011 N 245 [1].

The full implementation of the Program events will allow to turn KChR in one of the largest centers of tourism in the Russian Federation.

The main objective of the program was the creation of favorable economic conditions for the further sustainable development of tourism and the maximum satisfaction of consumer demand for tourist services.

It is expected for the years 2011-2016 the construction and development of new tourism and recreational and health facilities under this program, such as an all-season tourist-recreational complex «Arkhyz» (Arkhyz village); recreation and fitness complex «Gil-su»; tourist and recreational complex «Mara» at the pass Gum-Bashi, tourist and recreational complex «Mara» at the pass Gum-Bashi (stage 2), and in the tract Ran-Sirt, tourist and recreational complex in the tract Shaylyk-Sirt, tourist and recreational complex in Hurzuskogo historical complex, tourist and recreational complex at the northern foot of Mount Elbrus, the historical complex in the Lower Arkhyz museum-reserve; the expansion of tourism and recreation complex

«Honey Waterfalls», the ski slopes on the mountain Semenov-Bashi (Dombay Village.), tourist and recreational complex «Garaly».

The total amount of funding for the program amounts to 19877815.5 thousand rubles, which is forward-looking and is subject to annual adjustment in view of the national budget possibilities. To finance the activities of the program may attract funds as the federal budget and local budgets. The volume of funding for 2014-2016 years of the program after the adjustment is 8127893.81 thousand rubles. The amount of funding, designed in 2011, for a period 2014-2016. It differs significantly from the amount calculated in 2013 for the relevant period. The amount of funding in 2011 for a period 2014-2016 is 42579711 thousand rubles, and the payment in 2013 was 8437028.5 thousand rubles. Thus, the volume of financing increased by 4177317.5 thousand rubles, which explains the instability of the national budget and the ability to adjust for the following years.

All KChR tourist resources can be grouped into several mountain recreation areas, which already have their own tourist centers, facilitating transport links with interregional highway Maikop– Karachaevsk- Kislovodsk: «Teberda – Dombay» in Karachai district and the city of Karachayevsk; «Nizhny Arkhyz» and «Arkhyz» in Zelenchuk region; «Honey falls», «Uchkeken» and «Showat» Malokarachaevskiy in the area; «Mara» in the Karachay and Ust-dzhugutinsky areas; «Uzunkol», «Gil-su» and «Mahar» in the Karachay area; «Big lab» in the Urupskiy area.

There are a number of large investment projects, such as all-season mountain resort «Honey Waterfalls» tourist-recreational complex «Mara», all-season resort «Arkhyz» and resort «Dombai».

Plan an all-season mountain resort «Honey waterfalls» are designed to build no less than sixty jobs. On the territory of tourist and recreational complex was built in the Museum «Karachai yard», a summer cafe on 280 seats. The total investment is about 195 million rubles.

Tourist and recreational complex «Mara» has great potential for the development of sightseeing and recreational activities. Currently, in the territory of tourist-recreational complex «Mara» has three towing cable cars (1300 m, 350 m and 220 m), equipped ski runs 5 km, mini-hotels, three cafes,

two kebab, ski rentals, snowboard, sledges, tubing, horses, snowmobiles, helicopters and more.

In March 2012 there was the official opening of the first objects of all-season resort «Arkhyz» – quad cable car 860 meters in length and two ski lines with doubles in the first village resort «Arkhyz-1650», laid in accordance with European standards.

The development of the resort has some social burden, its implementation will contribute to the development of transport, services, agriculture and processing industry KChR further will create about 10 thousand. Jobs in related and associated sectors.

The construction of hotel infrastructure and the ski resort of the first ensemble – village «Arkhyz-1650».

The concept of ski resort involves the creation of a developed resort infrastructure for a complete wellness and family vacations. Much attention is paid to the development of KChR resort Dombay.

### Conclusions

Resorts are one of the main resources of the KChR, so tourism is recognized as one of the strategic sectors of the economy of the region. In recent years there has been steady growth of the number of tourists in the country. So according to the Ministry of Tourism and Resorts of the Republic of Karachay-Cherkessia in 2014, tourist flow increased by 47 %, the expected results by the end of 2016, provided by the program: increasing the number of arrivals in KChR foreign and Russian tourists more than doubled in relation to 2012 year, an increase of one and a half times compared to 2012 the number of rooms of tourism accommodation; an increase of paid services to the subjects of the tourism industry to the population more than doubled in relation to 2012; the creation of additional jobs in the tourism infrastructure maintenance and other neighboring sectors is not less twelve thousand people.

So, it is possible to draw the following conclusion that tourism in general develops in recent years in Karachay-Cherkessia Republic steadily and dynamically, in a consequence of what it is recognized as one of strategic industries of economy of the region. When carrying out all major actions for enhancement of management and functioning of all fields of activity, the region can reach a worthy position among all subjects of Russia.

### REFERENCES:

1. Azriliyana A. N. Brief Dictionary of Economics: 3rd ed. M. : Institute of New Economy, 2009. 1088p.
2. Beloglazova T. M., Levushkina S. V. Quality management System: concept, necessity of implementation and problems // the State and prospects of development of agrarian sector of economy: regional aspect : collection of scientific works. Tr. according to the materials of the 72nd scientific-practical Conference. (Moscow, 14–16 April, 2008) / SSAU. Stavropol, 2008. P. 190–193.
3. Ivola A. G., Chaplickaya A. A. The rationale for the approach to the concept of sustainable development of regional economy : bi-resources and environmental management. 2014. Vol. 6. № 1–2. P. 151–154.
4. Ponomarenko N. V., Shaposhnikova T. I. Con-

- ceptual foundations of local self-government : textbook / N. V. Ponomarenko, T. I. Shaposhnikova, L. A. Altukhov, G. Karpenko, V. V. Maltsev, N. B. Chernobay, O. A. Radionov, I. A. Borodaev, O. N. Kostina, S. V. Levushkina, O. V. Shalamova, N. M. Cabal, O. V. Urbanova, V. A. Mozgovoy. Stavropol : AGRUS, 2006. 80 p.
5. Radishauskas T. A. The principles of sustainable tourism development in journal: theoretical and applied aspects of modern science a collection of articles of international scientific-practical conference. responsible for the release. g. SSAU. 2014. P. 144–147.
  6. Trukhachev A. V. Methodology for evaluating the rural tourism potentials: a tool to ensure sustainable development of rural settlements // Sustainability. 2015. T. 7. № 3. P. 3052–3070.
  7. Trukhachev A. V. Definition «Agricultural Tourism» In Modern Science // Bulletin of the National Academy of Tourism. 2015. № 1. P. 11–15.
  8. Crisis management imperatives of economic development : monograph / U. S. Avramenko, A. T. Aydinova, K. A. Andiyeva, N. V. Alekseeva, K. V. Bagmet, T. V. Vergun, O. A. Voropanov, P. V., Gudarenko, R. F., Gudarenko, E. A. Egorkin, S. V. Zenchenko, V. F., Ivannikov, K. M. Ilchenko, I. N. Kiseleva, S. V. Levushkina, R. V. Miroshnichenko, O. A. Aharanov, A. V. Pilyasunova, And E. O. Prilepsky, A. V. Rudneva. Stavropol : SEQUOIA, 2016. 323 p.
  9. Introduction to tourism / Trukhachev. A. V., Mikhailova K. Y., Elfimova Y. M. Ivolga A. G., Varivoda V. S., Karnaukhova M. A., Sidelnikova K. A., Andreyanova S. I., Molchanenko S. A., Radishauskas T. A. Stavropol, 2016.
  10. The Russian Federation. The Government of the Karachayevo-Cherkessia Republic / Regulation on approval of the republican target program «Development of tourism in the Karachay-Cherkess Republic for 2016» from 4 August 2011. № 245.

UDK 338.48

**Ferens E.**

## CITY BREAK TOURISM IN EUROPE

**Abstract:** The aim of this paper is to analyze the city tourism in Europe in the years 2012-2015. Firstly, the main reasons of growing popularity of this tourism form are discussed with special regard to the city break phenomenon. Secondly city tourism in Europe is presented based on the number of international overnight visitors.

Short city visits continue to grow in popularity in Europe. London and Paris have a significant lead in over-

night visitors. Though, when compared to other city destinations they indicate lower growth. Istanbul is ranked at third place, however it surprises with the highest growth rate.

**Key words:** city tourism, break tourism, phenomena, Europe.

**Ferens E. –**

Ph. D., Warsaw University of Life Sciences,  
Faculty of Economic Sciences,  
Nowoursynowska, 166, 02-787 Warsaw  
Tel.: 0048 22 5934032  
E-mail: ewa\_ferens@sggw.pl

### Introduction

Nowadays, one of the most popular tourist destinations are cities, which are characterized by many attractive values, like cultural heritage, events, entertainment, shopping centers, restaurants, multicultural society etc. This led to distinction of an important form of travelling such as urban tourism. The term of urban tourism generally refers to tourist activities undertaken in urban areas. A significant increase in the popularity of tourism in the urban areas was observed in the early 1980s. It was connected with the need for the city revitalization, the development and diversification of cultural activities, the increased people's interest in the heritage and urban development, and as well as with the pursuit of new forms of activities and experience [5], [2]. Especially big cities and metropolis play an essential role as tourism reception areas, what results from their multifunctionality and high density of diverse cultural resources in a relatively small area.

In the frame of urban tourism a new form of tourist activity, called «city break» can be distinguished. There is no commonly recognized definition of what represents a city break. However, it is usually defined as a «short leisure trip to one city or town, with no overnight stay at any other destination during the trip» [6]. This definition underlines the core of city break, namely it is a trip «city only» and it does not constitute a part of wider holiday. Such distinction is not always clear in tourism statistics and therefore causes problems while researching the city break phenomenon. Thus, in this study city break trips are investigated in the context of city tourism overall.

The aim of this paper is to analyze the city tourism in Europe. Firstly, the principal reasons for growth of city break trips in Europe are discussed and secondly international city tourism in Europe in the years 2012-2015 is analyzed.

### Factors affecting city tourism

Over the last years the city break has become one of the most preferred form of tourism in Europe, what is confirmed in the study «European City Tourism 2015», examining 45 major European cities and identifying trends in tourism developments. According to this report there is upward trend in tourism development in Europe, while city tourism is performing the best.

There are number of factors that contributed to the increasing popularity of city break in Europe. Firstly, the rapid expansion of low cost flights between the cities caused that a wide range of city destinations are accessible fast, easy and at lower cost. City break trips has benefited particular from this, because its short stay nature makes quick and easy access a crucial factor in the success of city destinations [10]. At this point it is important to mention that EU enlargement in 2004 and 2007 significantly contributed to formally easier entrance to many European countries, what in consequence led to the increase and improvement of transport connections between the cities.

Secondly, there is an increasing tendency of people to take additional but shorter holidays. The number of short-term trips taken by Europeans continues to grow [6]. One of the reasons can be the fact that people have more leisure breaks a year in addition to their main annual holiday and they have higher discretionary income. The feature of city break trips is the short duration, most of them last between one and three nights. Usually, the attribute of city breaks is the secondary nature of the trips. They are discretionary often supplementing a person's main holiday. In this regard they tend to be short-term as complement rather than replace a bigger trip. However, as some studies show [6], city breaks grow in length, with trips of 4-5 nights or longer. Page [4] indicates a number of structural

changes among the European population that have positively influenced the number of secondary trips taking to city destinations. These include:

- more holidays;
- the availability of public holidays which enable «long weekends» outside usual environment;
- changing family models e.g.: double income families have greater disposable income; families without children travel more to urban areas;
- traveling is cheaper, convenient, faster and more transport options are available.

Some explanation of short duration of city trips can be also the fact that many people are able to see and experience what they want in a few days [3,9].

The other factor that plays an important role in development of city break phenomenon is internet and its constantly growing role in travel decision making process and booking. People can easily find information about the place they would like to visit and make all necessary bookings. It is not complicated to organize city break trip, typically it consists of just few components, like transport, accommodation or entrance tickets, all of which can easily be booked via the internet.

Finally, the reason of bigger popularity of city break tourism relates to people's changing perception of urban areas as travel destinations. The city is increasingly perceived as, not just an entry, exit or transit point, but a desired destination in its own right [10]. In regard to characteristics of city break travelers studies show that first of all visitors tend to come mostly from neighboring countries and sec-

only they travel with small number of travel parties, usually without children. Most people either travel with a partner or with a group of friends [7].

### City tourism in Europe

In the last years a continued growth of city tourism in Europe can be observed. The table 1 presents the first ten European destination cities by the number of international overnight visitors in the years 2012–2015. All listed cities indicated increase in number of tourists during the whole researched period of time. The most visited city in Europe (in the world as well) is London. In 2015 this city was visited by 18,82 mln. overnight tourists from abroad. In comparison to 2014 the 6 % growth can be stated. The second most popular European city is Paris with 16,06 mln. international visitors in 2015. On the third place there is Istanbul with 12,56 mln. international tourists. However, Istanbul has the highest growth rate and if it continues to grow at the current rate, it will become second-ranked in Europe in a few years. The next city in ranking is Barcelona (7.36 mln. visitors in 2015) which is followed by Amsterdam, Rome, Milan, Vienna, Prague and Munich.

The fastest growing destination cities in Europe in the years 2009–2015 are showed in the table 2. Four cities are marked by the growth rate over 8 %, namely: Istanbul, Hamburg and Copenhagen. It is worth to underline that three cities in east-central Europe are also among the fastest growing European destination cities: Bucharest (7,8 % growth rate), Budapest (7,4 % growth rate), and Warsaw (7,0 % growth rate).

Table 1 – Europe's destination cities by international overnight visitors [mln]

|    | Destination city | 2012  | 2013  | 2014  | 2015  | % growth 2014–2015 |
|----|------------------|-------|-------|-------|-------|--------------------|
| 1  | London           | 15.46 | 16.78 | 17.75 | 18.82 | 6.0 %              |
| 2  | Paris            | 14.29 | 15.52 | 15.56 | 16.06 | 3.2 %              |
| 3  | Istanbul         | 8.82  | 9.87  | 11.27 | 12.56 | 11.4 %             |
| 4  | Barcelona        | 6.91  | 7.18  | 7.42  | 7.63  | 2.9 %              |
| 5  | Amsterdam        | 6.10  | 6.65  | 7.29  | 7.44  | 2.1 %              |
| 6  | Rome             | 6.73  | 7.04  | 7.05  | 7.41  | 5.0 %              |
| 7  | Milan            | 6.88  | 6.99  | 7.01  | 7.17  | 2.3 %              |
| 8  | Vienna           | 5.38  | 5.55  | 5.66  | 5.81  | 2.6 %              |
| 9  | Prague           | 4.92  | 5.05  | 5.23  | 5.47  | 4.5 %              |
| 10 | Munich           | 4.38  | 4.58  | 4.79  | 4.86  | 1.3 %              |

Source: MasterCard Global Destination Cities Index 2015

Table 2 – Europe's fastest growing destination cities by international overnight visitors (2009–2015)

|   | Destination city | % growth 2009–2015 |    | Destination city | % growth 2009–2015 |
|---|------------------|--------------------|----|------------------|--------------------|
| 1 | Istanbul         | 10.1 %             | 6  | Bucharest        | 7.8 %              |
| 2 | Hamburg          | 8.6 %              | 7  | Budapest         | 7.4 %              |
| 3 | Copenhagen       | 8.3 %              | 8  | Warsaw           | 7.0 %              |
| 4 | Lisbon           | 8.3 %              | 9  | Duesseldorf      | 6.9 %              |
| 5 | Berlin           | 7.9 %              | 10 | Barcelona        | 6.6 %              |

Source: MasterCard Global Destination Cities Index 2015



**Conclusions**

City break trips involve mostly short haul flights from neighboring source markets and constitute secondary trips that people often use to supplement a main holiday. The potential of this form of tourism lies on the short-term trips, the existence of low cost airlines connections to big cities, affordable prices and availability of booking all necessary components via internet.

During the last years European cities continue to be the leaders of the European tourism sector. All of the top-ranked 10 cities showed positive year-on-year growth rates regarding the number of overnight visitors. London and Paris continue to lead Europe's city tourism, however Istanbul is the fastest growing destination.

**REFERENCES:**

1. Hedrick-Wong Y., Choong D. Global destination cities index: tracking global growth. 2015.
2. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // *Paradigmata poznani*. 2017. № 1. С. 62–65.
3. Kolb B. M. Tourism marketing for cities and towns: using branding and events to attract tourists. Oxford: Butterworth-Heinemann, 2006.
4. Law C. Urban tourism: attracting visitors to large cities. London: Mansell, 1993.
5. Page S. Urban tourism: evaluating tourists' experience of urban places / C. Ryan. London, 2002. P. 112–136.
6. Page S. J., Hall C. M. Managing urban tourism. Harlow, 2003.
7. Trew J., Cockerell N. The European market for UK city breaks : insights, 2002. № 14(58). P. 85–111.
8. City break motivation – the case of Dublin, a successful national capital / Dunne G., Flanagan S., Buckley J. // *Journal of Travel and Tourism Marketing*, 2007. № 22 (3/4). P. 95–107.
9. The City in West Europe/ Burtenshaw D., Bateman M., Ashworth G. J. Wiley: Chichester, 1991.
10. The Roland Berger study: European City Tourism 2015.
11. Towards an understanding of international city break travel / Dunne G., Buckley J., Flanagan S. // *International Journal of Tourism Research*, 2010. № 12 (5). P. 409–417.

**Ivolga A. G., Radishauskas T. A.**

## **THEORETICAL APPROACHES IN TOURISM: COMMUNICATION AND DISTINCTION BETWEEN THE CONCEPTS «AGRI-» AND «RURAL» TOURISM**

**Abstract:** In the article the specificity of rural tourism and agritourism, the results of the analysis of foreign and domestic scientific and practical approaches to the formation of the conceptual apparatus of tourism in rural areas. Among the myriad of definitions and scientific views on the agricultural tourism has not yet found a final and satis-

factory answer. The authors follow the idea of separation of concepts of rural and agritourism.

**Key words:** agricultural tourism, rural tourism, tourist activity.

**Ivolga A. G. –**

Ph. D., Associate Professor, Department of Tourism and Service

Stavropol State Agrarian University

Stavropol, Russia

E-mail: annya\_iv@mail.ru

**Radishauskas T. A. –**

Assistant of the Department of Tourism and Service, Stavropol State Agrarian University

Stavropol, Russia

E-mail: tata2408@mail.ru

### **Introduction**

Tourism currently represents one of the leading directions of socio – economic and cultural life of many countries and regions of the world. Today tourism is one of the most profitable and dynamically developing branches of the economy, which has a strong multiplicative effect on total the activities of the various sectors of the economy. The industry of tourism and hospitality should be considered a complex industry, based on the integrated use of economic, cultural and natural potential of the territory.

Allocate quite a lot of varieties of tourism. Obviously, it is caused by the fact that tourism represents open system with specific social and economic and technical characteristics. Therefore growth of number of types of tourism is promoted both by factors of external environment, and elements of the internal environment of tourism («motive – a resource – transport – accommodation – food – knowledge») [1]. Therefore streamlining of the conceptual and categorical framework, including such directions of research as identification, systematization and classification of types of tourism continue to remain actual. First of all differentiation similar on the displayed essence of concepts, but used for determination of different types of tourism, and also determination of communications between them is reasonable. One of such types of tourism are agritourism and rural tourism.

### **Discussion**

We agree with Trofimova S. M. who believes that rural tourism constitutes the special complex type of tourism uniting forms of organized and unorganized rest of tourists in the rural zone for the purpose of familiarizing with the rural nature, acquaintance to a rural conduct of life, acquaintance with specifics of local agricultural environmental management (at the professional and nonprofessional level) [4].

At the same time rural tourism includes visit by tourists of the rural zone for the purpose of rest and (or) the organizations of entertainments in environmentally friendly (rather residential locations) areas. The main motives for the choice of rest as rural tourism can be considered the following: lack of means for rest in expensive luxurious resort or in hotel; the settled conduct of life in the rural zone; need of improvement for the climatic conditions recommended by the doctor; big time to carry out proximity to the nature and an opportunity in the fresh air, in the wood; an opportunity to eat environmentally friendly products; urgent need for quiet measured life; an opportunity to be acquainted with other culture and customs.

Sharpley R. in his works believes that the agritourism is actually only a segment of rural tourism, like cultural tourism, ecotourism, adventure tourism, marine tourism and other tourism activities in rural areas. Generally, rural tourism is seen as a valuable and growing sector of the overall tourism market, representing a significant source of income to rural economies [9].

Christian M. Rogerson, Jayne M. Rogerson consider agritourism as is a subset of rural tourism which encompasses recreational experiences involving visits to rural settings or rural environments for the purpose of participating in or experiencing activities, events or attractions not readily available in urbanized areas. Among a host of activities which can be linked to agritourism in developed world settings are country accommodation or lodging, farm restaurants and wineries, ranch resorts, leisure fishing, the letting of rooms on farms, and the provision of food to travelers [8].

There is a perception, which is difficult not to agree that the concept of rural tourism is considered as a synonym of agri – or rural tourism, is quite traditional but not quite correct. It is, in particular, sub-

stantiates T. A. Volkova, Natalia Goncharova and S. H. Margaryan in their article, specially devoted to the study of the concept of «rural tourism» [3]. This article notes the typicality of the situation, in which the authors discuss these concepts, and often the concepts of agricultural and ecological tourism as related and do not require differentiation. Moreover, this approach is prevalent as theoreticians and practitioners of tourism, including rural.

According to extensive literature (e.g. Hall et al., 2005; Sidali, 2011), rural tourism destination is based on a complementary tourist product, consisting of several partial products (e.g. accommodation, transport, food, trade, attractions etc.) integrated in final experience which is offered to visitors. These individual tourism businesses are strongly interdependent and interrelated, so their collaboration is condition sine qua non for their further development [7,10].

A. D. Chudnovsky in his writings, associating rural tourism with tourism in rural areas, with the allocation of ethnic, religious, cultural, educational, health, professional, business, sport, adventure tourism and leisure tourism [6]. Note, however, that A. D. Chudnovskii is not explained until the end of the separation of work and business of tourism and their implementation in rural areas seems to us, though possible, but, in General, unlikely, at least in any significant scale. And finally, what is fundamentally important, agritourism is not distinguished as an independent type of tourism activity. Similar approach to determination of this type of tourist activities occurs at M. B. Birzhakov[1], but he calls it rural tourism and like A. D. Chudnovsky does not allocate in its structure of agrarian tourism in any way.

At the same time, for agrarian tourism which in a number of the countries with a level of development of rural tourism high today the distinctive features inherent are characteristic it is exclusive to it and absent at other types of tourism. Typical such feature is an opportunity to reduce round cost (to receive a discount rate and food up to absolute) in exchange for participation of the tourist in agricultural production of the host party.

In this regard, it seems only logical that agricultural tourism (i.e. associated with the production of agricultural products and processing agricultural land) is a component of rural tourism. It is believed that agritourism organically combines the features of special recreation and tourism, including ecological and green. But it is fair to say that these types of tourism can be combined in one trip, and to exist separately. Agricultural tourism may not have the features of eco-tourism, and they cannot be identified.

Among modern approaches to the interpretation of the concept of agritourism should highlight the approach N. E. Cudly who understands agritourism as «an organized stay of tourists in a rural family that deals with agriculture and other activities» [5]. This interpretation appears to be somewhat superficial, because not emphasized the characteristic features of agritourism – participation experience in agricul-

tural production and does not show the farmhouse beyond the family vacation, the definition makes basic reference to living in a peasant family, thereby excluding other means of accommodation, even within rural areas. However, in the definition refers to «the farm business», what separates agritourism from rural tourism.

Thus, it is possible to allocate passive and active approaches of activities of the tourist in the rural zone. The first of them (more traditional), includes stay of tourists in the rural zone, for the purpose of supervision over daily work of the owner, residents of the rural village without any essential participation in their activities. Such concept can be determined as «Life-seeing». On the other hand, the concept better known as «life-participation» or in our opinion, agritourism, represents a new, modern method of pastime of visitors in the rural zone in case of which tourists accept active participation in the most part of the agricultural and other works organized by the owner.

In this regard, Sedali, K. L., Spiller, A., & Schulze, B. are three main characteristics of agritourism in the countryside:

1. An opportunity to satisfy needs of the tourist by practical participation in real life in a country family, that is active participation in a production process of foodstuff, drinks, participation in daily work on a farm, and also in events in local community (religious, economic, cultural, gastronomic, etc.);
2. An opportunity for some groups of people who look for non-standard methods of carrying out free time and who want to gain new knowledge and skills in the field of agricultural industry;
3. Chance for the tourists to take care of domestic animals, participate in cultivation of vegetables, fruits and farming culture in an authentic rural environment, which is different from those where most of the visitors come from [7].

### Conclusions

Summing up the results of our research of origin and essence of the concept «agrarian tourism» we draw the following conclusions.

Distinctions of phenomena of rural and agrarian tourism are essential. Rural tourism is the type of tourism realized in administrative-territorial borders of the village (i.e. classification by a type by the tourist of activities for the place of its implementation). Agritourism represents the tourism type realized with compulsory use of agricultural production for the purpose of a recreation, education and active attraction to traditional forms of managing.

Between rural and agrarian tourism there can be an interrelation, but it is not a sign of this or that type, also it is not obligatory. Agrarian tourism is not always part of rural tourism and can be implemented on urban areas.

The exceptional characteristics of rural tourism are:

- the presence of agricultural (agricultural) production;
- elements of involving tourists in the process of agrarian (agricultural) production.

In the framework of agricultural tourism, the consumer can be presented with a comprehensive tourism product. A key role in the tourism product is the satisfaction with the educational purposes of the tourists.

Agritourism as a form of tourism plays an important role in the socio-economic development of the

territory. However, its impact is significant for agricultural enterprises, including farms, etc. Also important the influence of agritourism on the preservation and development of human potential in the region, the development of small businesses.

The complex of tourist activities carried out in the territory, the agritourism plays a key role in the unique regional tourist product, allowing you to create and build a positive, unusual experience, forming positive and individual tourist image of the region among tourists.

## REFERENCES:

1. Birzhakov M. B. Introduction in tourism: studies, benefit. Gerd, 2004. 304 p.
2. Chudnovsky A. D. Tourism and hotel economy: textbook. M. : YuRKNIGA, 2005. 448 p.
3. Elfimova Y. M., Bistrova G. A. Virtual tourism – the objective reality of the modern travel business // Sustainable development of touristic market: international practice and experience of Russia : collection of scientific works. Tr. according to the materials of the II international scientific conference. (Stavropol, 09–11 April 2014) / SSAU. Stavropol, 2014. P. 81–84.
4. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62–65.
5. Kudla N. Є. Agrotourism: to prospect a rozvitka in Ukran // Mzhnar. Sciences: science, innovacii that rozvitok perioniv». Львів, 2004. P. 56–63.
6. Radishauskas T. A. The value of the ecological state of environment on the development of the concept of sustainable tourism : book: sustainable development of tourist market: international practice and experience resistance state agrarian University. 2014. p. 178–183.
7. Radishauskas T. A. Regional aspects of modern branding / A. V. Trukhachev, A. G. Ivolga.
8. Crisis management imperatives of economic development : monograph / U. S. Avramenko, A. T. Aydinova, K. A. Andiyeva, N. V. Alekseeva, K. V. Bagmet, T. V. Vergun, O. A. Voropanov, P. V. Gudarenko, R. F. Gudarenko, E. A. Egorkin, S. V. Zenchenko, V. F. Ivanikov, K. M. Ilchenko, I. N. Kiseleva, S. V. Levushkina, R. V. Miroshnichenko, O. A. Aharanov, A. V. Plyasunova, And E. O. Prilepsky, A. V. Rudneva. Stavropol : SEQUOIA, 2016. 323 p.
9. Sustainable development of tourist market: international practice and experience resistance state agrarian University. 2014. p. 194–198.
10. Rogerson C. M., Rogerson J. M. Agritourism and local economic development in South Africa / C. M. Rogerson, D. Szymańska. Bulletin of Geography / socio-economical series. Toruń: Nicolaus Copernicus University. 2014. № 26. P. 93–106.
11. Sharpley R. Rural tourism and the challenge of tourism diversification the case of Cyprus / Tourism Management. 2002. № 23(3), P. 233–244.
12. Trofimova S. M. The territorial organization of rural tourism in the Baikal region. Ulan-Ude, 2005. 22 p.
13. Vlasenko O. V. An agritourism role in reforming of rural subsidiary productions: abstract. Ulan-Ude, 2008. 30 p.
14. Volkova-Goncharova T. A., Markaryan S. O. Social and economic function of rural tourism // Messenger SGUTKD. 2011. № 2 (16). P. 22–25.
15. Food, agri-culture and tourism / Linking local gastronomy and rural tourism: Interdisciplinary perspectives / Sidali K. L., Spiller A., Schulze B. Berlin: Springer-Verlag, 2011.
16. New Directions in Rural Tourism: Local Impacts, Global Trends/ Hall D. R., Roberts L., Mitchell M. Hants : Ashgate Publishing, 2005.

UDK 338.48

**Kłoczko-Gajewska A.**

## THE NETWORKS OF THE MOST BEAUTIFUL VILLAGES AND SUSTAINABLE TOURISM – BASIC FACTS AND SOME QUESTIONS

**Abstract:** The concept of sustainable tourism, concerns tourism that basically wisely uses and conserves resources in to maintain their long-term viability. The networks of the most beautiful villages aims at gaining additional income from tourism while taking care of local heritage and architectonic order. It seems they are successful,

but there is a field for deeper research and international comparisons.

**Key words:** sustainable tourism, network, beautiful villages, income from tourism.

**Kłoczko-Gajewska A. –**

Ph.D., Warsaw University of Life Sciences – SGGW  
Nowoursynowska, 166, Warsaw, Poland  
Tel.: (+48) 59 340 29  
E-mail: anna\_kloczko\_gajewska@sggw.pl.

### Introduction

Tourism is often seen as a chance to develop a region or a country. However, aside from the benefits of traditionally understood mass tourism, also its drawbacks have to be taken into account [2]. Among others, tourism generates direct benefits to those selling goods and services, as well as indirect benefits through the multiplier effect. It also creates labour intense employment, especially for the unskilled workforce, and stimulates regional development. As for less tangible aspects, it promotes cross-cultural understanding and is an incentive to preserve natural and cultural heritage. On the other hand there are some problems with obtaining these positive effects, there are also some negative consequences of tourism (especially unregulated mass tourism). Direct revenues from tourism are usually seasonal and are lowered by the costs of marketing, administration, and public infrastructure maintenance. Indirect revenues might leak due to importation of goods and services as well as profit repatriation. Employment is seasonal, often low-paid, and part-time. Congestion of tourists and financial disparities might cause cross-cultural conflict. Last but not least, local culture can be modified and the environment can be degraded by development of tourist activities. As Marzetti et. al. have written, «...mass tourism may be desirable from the economic point of view because it increases the local aggregate income, but from the social and ecological perspective it can be damaging...». To avoid costs of the mass tourism, an idea of alternative or small-scale, locally-controlled or sustainable tourism emerged [4].

Basically, sustainable tourism can be described as applying of the sustainable development concept to tourism sector – «tourism that wisely uses and conserves resources in order to maintain their long-term viability»[2]. Being more precise, it is a concept «created to critically explore, foster and implement

the idea of more sustainable forms of tourism in order to reduce pressure on the environment, societies, heritage and culture, while spreading benefits equitably, including between hosts and guests»[3]. Sustainability has many different aspects – not only taking care for natural environment (for example through waste disposal, energy efficiency or light pollution), but also through cultural sustainability (adjusting to local architectural norms and preference for native plants) and visitor management strategies that do not allow too high congestion of tourists [2]. The next section will describe a movement that has some features of sustainable tourism.

### Networks of the most beautiful villages<sup>7</sup>

The idea to create a network of the most beautiful villages emerged in France at the beginning of 1980s. At that time a significant migration from villages to cities was observed, which resulted in depopulation of rural areas. Moreover, rural communities had problems with renovating historical buildings due to the lack of money. One of the mayors, inspired by a book titled «The most beautiful villages of France», contacted 100 mayors of other villages mentioned in this publication and offered cooperation. In March 1982 66 mayors created an association whose aim was to sustain, promote, and develop beautiful, historical villages with traditional architecture and natural conditions. Basing on French experience, similar associations were soon created in Wallonia (Belgium) (1994), Quebec (Canada) (1998), Italy (2001), and Japan (2005).

Similarly as in France, the networks in Quebec and Italy were created in order to diminish out-migration from the villages. Quite differently, in Wallonia the problem to solve was too high migration into the

<sup>7</sup> If not stated otherwise, information in this section comes from the book „Les plus beaux villages : de l'expérience française au développement international – Most Beautiful Villages: The french experience and other foreign development”s

Table 1 – Basic characteristics of the networks of the most beautiful villages in selected countries

|  | France        | Wallonia       | Quebec        | Italy                    | Japan         |
|--|---------------|----------------|---------------|--------------------------|---------------|
| Number of associated villages (03.2016)              | 153           | 24             | 38            | 248                      | 49            |
| Number of villages at the beginning                  | 66            | 11             | 18            | 51                       | 7             |
| Year of creating the association                     | 1982          | 1994           | 1998          | 2001                     | 2005          |
| Yearly budget of association (thousand Euros) (2012) | 490           | 320            | 66            | 390                      | 166           |
| Share of member fees in the budget ( %) (2012)       | 63            | 5              | 19            | 80                       | 28            |
| Share of sponsors' money in the budget ( %) (2012)   | 10            | 20             | 58            | 20                       | 40            |
| Frequency of assessment visits (2012)                | every 6 years | no regulations | every 5 years | 3 to 5 villages per year | every 5 years |

**Source:** own preparation basing on: «Les plus beaux villages: de l'expérience française au développement international – Most Beautiful Villages: The French experience and other foreign developments», Atout France, 2013 and the websites of the associations.

villages, with a significant pressure to build new (not necessarily traditionally-looking) houses which endangered historical lay-out of the villages. In Japan, a reform merging small municipalities created a fear of lowering the number of villages and towns.

All of the networks of the most beautiful villages aim to support sustainable development of rural areas as well as to preserve architectural heritage in the villages, however there are minor differences in the approach between the associations. In Quebec and Japan the main stress is laid on preserving landscape and traditional way of life. In Wallonia educating the society to keep architectonic coherence is one of the important aims of the organization. In Italy the main stress is laid on promoting villages as a tourist destination – the offer includes traditional food and cultural events.

After some time there were more similar associations emerging in other countries, such as Crete (Greece) (2010), Romania (2011), Saxony (Germany) (2011), Spain (2011), and Russia (2014). Five of the country associations created in 2012 an association of the world's most beautiful villages, some more are associated members, waiting for becoming full members<sup>8</sup>.

All of the country associations have sets of criteria that allow individual villages to join the country networks. The most important of them are characteristic rural architecture and landscape, followed by low density of the population and number of inhabitants (the limits differ depending on a country). In Canada, Italy, Japan, Spain, Germany, Greece, and Korea a village that wishes to join the network has to have a predefined number of historical monuments or other items of material or immaterial heritage.

All of the organizations have a legal form of a non-profit organization – both for ideological and practical reasons, because it allows them to apply for public funds. Main directions for future development are decided on by a general assembly. In France and Japan the general assemblies also make decisions concerning the sum of member's fee paid by the vil-

lages. All of the networks require official application containing preliminary description of the village's assets. If it meets minimal criteria, a group of experts visit the village in order to assess the quality of architecture, cultural heritage, and plans of promotion. Such report is the basis for joining the association. All of the networks carry out regular assessments of the villages, to find out if the heritage is really cared for. High demands are supposed to ensure quality of the offer, and membership fee should make them independent from grants. The networks carry out joint promotion, among others through printing leaflets, preparing websites, presence in social media, etc. Most of the networks issue official tourist guides or organize fairs of local handcraft.

As one can see in Table 1, the country networks differ according to size, yearly budget, importance of membership fees, and other features.

In French network it was observed that joining the network of the most beautiful villages can raise number of tourists by 10 %–50 %.

The most popular places face now other problems (discussed during the conference «Rural architecture – European heritage and development potential» in Obercunnersdorf, Germany) – organizing visits in such a way that tourists find peace and silence while the inhabitants keep their privacy and dignity. In certain circumstances the villagers could feel as items in a museum, which should not happen. There is a significant problem with the wastes and traffic jams during high season.

### Conclusions

The networks of the most beautiful villages aim to preserve historical look of the villages (historical buildings, spatial order, natural environment). It is their official goal and the conditions to join the network support it. Additional incomes from tourism help the inhabitants to stay there and refrain from migration. From this perspective they take care of the sustainability of the villages. However, there are some more sustainability issues that need to be taken into account.

<sup>8</sup> Information from the website.

Sofield (2003, p.9.), discussing the problem of sustainable tourism in Pacific Islands, wrote that «...without the element of empowerment (of local communities) tourism development on the level of community will have difficulty achieving sustainability». In the networks of the most beautiful villages the village representatives (often mayors) decide on the directions of the future development, which can be seen as empowerment of the local people. The question is, to what extent the village inhabitants truly participate in the decision-making process. How do their representatives (eg. mayors) consult with them directions of development? Does it differ among countries, are any differences within countries visible? What are the problems faced while discussing with the locals the priorities for future development?

In some more popular villages there are problems resulting from the overcrowding of tourists during high season. How strong is its impact on the natural environment, quality of life of the inhabitants and comfort of the tourists? Are there any visitor management strategies undertaken?

Some of the networks claim that they observed visible rise in the number of tourists. It would be interesting to analyze how much money is left by the tourists and how much of it is spent again on the local market (is the money not leaking back to the cities).

Probably there is some research on a local scale, but it would be interesting to compare these issues as well as long-term impact on the natural environment, incomes, and local communities (including culture and habits) both within the networks and between the countries.

## REFERENCES:

1. Trevor H. B. Empowerment for Sustainable Tourism Development. Amsterdam: Pergamon, 2003.
2. Weaver D. Sustainable tourism: theory and practice. Elsevier Butterworth-Heinemann. 2006.
3. Advocacy or neutrality? Disseminating research findings and driving change toward sustainable tourism in a fast changing world // Journal of Sustainable Tourism / Bramwell B., Higham J., Lane B., Miller G. 2016. № 24:1. P. 1–7.
4. Social carrying Capacity of Mass tourist Sites: theoretical and practical issues about its measurement / Marzetti S., Brandolini D. A., Mozetti R. Northampton, 2008.
5. Les plus beaux villages: de l'expérience française au développement international – Most Beautiful Villages: The French experience and other foreign developments // Atout France. 2013.
6. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62-65.
7. URL: <http://www.borghipiubelliditalia.it/en/>
8. URL: <http://www.beauxvillages.be/les-villages.htm?lng=fr>
9. URL: [http://www.beauxvillages.qc.ca/web-site\\_english.htm](http://www.beauxvillages.qc.ca/web-site_english.htm)
10. URL: <http://www.france-beautiful-villages.org/en/about-us>
11. URL: <http://www.utsukushii-mura.jp/index.php>

**Kostić M., Milićević S., Nedeljković I.**

## RESEARCH OF TOURISTS' PERCEPTION OF THE RELATIONSHIP BETWEEN TOURISM AND ENVIRONMENT

**Abstract:** The relationship between tourism and the environment can be considered unbreakable, almost symbiotic, precisely due to the fact that tourism is a major user and also a valuator of environmental elements. For the development of tourism and its infrastructure, the initial look of nature is disrupted, the landscapes are changed, deforestation and unplanned construction occur, the soil and biodiversity are disrupted, air and water pollution occur, and therefore tourism is considered to be a big transformer of the environment. The balance between tourism development and preservation of the environment is achieved only by putting the tourism activity under the concept of sustainability. Achieving sustainability is a key

task of all stakeholders in the tourism industry, and the responsibility for the quality of the environment is not only on the side of tourism offer, but the behavior of tourists as end users also has an important role. This is exactly what caused the creation of the code of conduct of tourists at a destination. In this paper, the attention is focused on the attitudes of tourists related to taking care of environmental elements, with the aim of determining the level of environmental awareness among modern tourists.

**Key words:** sustainable tourism, ethical codes, tourists' environmental awareness.

**Kostić M. –**

Ph.D., Assistant Professor,  
Faculty of Hotel Management and Tourism in Vrnjačka Banja,  
University of Kragujevac  
Vojvođanska, 5 A, Vrnjačka Banja, Serbia  
E-mail: marijakostic@kg.ac.rs

**Milićević S. –**

Ph.D., Assistant Professor, Faculty of Hotel Management and  
Tourism in Vrnjačka Banja,  
University of Kragujevac,  
Vojvođanska 5 A, Vrnjačka Banja, Serbia  
E-mail: snezana.milicevic@kg.ac.rs

**Nedeljković I. –**

BA in Management, Faculty of Hotel Management and Tourism  
in Vrnjačka Banja,  
University of Kragujevac  
Vojvođanska 5 A, Vrnjačka Banja, Serbia  
E-mail: ivannedeljkovic@gmail.com

### Introduction

The development of tourism is certainly changing the environment in which it is developing and these changes can be both positive and negative. The changes brought by tourism in tourist destinations are becoming more visible with the advent of mass tourism. Tourism development usually brings negative effects that primarily concern degradation of the environment. For the development of tourism and its infrastructure, the initial look of nature is disrupted, the landscapes are changed, deforestation and unplanned construction occur, the soil is disrupted, air and water pollution occur. Finding a balance between tourism development and preservation of the environment is a key task of all stakeholders in the tourism industry. Sustainable tourism has a key role here, which in a rational way takes care of natural resources and enables them to be used by present and future generations [2]. In order to preserve the sensitive environmental resources, of which tourism largely depends on, it was necessary to put this industry under the concept of sustainability. The World Tourism Organization defines sustainable tourism as an activity by which the needs of all tourists, as holders of demand and tourist destinations, are met and satisfied, and the possibility that the goals are achieved at the same or even a higher level in the future is thereby not distorted [4]. In the era of mass tourism of the 21st century, when the

entire tourism industry faces the problem of preserving the environment, because precisely tourism as an industry is based largely on the quality elements of the same, there is a need to inform the tourists as end users about the method in which they can contribute to the preservation of sensitive resources. In this regard, ethical codes are one of the means for implementation of sustainable tourism, aimed at tourists as end consumers [6].

Ethical codes are one of the means for implementation of sustainable tourism at a destination [1]. It is a means in the form of short and clear messages that tend to mitigate the negative consequences for the environment where the tourist activities are implemented. Their existence contributes significantly to raising awareness of all stakeholders in tourism, and especially tourists, about the consequences which their behavior, often irresponsible and even with a dose of disrespect towards the environment which is expected to meet the needs, and decisions may have on the state of the environment. The most famous code published by the American Association of Tourist Agents which was presented to the 10 commandments in the field of ecotourism [5].

### Research Description and Methodology

A research was conducted for the purposes of this paper, in order to determine the level of environ-



mental awareness of tourists from the territory of the Republic of Serbia. The research instrument was a closed-type survey questionnaire which contained a set of 23 questions, divided into 3 groups. The first group of questions related to the demographic characteristics of the respondents: gender, age, education level, monthly income. The second part of the questionnaire contained questions related to preferences of tourists in the choice of destination as well as the means of transport they used when going on vacation. Their attitude towards the consumption of water, electricity and waste disposal during the stay at a destination was also analyzed. How much the tourists were actually informed about the destination to which they were going was also significant for the analysis, and therefore the questionnaire also included the questions related to the level of information the tourists received on the environment of the destination chosen for their holiday, either personally or from tourism workers. The third part of the questionnaire related to the attitudes of tourists on impacts that tourism could have on the quality of the environment of a destination.

The research was conducted on a random sample, by independent filling out of the survey questionnaire, which was distributed via social networks.

### Results

The study included 50 respondents, whereby the representation of female respondents was higher, even 78 %. Analysis of the age structure showed that the largest percentage of respondents belonged to the group of 18 to 25 years, even 58 %, from 26 to 35 years there were 30 % of respondents, while the remaining 12 % were older than 35 years. When looking at the level of education, highly educated tourists had the highest share in the survey – 58 %. The largest number of respondents, even 70 %, were unemployed.

In the second part of the questionnaire, where we examined the preferences of tourists related to the type of destination they chose for their holiday, the type of means of transport they used, the attitude towards the consumption of resources and the level of information they received, we came to the following results. The largest number of respondents (72 %) chooses the sea as their holiday destination, and the largest number of respondents chooses the bus (51 %) as a means of transport to the destination. When it comes to the factors of attractiveness in the destination, only 6 % of tourists choose a particular destination because of its preserved environment, 50 % of them indicate the attractiveness at the destination as the main motive, while 44 % of respondents choose the destination according to the price.

To the question «Do you inform yourself about the destination before you visit it?», 74 % of respondents answered that they always informed themselves, 22 % were sometimes informed, while 4 % of respondents tried to learn more about the destination to which they traveled only when it was brought to their attention.

As for the behavior of tourists at the destination related to the consumption of water, electricity and waste disposal, respondents gave their answers by choosing one of the options on a scale of 1 to 4, where «1» was never, «2» was sometimes, «3» was when it was brought to my attention and «4» was always. In this regard, to the question how much they took care about water consumption while on vacation, tourists gave answers with the average grade of 2.52, while the standard deviation was 1.01, which indicated the homogeneity of answers. To the question how much they took care about electricity consumption, the average grade of tourists was slightly higher than in the previously asked question – 2.6, with a standard deviation of 1.03. When it came to waste disposal, the respondents had very positive answers, with the average grade of even 3.8 and standard deviation of 0.57. To the next question, which related to how many times the tourists were informed about the environment of the chosen destination by agency employees, even 78 % of respondents answered that they never received such information at the agency, while 22 % of them answered that they sometimes received such information. Ethical codes of conduct of tourists were completely familiar to 48 % of the respondents, partially familiar to 36 %, while completely unfamiliar to 16 % of the respondents.

In the third part of the questionnaire, we examined the attitudes of tourists on whether and how much influence (according to their opinion) tourism had on the environment of a destination. Answers were given in the form of Likert 5 point scale, were «1» was strongly disagree and «5» was strongly agree. To the first question in this part: «Does tourism endanger the nature of any destination?», the respondents gave the average grade of  $3.45 \pm 1.22$ , which indicated that tourists were aware that tourism could endanger the quality of the environment of the destination at which it was implemented.

To the question: «Does tourism contribute to increased traffic jams, air pollution and creating increased noise?», the respondents gave the average grade of  $3.85 \pm 1.54$ , which indicated their awareness that transport greatly contributed to pollution of this part of the environment. Extremely high average grade and also a low value of standard deviation –  $4.06 \pm 0.74$  was given by the surveyed respondents for the question: «Does tourism provide an incentive for the restoration of cultural heritage?». To the question whether public buildings were better preserved due to tourism, the respondents answered with the average grade of  $3.68 \pm 1.11$ . The highest average grade of  $4.29 \pm 0.73$  was given by the respondents for the assertion that the destination should be as natural as possible, with limited development, which indicated that the respondents were aware of the negative effects of uncontrolled development on the environment. This conclusion is particularly important from the standpoint of the topic and issue of this paper. Regarding the choice of ecological accommodation at the destination, the respondents

gave the average grade of  $2.87 \pm 0.98$ , where slightly more than half of the respondents, 51 %, answered: «When it is brought to my attention».

To the question whether they could characterize themselves as an environmentally responsible person, the respondents gave the average grade of  $3.81 \pm 0.91$ , which was a very encouraging data because of the times coming.

### Discussion

Analysis of the age structure of respondents showed that most of them, even 85 %, were under the age of 35. This result was not surprising given that the questionnaire was only distributed via social networks where these age groups were primarily “active”. Therefore, it would be important for future researches to extend this sample and include groups of people over the age of 35, given that there is a presumption that these age structures are in every sense, even ecological, more responsible, more educated and more aware of the influence that tourism can have on the environment, whether it comes to positive or negative influences.

Based on the results of the research, it can be concluded that environmental awareness of the respondents is at a satisfactory level, taking into account that tourists are aware of the fact that tourism can lead to degradation of the environment, as evidenced by the average grade of 3.45 as the answer to this question. However, this should be taken with reserve, given that the majority of respondents take the price or attractiveness at the destination as the factor of attractiveness in the destination, while only a small percentage of them are opting for a destination because of the preserved environment. This raises the question whether tourists, although aware of the negative consequences of tourism, also behave in an environmentally responsible manner towards the environment, given that the quality of the environment, as the factor of attractiveness in the destination, is in the last place for them, and to a very small percentage. The reason for this may be the fact that a large percentage of respondents is unemployed, 70 % of them, so it is logical that the price is what defines the choice and not a quality environment, unfortunately. The economic situation of Serbia also causes the fact that tourists are not able to travel on holiday on several occasions during the year, and therefore the choice of the sea as a destination is a logical consequence. Stimulation of visits to protected natural resources, which usually has an educational character, would certainly contribute to a greater desire of tourists to learn about the environment and contribute to the preservation of the same.

The research related to the behavior of tourists at a destination gave encouraging results, having in mind that the issues related to consumption of electricity and water had high average grades. It was interesting that regarding these two questions the most respondents answered that they took care of the consumption of these resources when it was

pointed out to them, meaning that possible informing of tourists about the importance of responsible consumption of these resources could achieve even better results. As for the attitude towards waste disposal, the respondents showed the greatest responsibility there. However, this data is not surprising because sorting and recycling of waste has been taken into account the last few years in our country, so it is inevitable that people have already developed awareness of this. A large percentage of tourists is informed about the destination before the visit, which can be used by the creators of tourism offer for providing tourist with key information on the state of the environment, possible critical resources, as well as the methods in which they can have a positive impact on its quality, in addition to basic information about the destination. As the research has shown, preserved environment is not the primary factor of attractiveness, so it is unlikely that a tourist will inform himself about this issue. Tourists, even 76 % of the respondents, do not receive information on the environment by travel agencies that sell the arrangements. In this way the attitude towards the environment is in the background even before the travel. With the introduction of specific legislation by which the tourist brochures would have to include information related to the environmental situation and responsibility, the increase of awareness of tourists, and hence the behavior of tourists at a destination, would be certainly affected, at least in some percentage.

The research showed that tourists were also aware of the positive aspects of the tourism activity. High average grades of respondents indicated their confidence in tourism as an industry that contributed to the restoration of cultural heritage and protection of public buildings.

### Conclusions

The results of the research conducted for the purposes of the paper indicate that the awareness of tourists on the environment is at a satisfactory level. This is certainly encouraging, but should not stop the efforts to make the level of awareness even higher, and it is necessary to continuously work on raising environmental awareness of tourists, by all means and at all levels. A positive effect on the awareness of tourists can be easily achieved with examples of good practice, because presenting only negative examples leads to accepting the inevitability of endangerment of the environment, but also gives an excuse to do nothing today regarding the preservation of its key elements. Constant education of all stakeholders in tourism, from organizers to tourists, about the methods for minimizing the negative effects of tourism activities, a better policy of state authorities regarding the tourism development, encouraging hoteliers to behave responsibly towards the environment, is the only way to preserve the sensitive natural resources, in order to make them available for future generations.

**REFERENCES:**

1. Stojanović V. Turizam i održivi razvoj / University of Novi Sad. Department of Geography, Tourism and Hotel Management, Faculty of Science. 2011.
2. Possibilities for the development of ecotourism in Serbia / Kostić M., Milićević S., Vulićević I. 2016. № 81. 131 p.
3. The Case for Responsible Travel Trends and Statistics. Washington : D. C., 2015.
4. Tourism and the Sustainable Development Goals / UNWTO. 2016.
5. American Society of Travel Agents (ASTA). Code of Ethics (2016). URL:<https://www.asta.org/About/content.cfm?ItemNumber=745> (28.02.2016.)
6. Global Code of Ethics for Tourism – GCET (2016).URL:
7. <http://ethics.unwto.org/en/content/global-code-ethics-tourism> (28.02.2016.)
8. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62-65.

Levushkina S. V., Miroshnichenko R. W.

## KEY FACTORS OF REGIONAL INNOVATION CLUSTERS AND THEIR INTERACTION

**Abstract:** The article outlines and describes the basic functions of the state in relation to the national system of innovation. Selected forms of state influence on innovative entrepreneurship. The criteria effectively-STI regional innovation system. Considered multi-stakeholder composition of the parties of an innovation cluster. The features of interaction of participants of innovative clusters created by naturally-evolutionary, at different stages of life cycle of

hardware themselves clusters and life cycle of the base and system innovation.

**Key words:** national innovation system, innovation and entrepreneurship, innovation cluster, a public-private partnership, the composition of the cluster participants, the business sector, academic and University sectors of science, small and medium business.

**Levushkina S. V. –**

Candidate of legal Sciences, associate Professor, Professor of chair «Management» of the Stavropol state agrarian University  
Stavropol, Russia  
Tel.: +79187758857  
E-mail: Kirachek@mail.ru

**Miroshnichenko R. W. –**

Ph. D., Associate Professor, Department of State and Municipal Management  
North-Caucasus Federal University  
Stavropol, Russia  
Tel.: +79289712614  
E-mail: ruzannao@rambler.ru

The national innovation policy of any state should be aimed primarily at legal regulation of innovative activity; development of effective measures; increasing of innovative activity of participants of market relations; development of innovation infrastructure; using economic and financial state's instruments of innovation support; formation of a modern competitive innovation centres of the Federal, regional, sectoral value [3, p. 21].

Therefore, it used to allocate the following general functions of the state in relation to economic system: regulating, administrative, organizational, distribution, control, protective, analytical, motivational, informational, regulatory, normative -legal, institutional [9, p. 93]. These functions could be made in relation to the innovation sector of the economy. Modern mechanism of the formation of favorable environment for innovation and business should be based on the totality of state` functions in their specific modifications.

State regulation and support of innovative business are necessary due to the existence of "failures" in the market of innovations and «know-how». These "failures" are related to the fact that innovations have the property of public benefit, and innovation carry a high degree of risk. All external stimulus to the development of innovative processes in the field of entrepreneurship are contributing actively to reorient production activity of economic entities, taking into consideration the innovative nature of last [1, p. 219]. The process of state stimulation of entrepreneurship to innovation activity is impact on business structure, which takes into account their real needs, aspirations, interests, objectives and behavioral motivation.

These forms of state influence on innovative entrepreneurship as support, regulation and stimula-

tion are complementary and as a whole form the state mechanism of activation to innovative activities of the enterprise to be indispensable sector of the economy.

Obviously, that national innovation system includes a strong regional component, caused by the following objective factors:

- the presence of the distal regions (the border, the Siberian regions, etc.). World practice shows that than more distance of the region from the center, than fewer opportunities to lobby it's interests, lower opportunities for the business sector to achieve commercial success through political lobbying. Because of this mostly these type of regions are strong and know its` advantages, given the opportunities provided by the regional market system, but not the configuration of political forces;
- the presence of the depressed regions, the business sector which are more ready for innovation. In these regions there are an urgent need to overcome the crisis due to the reaverage sales of modern technological solutions, reduce costs (while maintaining the structure of industrial production) or as alternative creating good new products and businesses in their production (in parallel to the withering away of production activities, which launched the enterprise in crisis, or, at least, not allowed to smooth the negative effects). On the other hand, in those regions where the structure of industrial production is able to provide business entities a stable income and to create conditions for the socio-economical distribution and political stability, the propensity for innovation will be significantly lower;

- the existence of significant differences between regions in terms of a prevailing industrial specialization.

Consequently, the efficiency of the regional innovation system should be determined [6]:

- capability to generate new knowledge and technologies, including ability to implement scientific-educational and innovative potential;
- developed institutions and channels of transfer and commercialization of over-time technologies that integrate activities of all participants in the innovation process;
- high innovation activity of the business sector;
- systematic and efficient support for innovation and entrepreneurship activities by federal and regional authorities;
- the presence of clear strategic orientation of regional innovative development, which harmonized in the framework of strategy for socio-economical development of the region.

Practice shows that innovation mechanism of development of management system is used effectively in some Russian regions, but not all regions of the our country recently years. It should be noted that the majority of Russian regions could be characterized by minor processes of innovative activity of their socio-economical development at the moment. According to the Institute for statistical studies and Economics of knowledge HSE in 2013, the most innovation-active region was Moscow. Similar conclusion has been obtained by the group of authors – composers of a rating of innovative development of subjects of the Russian Federation due to results of calculating the «index of innovative development of subjects of the Russian Federation (RRII)» during the reporting period. The four leaders divided the capital with the of Tatarstan republic, Kaluga region and St. Petersburg. Among the progressive developing of innovative regions: the Chuvash Republic (RRII – 0,4707), region f Sverdlovsk (0,4695), region of Nizhny Novgorod (0,4685), region of Novosibirsk (0,4684), region of Tomsk (0,4623)[7, 17] etc. These four leaders was Moscow, Saint-Petersburg, Tatarstan, region of Nizhny Novgorod in 2015[8]. Overall, the results of the above studies have shown that the value RRII as leadership in the ranking of the region (city of Moscow, RRII = 0,5908) exceeds the value of the marginal rating (Ingushetia, RRII = 0,1694) 3.48 times, and there by testify to the uneven innovative development of Russian regions.

In modern conditions the interaction of private and state sectors is essential for effective resource allocation, including the innovation sector. From the position of the enterprise, the public authorities are called upon to form the most favorable conditions for development of entrepreneurial sector. The state's position, the latter is in the process of its activities implementation of the goals, objectives and interests of the population, increasing welfare, employment, economic, environmental, security, etc. In the General case of public-private partnership (PPP) should be viewed as a partnership in which the pub-

lic authorities and the private sector jointly implement projects, on mutual agreement on the distribution of designated tasks and possible risks [10]. The term PPP describes a relationship in which resources of public and enterprise sectors are used jointly to achieve mutually beneficial goals. As one of the forms of PPP decided to consider the creation of an innovative infrastructure (clusters, incubators, technology transfer offices, etc.).

The multi-stakeholder composition of the participants of the innovative cluster can be classified according to the structure of the model "triple helix", highlighting the part of cluster participants in the following key categories:

- «state» (public authorities and local self government office);
- «business» (commercial organizations of various forms of ownership regardless of the ongoing economic activity);
- «academic sector of science» (the organizations which carry out educational and research activities, as well as entitled to conduct business activity in the framework of the goals and objectives defined by the Charter).

The above group of participants of innovative clusters enter into formal and informal relations involving Ki-Bryden institutional organizations, as well as two – or three hundred-Ronni management process. This kind of relationship stands for my to reduce transaction costs of participants of the innovative cluster, which in his framework is significantly below the market forms of institutional organization [12].

The study of the innovation cluster as a dynamical system leads to conclusion that the priority of relations with different composition of constituent entities of the cluster is determined by the life cycle base and C systematic of innovation speakers technology-integrated education [4, p. 50]. So, at the stage of generation of innovations when the priority should relations «the state and academic sector of science», at the stage of innovation – the relations of «academic and WU-Zowski science sector – business sector», at the stage of commercial of the organization of innovation – the relations «business – state».

In addition, innovation cluster goes through several stages of the life cycle. Swedish scientists T. Anderson (Andersson) and S. Swag (Schwaag) identify the following stages of the life cycle: «prak-la-ster»(sinter), emerging, developing and cluster which is available to transform [13].

Participants of innovative clusters also create education-governmental, evolutionary, programmes at different stages of the clusters' life cycle and the base and system innovation (figures 1-4).

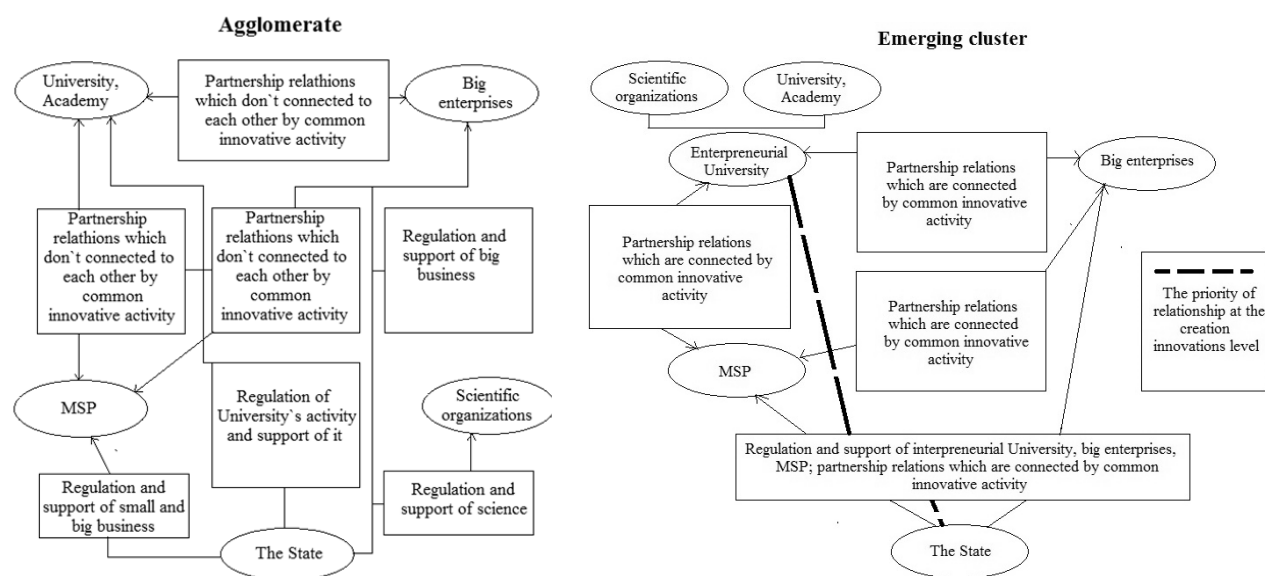
The participants of the sinter (figure 1) operate, as a rule, provided and implementing their industrial and commercial purposes within home's region. The state participates in the activities of Universities, Academies, scientific organizations, enterprises of small and medium businesses, large enterprises by regulating and supporting their activities through specific mechanisms. In the next phase of devel-

opment, agents of market relations begin to form partnerships with each other to enhance the commercial effect of its activities. State participation in the emerging clusters is expanding. The bodies of Federal and regional authorities also engage with market participants in the partnerships, the related General innovation objective.

At the stage of cluster development (figure 2) to attract new participants of its home region, is able to increase its profitability and expand in the future the

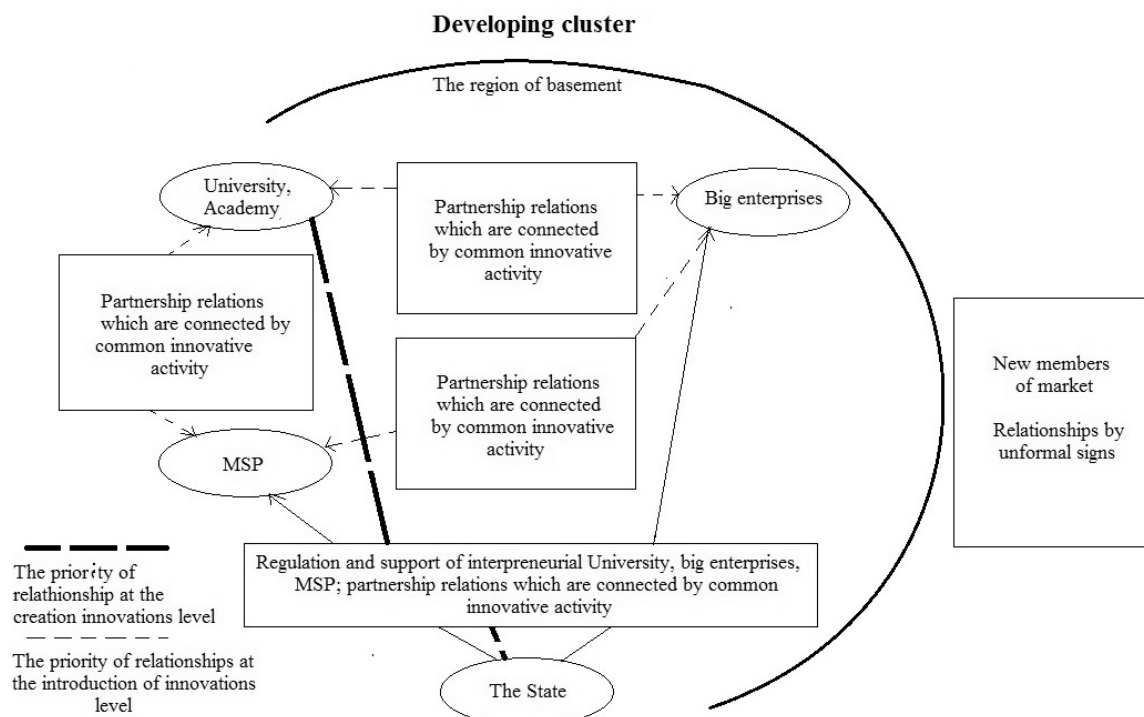
boundaries of influence. The government actively cooperates with the business Universities, Academies to create demand innovation and know-how, and the business sector with the academic and University sector of science at the stage of their implementation.

A Mature cluster (figure 3) is outside its region which is attracting new participants and creating the framework of the cluster of new enterprises and organizations. The government actively cooperates with all members of the cluster, and at the same



**Figure 1** – Interaction of participants of the agglomerate and the emerging innovation cluster created naturally-the evolutionary different stages of the life cycle of the base and system innovation

Source: author's



**Figure 2** – Interaction of participants developing innovative valve-stera created naturally-the evolutionary different stages of the life cycle of the base and system innovation

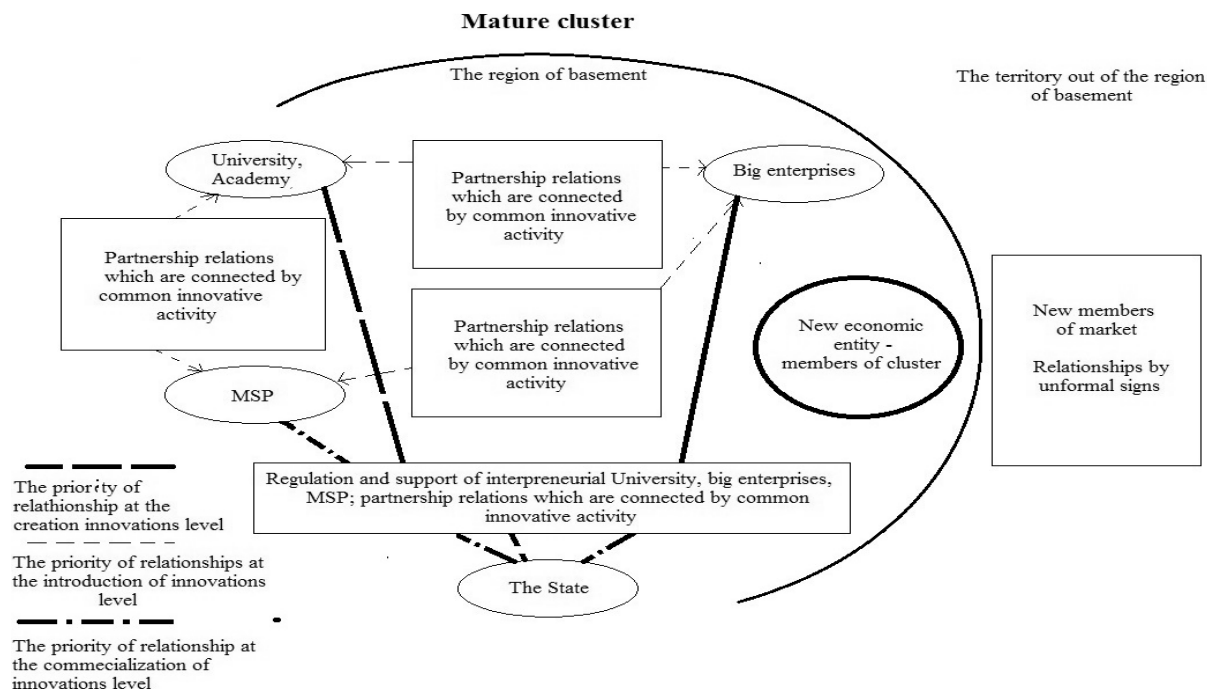
Source: author's

time with different priority relations depending on the stage of the life cycle of an innovative product

The transforming cluster (figure 4) is characterized by large numbers of participants and the relationships between them, in pursuit of shared goals. The stages priority to the relationships and

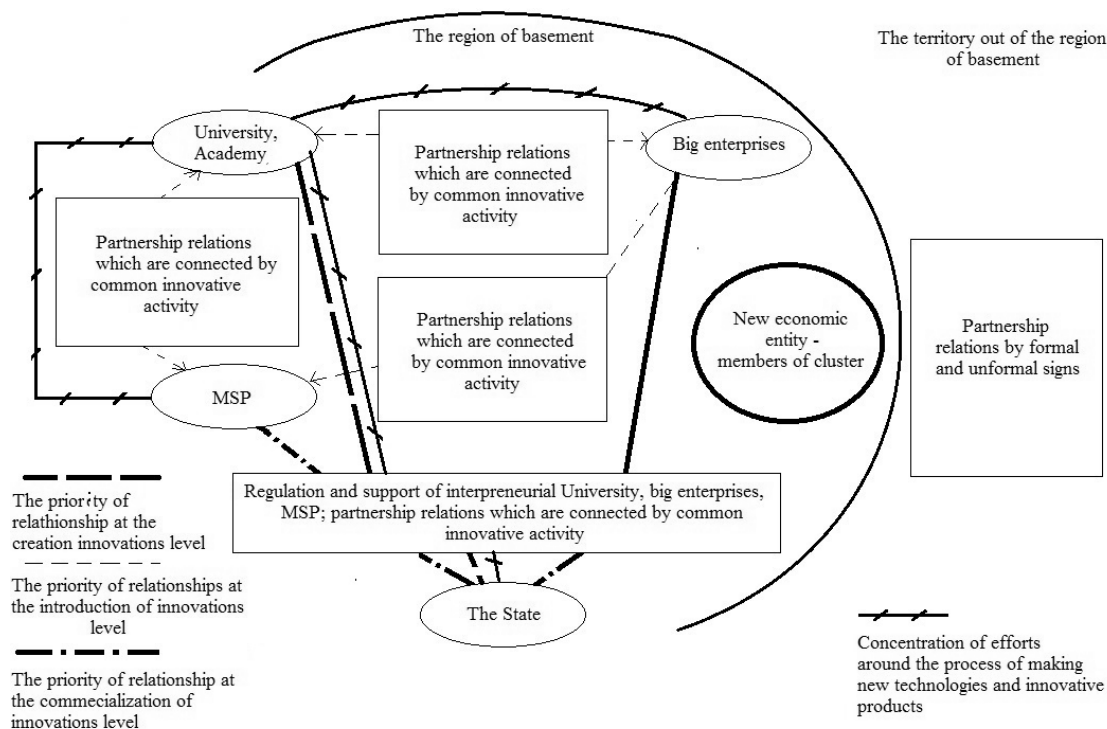
projects to greater extent could be the source of increasing the innovative potential of the region-based and the country in General.

Composition in addition to the participants<sup>1</sup> key of the innovation cluster is accepted to allocate following groups[5]:



**Figure 3 – Interaction of participants of a Mature innovation cluster, co-created naturally-the evolutionary different stages of the life cycle BA-crisis and systemic innovation**

Source: author's



**Figure 4 – Interaction of the participants in transforming innovation cluster created naturally-the evolutionary different stages of the life cycle of the base and system innovation**

Source: author's

- complementary facilities for operating facilities «core» (industrial parks, technoparks, business-incubators, etc.);
- service facilities, indirectly providing function operation objects «kernel» (organization infrastructure, financial, technological, industrial, transport, construction, telecommunication, energy, environmental, social, etc.);
- additional objects are implicitly providing function operations of «kernel» (financial, investment, service-con-sultation, legal, insurance, leasing, factoring, venture, marketing, social, charity, etc.).

To implement the innovative potential of the innovative strength of the cluster's relationship with his actors fully must to reflect the structure as ap-

propriate composition of institutions that will focus on benefits to perform such functions as institutional competition and innovation. The set of formal and informal institutions entry constitute the institutional environment, the effectiveness of which is determined by the provision of high density and intensity of transactions with the participation of innovation-oriented economic entities, reduction of costs for the protection of intellectual property rights, in the relevant scientific and technical information, costs, the conclusions of contracts, negotiation with the participation of innovation-oriented-bathrooms of market agents, the costs of market monitoring of process and product innovation[2, 11]. The effectiveness of the institutional environment increases in the case if the actions of formal and informal institutions.

## REFERENCES:

1. Andersson T., Schwaag S. The Cluster Policies Whitebook // IKED. Malmö, 2004.
2. Aleksandrova A. I. the Role of the business environment in the innovative development // problems of modern Economics. 2013. № 3 (47).
3. Burkov A. V., Murzina E. A. Integrated accounting system for small businesses as a way of combining the accounting and tax account of incomes and expenditures Dov // Innovative development of the economy. 2012. № 8. P. 104–116.
4. Elfimova Y. M. Main criteria of evaluation of innovative projects at the enterprise // Simulation of production processes and the development of information systems : collection of scientific works. Tr. according to the materials of the III international scientific conference. (Moscow, March 29–30, 2012) / SSAU. Stavropol, 2012. P. 178–181.
5. Elfimova Y. M. Main directions of development of innovative policy of the enterprises // Actual problems of Economics, sociology and law. 2011. № 1. P. 47–49.
6. Gorshkov V. A. Innovation economy: a regional model / V. A. Gorshkov. Vestn. Chelyab. state University. 2004. S. 8. № 1.
7. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62–65.
8. Napolskih L. The institutionalization of innovation clusters // New University: «Economics and law». 2014. № 2 (36).
9. Crisis management imperatives of economic development : monograph / U. S. Avramenko, A. T. Aydinova, K. A. Andiyeva, N. V. Alekseeva, K. V. Bagmet, T. V. Vergun, O. A. Voropanov, P. V. Gudarenko, R. F. Gudarenko, E. A. Egorkin, S. V. Zenchenko, V. F. Ivannikov, K. M. Ilchenko, I. N. Kiseleva, S. V. Levushkina, R. V. Miroshnichenko, O. A. Aharanov, A. V. Plyasunova, And E. O. Prilepsky, A. V. Rudneva. Stavropol : SEQUOIA, 2016. 323 p.
10. National standard «Territorial clusters» (Requirements) / Association of clusters and technology parks. [Electronic resource]. URL: <http://np technopark.ru/upload/StandClust.pdf>
11. The fundamentals of innovation. Lecture notes. 2007. [Electronic resource]. URL: [http://files.lib.sfu-kras.ru/ebibl/umkd/43/u\\_lectures.pdf](http://files.lib.sfu-kras.ru/ebibl/umkd/43/u_lectures.pdf)
12. The rating of innovative development of subjects of the Russian Federation. Issue 3 / L. Gokhberg, M. NAT. University «Higher school of Economics». M. : higher school of Economics, 2015.
13. Rating of innovative regions. For the purposes of monitoring and management: version 2015-1.0 / the Association of innovative regions of Russia. [Electronic resource]. URL: [http://i-regions.org/files/file\\_47.pdf](http://i-regions.org/files/file_47.pdf)
14. Folomeev A. N. Innovative investing / A. N. Folomeev, V. G. Reva-call. SPb.: Science, 2001.
15. Saringer L. New model of investment partnership between the state and the private sector // REZH. 2004. № 9-10. P. 41–52.
16. Allieva T. V. codification of state-tion of regulatory control as an effective function of state management // New University. Series: law and Economics. 2013. № 8 (30). P. 41–45.
17. Allieva T. V. Problems and development strategies of state control as one of the most effective functional controls // technology Innovation management and law. 2012. № 1–2. P. 50–59.
18. Andersson T., Schwaag S. Cluster policy the cluster policies whitebook // IKED. Malmö, 2004.



UDK 576.895.421 (470.630)

Lutsuk S. N., Tochov Y. M., Tolokonnikov V. P., Dyachenko Y. V.

## DISTRIBUTION AND ECOLOGICAL CHARACTERISTICS OF THE GENUS *HYALOMMA* AND GENUS *DERMACENTOR* TICKS IN ECOSYSTEMS OF STAVROPOL REGION

**Abstract:** This article describes some of the ecological characteristics of two genus of ticks – *Hyalomma* spp. and *Dermacentor* spp., the most common in the Stavropol region.

Ticks belong to the major groups of parasitic arthropods vectored the dangerous animal and human infections. For many microorganisms ticks are biological hosts [6].

**Key words:** ticks, genus *Hyalomma* spp. and *Dermacentor* spp., distribution, abiotic factors.

**Lutsuk S. N. –**

Doctor of Veterinary Sciences, Professor, head of Department of Parasitology, Veterinary Sanitary Inspection, Anatomy and Patological Anatomy named after Professor S. N. Nikolsky  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: 8-(8652) 28-67-38  
E-mail: fvm fvm-@ yandex.ru

**Tochov Y. M. –**

Doctor of biological Sciences, Head of the Laboratory of Medical Parasitology, Research Institute for Pest Control  
Stavropol, Russia  
Tel.: 8(8652) 26-03-12  
E-mail: tochov@mail.ru

**Tolokonnikov V. P. –**

Doctor of Veterinary Sciences, professor of Department of Parasitology, Veterinary Sanitary Inspection, Anatomy and Patological Anatomy named after Professor S. N. Nikolsky  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: 8-(8652) 28-67-38  
E-mail: wtol@mail.ru

**Dyachenko Y. V. –**

Pf. D. in Veterinary Medicine, Docent of Department of Parasitology, Veterinary Sanitary Inspection, Anatomy and Patological Anatomy named after Professor S. N. Nikolsky  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: 8-961-452-57-38  
E-mail: ydiash@mail.ru

**S**tudies of ticks in Stavropol region have been sporadiced since 1980. Changes were made in the socio-economical situation contributed to the spread of genus end species of ticks to new areas, environmentally favorable for them. Also, in the Stavropol Region it was founded 6 genus, 14 species of ticks in 2000 [5, 3]. Ticks were represented by the following genus: Boophilus, Hyalomma, Dermacentor, Haemaphysalis, Rhipicephalus, Ixodes.

Among ticks, inhabiting in Stavropol region, Dermacentor shows the high abundance and diversity, as well as wide host ranges among domestic and wild animals. Studies of ixodids of North Caucasus started by Belavin, Nikolsky (1937) [1], up to 1980-thies the host ranges, seasonal variability in the host attacks activities of common species the genus *Dermacentor* were already revealed.

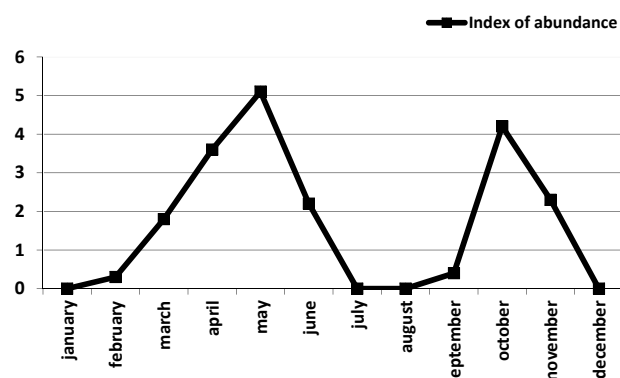
At the end of XX century the favorite environment conditions led to population increase of *Dermacentor* and consequently to the epizootic and epidemic situation of their vectored diseases. The goal of our survey was to estimate the recent distribution, host-parasite relationships, seasonal activities and sanitary significance of the ticks belonging to the genus *Dermacentor* in all administrative areas the Stavropol Territory, based on original materials collected during 2000-2014.

The fauna of *Dermacentor* Koch, 1844 in Central Pre-Caucasian region was represented by following species: *D. marginatus* (Sulzer, 1776); *D. reticulatus* (Fabricius, 1794) (= *D. pictus* Hermann, 1894); *D. niveus* Neumann, 1897 (= *D. daghestanicus* Olenov, 1929) (Table 1); the shares of *D. marginatus* was 14,8 %, *D. reticulatus* – 2,8 %, *D. niveus* 0,01 % of the total ixodid number.

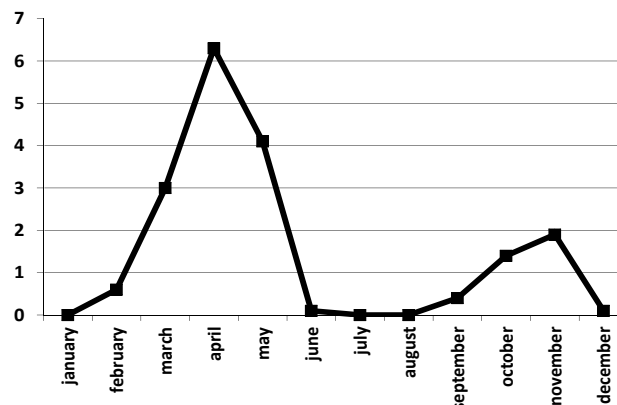
*Dermacentor marginatus* inhabits grasslands of plains and mountains; it is wide spread in the steppes and forest-steppe landscapes. After the winter diapause *D. marginatus* activated in March and April, in some years in mid-February during thaws, with two peaks of activities in spring and autumn (figure 1). Spring peak is from a third decade of April to the second ten days of May; the autumn activation is from the third decade of August till middle of October. The main hosts are cattle, sheep and goats, horses, domestic carnivores. The number of the *D. marginatus* attacks on humans was 4.1 %. The share of this species taken from the humans, was up to 10 %.

*Dermacentor reticulatus* is much less representative species than *Dermacentor marginatus*, inhabiting the wet meadows and shrubs in the forest-steppe and foothill provinces of the Stavropol Territory. Activation of *D. reticulatus* was detected in the first decade of March and April (figure 2). Early activation after winter diapause is to be explained by

the species tolerance to low positive temperatures, comparing to other tick species. The main hosts are wild big mammals, because of scarcity of domestic animals passing the ticks habitats in early spring.



**Figure 1** – Seasonal activity of adult *D. marginatus* on host animals (average of the observations in the last 7 years)

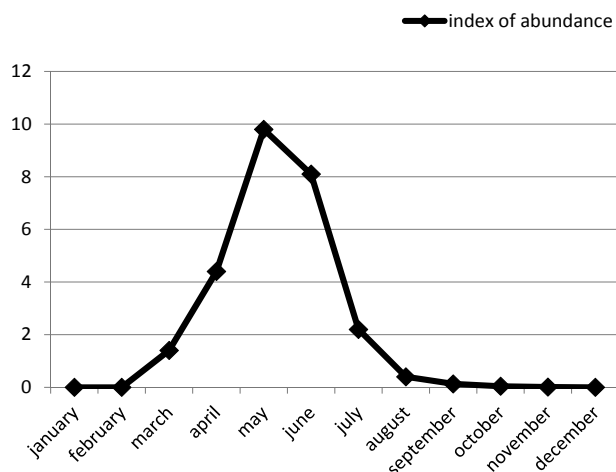


**Figure 2** – Seasonal activity of adult *D. reticulatus* (average of the observations in the last 7 years)

To reveal the optimum environmental conditions for the tick's activation, the meteorological parameters for 7 years (2000–2006) were compared with the abundance of *D. marginatus*. These ticks were acti-

**Table 1** – The percentage of the genus *Dermacentor* ticks in the Stavropol Territory

| №  | Name districts    | Number of points | Number of ticks | D. marginatus |      | D. reticulatus |      | D. niveus |      |
|----|-------------------|------------------|-----------------|---------------|------|----------------|------|-----------|------|
|    |                   |                  |                 | Numb          | %    | Numb           | %    | Numb      | %    |
| 1  | Alexandrovski     | 15               | 653             | 305           | 46,7 | 6              | 0,9  | 0         | 0    |
| 2  | Andropovski       | 17               | 3129            | 1417          | 45,3 | 39             | 1,2  | 0         | 0    |
| 3  | Arzgirski         | 8                | 1287            | 1             | 0,1  | 0              | 0,0  | 0         | 0    |
| 4  | Apanasenkovski    | 9                | 2512            | 4             | 0,2  | 0              | 0,0  | 0         | 0    |
| 5  | Budennovski       | 16               | 1871            | 26            | 1,4  | 2              | 0,1  | 0         | 0    |
| 6  | Blagodarnenski    | 14               | 2821            | 99            | 3,5  | 6              | 0,2  | 1         | 0,04 |
| 7  | Grachevski        | 6                | 1765            | 600           | 34,0 | 0              | 0,0  | 0         | 0    |
| 8  | Georgievski       | 20               | 15380           | 1412          | 9,2  | 96             | 0,6  | 0         | 0    |
| 9  | Izobilnenski      | 16               | 3236            | 1180          | 36,5 | 220            | 6,8  | 0         | 0    |
| 10 | Ipatovski         | 18               | 3435            | 265           | 7,7  | 0              | 0,0  | 0         | 0    |
| 11 | Krasnogvardeiski  | 15               | 1698            | 112           | 6,6  | 1              | 0,1  | 0         | 0    |
| 12 | Kochubeevski      | 15               | 2224            | 931           | 41,9 | 63             | 2,8  | 0         | 0    |
| 13 | Kiurski           | 17               | 5414            | 12            | 0,2  | 1              | 0,0  | 0         | 0    |
| 14 | Kirovski          | 10               | 1528            | 199           | 13,0 | 25             | 1,6  | 0         | 0    |
| 15 | Levokumski        | 13               | 1869            | 5             | 0,3  | 0              | 0,0  | 0         | 0    |
| 16 | Mineralovodski    | 17               | 2237            | 511           | 22,8 | 77             | 3,4  | 0         | 0    |
| 17 | Neftekumski       | 15               | 6690            | 18            | 0,3  | 1              | 0,0  | 6         | 0,09 |
| 18 | Novoalexandrovski | 25               | 1294            | 452           | 34,9 | 12             | 0,9  | 0         | 0    |
| 19 | Novoselicki       | 3                | 1205            | 11            | 0,9  | 2              | 0,2  | 0         | 0    |
| 20 | Petrovski         | 12               | 1553            | 169           | 10,9 | 7              | 0,5  | 0         | 0    |
| 21 | Predgorni         | 15               | 1811            | 1312          | 72,4 | 71             | 3,9  | 0         | 0    |
| 22 | Sovetski          | 10               | 4636            | 36            | 0,8  | 1              | 0,0  | 0         | 0    |
| 23 | Stepnovski        | 8                | 1507            | 1             | 0,1  | 1              | 0,1  | 0         | 0    |
| 24 | Trunovski         | 9                | 1507            | 130           | 8,6  | 2              | 0,1  | 0         | 0    |
| 25 | Turcmenski        | 15               | 2995            | 0             | 0,0  | 0              | 0,0  | 0         | 0    |
| 26 | Schpakovski       | 12               | 2052            | 417           | 20,3 | 664            | 32,4 | 0         | 0    |
| 27 | Stavropol         | 3                | 3964            | 415           | 10,5 | 407            | 10,3 | 0         | 0    |
| 28 | Kislowodsk        | 5                | 4887            | 2417          | 49,5 | 7              | 0,1  | 0         | 0    |
| 29 | Piatigorsk        | 6                | 1795            | 247           | 13,8 | 534            | 29,7 | 0         | 0    |
| 30 | Nevinnomysk       | 1                | 821             | 234           | 28,5 | 95             | 11,6 | 1         | 0,12 |
| 31 | Geleznovodsk      | 1                | 415             | 18            | 4,3  | 2              | 0,5  | 0         | 0    |
| 32 | Essentuki         | 1                | 333             | 105           | 31,5 | 157            | 47,1 | 0         | 0    |

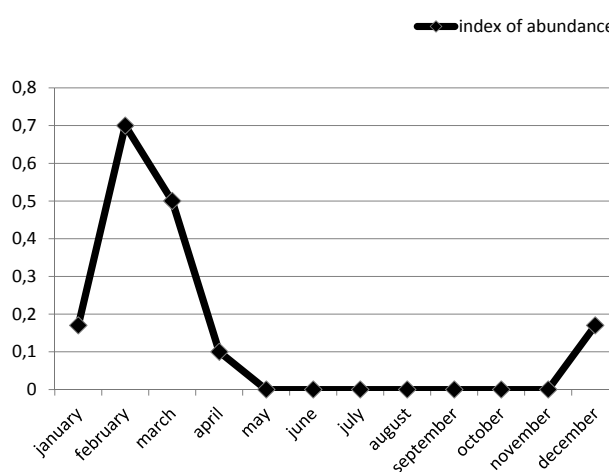


**Figure 3** – Seasonal activity of adult *H. marginatum* (average of the observations in the last 7 years)

vated at the average temperature of + 2.07 °C and the average amount of rainfall of 47.2 mm. The number of ticks reached its peak on hosts at the monthly average air temperature of +7 or 8 °C, and the average amount of rainfall of 56.2 mm. Autumn activation was recorded at the average air temperature of +15.3 °C, and the average amount of rainfall of 58.2 mm.

A special role are played by ticks of the *Hyalomma* genus, which is one of the main vectors of preservation and transmission of the Kongo-Crimean hemorrhagic fever in the territory of the Russian Federation [2, 4, 7]. In the Stavropol region *Hyalomma* spp. was represented by three species: *H. marginatum marginatum* (Koch, 1844), *H. scupense* (Schulze, 1918), *H. anatolicum anatolicum* (Koch, 1844). Ticks of *Hyalomma* genus in the Stavropol Territory are spreaded mosaic, with the dominance of individual species depending on climatic conditions, landscape and geographical features of the areas in which they live. The dominant species are *H. marginatum*, *H. scupense*, and *H. anatolicum* species is sporadically occur in the east of the region.

*H. marginatum* is twohost tick. The main host for imaginal stages of *H. marginatum* in the Stavropol



**Figure 4** – Seasonal activity of adult *H. scupense* (average of the observations in the last 7 years)

Territory are cattle and sheeps, for larvae and nymphs – the bird of Corvidae (rooks) family. Activation of adults *H. marginatum* in the region is observed in the early spring, in late March – early April, the emergence of the larvae – in early July, the nymphs – in the third week of July (fig.3).

The peculiarity of biological development of *H. scupense* is activation of adults in the cold season (winter); development is only onehost cycle. The abundance peak in cattle falls was in the last days of January and February (figure 4). The main hosts of all phases of *H. scupense* are cattle, sheeps and horses in the Stavropol Territory.

There is next dependence of *H. marginatum* parasitism on abiotic factors. The ticks imaginal phase appears on the animals (cattle) at the average monthly temperature of +10.5 °C and the average monthly rainfall of 47 mm, with a longitude of 13.3 days hours. Peak of parasitism of this species at hosts is observed at the monthly average temperature of 16.9 °C +, and the amount of precipitation of 34.7 mm, the longitude of the day 14.7 hours.

## REFERENCES:

1. Bellavin V. S., Nikolsky S. N. *Dermacentor marginatus* in the North Caucasus / Proceedings of the North-Caucasian Research Station. Pyatigorsk, 1937. № 1. P. 69–70.
2. Litvin V. Y., Korenberg A. Natural focality of disease: development of the concept by the end of the century. *Parasitology*. 1999. № 32 (3). P. 179–191
3. Pavlovsky E. N. Natural focality of disease transmission due to landscape epidemiology zooantroponozov. M. : Science, 1964. 211 p.
4. Ticks of Stavropol / Lutsuk S. N., Tochov Y. M., Dyachenko Y. Stavropol, 2012. 111 p.
5. Tochov Y. M. Carriers of the virus Crimean-Congo haemorrhagic fever in the Stavropol region. *Medical Parasitology and parasitic diseases*. 2005. № 4. P. 32–34.
6. Environmental Management in regional agriculture based on the methods of economic-mathematical modeling / Sahnuk T. I., Sakhniuk P. A., Levushkina S. V. // Polythematic network electronic scientific journal of the Kuban state agrarian University. 2011. № 72. P. 105–116.
7. Iksodofauna city of Stavropol / Koshkina N. A., Kolesnikov V. I., Vasilchenko M. N. *Russian parasitological magazine*. 2014. № 1. P. 7–8.
8. The epidemiological situation of the Crimean hemorrhagic fever in the Russian Federation in 2012 and the forecast for 2013 / Volynkina A. S., Kotenov E. S., Maletskaya O. V., Zaikina I. N., Shaposhnikova L. I., Kulichenko A. N. *Problemy osobo opasnich infekcii*. 2013. № 1. P. 30–35.

**Milićević S., Kostić M., Đorđević N.**

## GREEN HOTELS' FUNCTION IN SUSTAINABLE MANAGEMENT OF TOURISM DEVELOPMENT

**Abstract:** Tourism is economic activity which highly depends on and at the same time greatly uses clean and healthy life environment. Sustainable development, respectively controlled usage of natural resources and saving environment, is set as the highest priority in tourism development. In order to achieve sustainable management of tourism development, it is necessary that hotels are built and function in the manner that is the least harmful for the environment. In the era of intensive competitiveness, hotel industry management must constantly seek for the new ideas in order to satisfy the needs of diverse segments of consumers, and to secure their loyalty in that

way. New concept in hotel business is green hotels with operating based on reducing the negative effects of tourism on life environment. Using energy and water more rationally, these hotels not only save the environment but also achieve considerable money savings. The basic goal of the paper is to put attention to the significance of green hotels and their role in the sustainable management of tourism development.

**Key words:** green hotels, sustainable development, tourism.

**Milićević S. –**

Ph.D., Assistant Professor, Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, Vojvodanska, 5 A, Vrnjačka Banja, Serbia  
E-mail: snezana.milicevic@kg.ac.rs

**Kostić M. –**

Ph.D, Assistant Professor, Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, Vojvodanska, 5 A, Vrnjačka Banja, Serbia  
E-mail: marija.kostic@kg.ac.rs

**Đorđević N. –**

Master's student, Demonstrator, Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac Vojvodanska, 5 A, Vrnjačka Banja, Serbia  
E-mail: djnatasha11@gmail.com

### Introduction

Tourism is a complex socio-economic phenomenon, which causes multiple and positive, but also negative effects on economy, society, and life environment. In negative aspect, constant increase in number of tourists throughout the years puts greater pressures on ecological sustainability of tourist destinations. In 2015 alone, a number of 1,184 million international tourists was registered [20], while predictions are that world tourism will reach a number of 1,8 billion tourists by the year 2030 [18]. In a positive sense, tourism can contribute to region progressment and developing of ecological consciousness. Also, proper management of tourism development can contribute to maintenance of ecological, economic, and socio-cultural resources of a destination. Necessity of sustainable tourism development has influenced in appearance of innovations in hotel management. One of them is green hotels – ecologically conscientious subjects that promote and practice energy efficiency, conservation and recycling, while providing their guests healthy, sustainable and clean services [4]. These hotel objects, that operate using sustainable development principles, can be certified according to international standards.

### Concept of sustainable tourism development:

Tourism development is conditioned on the quality of life environment, its natural and cultural values. Natural values, such as river banks, seas and lakes, mountains, caves, relic and endemic types of plants and animals, swamps, sunrise and vividness of landscapes, can only be valorized by tourism [15]. However, as a significant user of natural resources, tourism can also have negative effects on life environment which are reflected in: depletion and degradation of soil, making landscapes unsightly, water and air pollution, jeopardizing biodiversity, excessive energy consumption, waste generation, increased noise making, climate changes [7]. Tourism can also negatively affect the society and culture by putting a series of socio-cultural pressures on them [10]. For tourism to properly contribute to overall development, it is necessary to be planned and managed along with regarding the concept of sustainable development [14]. Very often sustainable tourism is defined as the seeking for a balance between environmental, economic, and socio-cultural aspects [17, 16, 13]. Ecological sustainability implies compatibility of development with preservation and maintenance of basic ecological processes, biological diversity and biological resources; economic sustainability implies economi-

cally efficient development and resources management in the manner that they will be available for future generations to use, while socio-cultural sustainability implies compatibility of development with culture preservation and value system of the people that are affected by that development, as well as permanent preserving, and expressing the local community's identity [5].

With a goal to create a friendly relationship between tourism and life environment, innovative tourism products are made. Increased consciousness of the importance of life environment protection has enforced not only development of sustainable tourism, but also a new tourism form – ecotourism. Ecotourism can be defined as a responsible travel to nature which preserves life environment and increases the benefit of local residents [6]. I.e. ecotourism is an ecologically responsible travel and a visit to natural regions, in order to enjoy and respect the nature, with enabling of protection and reducing the negative effects of visitors along with useful active engagement of local residents [12]. Ecotourism is rapidly developing nowadays, and hoteliers use it as a chance to improve their business.

#### **Concept of Green hotels:**

A new ecological trend of hotel management – green hotels – has emerged in the recent years. Green hotels concept implies the hotels which spend resources more rationally and are oriented towards the life environment preservation. By applying modern methods of hotel management, and keeping pace with ecological standards, green hotels reduce energy and water consumption, and carbon dioxide emissions; they take care of solid waste degradation and increase recycling of all waste materials [9]. Their main goals are oriented towards [4]:

- finances – to reduce expenses;
- users – to attract new visitors (ecotourists) and to develop loyalty;
- employees – to achieve synergy and to make educational programs in order to engage them in realization of green policy of hotel management;
- processes – to reduce negative effects on life environment;
- brand – to make brand more valuable and to make image more prominent, to create green brand.

Green policy principles are put to work beginning from architecture of green hotels alone to hotel management. While making hotel design, it is necessary to carefully choose its location in order to minimize negative wind effects on the object and to gain optimal solar benefits. Green materials, that are recyclable or are mostly made from recycled content, should be used, and materials that use natural resources and pollute environment (toxic materials) should be avoided [8]. Having management like this, hotels not only preserve life environment but also lessen the expenditure. Some of popular cost cut-

ting measures include: Use of compact fluorescent lights (saves energy); Reuse of linens (saves water, detergent, energy and greenhouse gases); Low-flow shower systems (saves water and energy); Local products (save transportation costs); Installation of green roofs (saves energy); Installation of solar heaters or other renewable energy source (saves energy) [3].

Hotel can become a green hotel by meeting the conditions of some of numerous certifications such as: Green Key, LEED, Green Globe 21, Malta ECO certification, TripAdvisor GreenLeaders, VDR Certified Green Hotel, etc. Certification and labeling schemes offered internationally, nationally, or locally by industrial organisations, governmental and non-governmental institutions are increasingly popular [1]. The purpose of international programs for certification of accommodation units mainly relates to developing consciousness of owner, staff, and clients in the matter of the necessity for life environment preservation, application of certain technologies, knowledge, and procedures in order to make development and business sustainable. By owning a certificate, green hotels get an advantage in tourism market over hotels which don't put green policy into practice. For example, hotels, that are LEED certified, achieve 26 % less energy consumption, 33 % less carbon dioxide emissions, 30 % less water consumption, and make 50–75 % less waste than classic hotels [11]. Also, they significantly contribute to creation of a green brand, and making of trust. Special emphasis in ecological certifications is put on communication and education. Green hotels, by offering advices for ecological practice, can help their guests to apply them even at home [22].

#### **Examples of green hotels' management**

The first ever green hotel was launched by the InterContinental Hotels Group in the year 2008. This was the world's first 100 % ecologically -friendly hotel. Their green features to name a few included: giving away non-perishable food to charities, use of solar panels on rooftops, a rain-water harvesting system to supply water to toilets, wind power to generate electricity for the hotel, recycled glass windows, furniture and fixtures made entirely from recycled materials, household waste to provide heat and water just to name a few [2]. IHG provides «IHG Green Engage» program – an innovative online system, with all examples and ideas for making a hotel green, is available for all hotels within the group. The program involves the following activities: Measures energy, waste and water use; Recommends over 200 Green solutions to reduce the impacts our energy, waste and water use have on the environment; Supports hotels to create environmental action plans and targets; helps hotels achieve energy savings of up to 25 %; Make hotels more cost-effective and ultimately allows us to improve the value of service we offer our guests [24]. Special

attention of InterContinental San Francisco hotel is put on sustainable transport. Public transportation is used by more than 95 % of the hotel's staff, reducing the carbon dioxide emitted by commuting. Its concierge team is pleased to show guests through the green transportation recommendations for travel about town as well [23].

Hilton group also developed a successful green management policy. Hilton is the first global hospitality company to be certified ISO 50001 for Energy Management, ISO 14001 for Environmental Management. Since 2009, Hilton has reduced energy use by 14.5 %, carbon output by 20.9, waste output by 27.6 % and water use by 14.1 %. DoubleTree Resort by Hilton Phuket – Surin Beach designed a hydroponics farm to be an educational center. They use the farm to teach students how to build and manage a hydroponic farmstead. Additionally, the hydroponic vegetables and herbs are used in the hotel's restaurants [21].

In 2015, Serbia got its first green hotel. Radisson Blu Old Mill Hotel Belgrade is the first hotel to get Green Key which guarantees that hotel promotes sustainable tourism development and actively participates in life environment preservation. The hotel features a system for water saving and a system for economical use of electrical energy. Also, guests are given the possibility to recycle, and for cleaning, hotel uses chemical means that are environment friendly [25].

## Conclusions

Applying the concept of sustainable tourism implicates minimizing the negative and maximizing the positive tourism effects on environment and available resources. Aiming to successfully develop and manage tourism, it is necessary to keep the high quality level of life environment. Therefore, building a friendly attitude towards the natural and cultural resources has a crucial significance for the future of tourism industry. Contemporary tourism market is characterized by the increase of ecological consciousness, sustainable development, and innovations that keep up with the trends like ecotourism as the new form of tourism. Concept of green hotels represents one of the innovative trends which includes tourism development while respecting the principles of sustainable development. This concept allows hotel companies to gain advantage in competitiveness. Reasons for hotels becoming green are increase in number of socially responsible tourists and positive economic effects of sustainable management. They significantly contribute to the realization of sustainable tourism development by implementing reduce, reuse, and recycle principles, which lessen the pressure on natural resources. With their management, they give a good example of a socially responsible company and affect development of ecological consciousness.

## REFERENCES:

1. Bohdanowicz P. Responsible resource management in hotels: attitudes, indicators, tools and strategies. Stockholm: Royal Institute of Technology, 2006.
2. Fukey L., Issac S. Connection among Green, Sustainability and Hotel Industry: A Prospective Simulation Study, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering. 2014. № 8(1). P. 296-312.
3. Graci S., Kuehnel J. How to Increase Your Bottom Line by Going Green, Green hotels & Responsible Tourism Initiative. 2011.
4. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62-65.
5. Hays D., Ozretić-Došen Đ. Greening Hotels – Building Green Values into Hotel, Tourism and Hospitality Management. 2014. № 20(1). P. 85–102.
6. Hrabovski-Tomić E., Milićević S. Razvoj turizma Vrnjačke Banje na principima održivog razvoja. Teme, 2012. № 2. P. 775–771.
7. Jovanović V. Tematski turizam / Singidunum University : Faculty of Tourism and Hospitality Management. Belgrade, 2015.
8. Jovičić D. Menadžment turističkih destinacija / University of Belgrade : Faculty of Geography. Belgrade, 2011.
9. Lehr V. A. Designing Eco-hotels and HPAC Engineering. 2001. P. 28–33.
10. Milićević S., Jovanović D. Uštede u hotelskoj industriji – zeleni hoteli /Proceedings Hotelska kuća 2013 – The impact of the global tourism flows on the quality of hotel business. Zlatibor, 2013. P. 327-334.
11. Milićević S., Đorđević N. Glavni gradovi kao turističke destinacije / Hotel and Tourism Management. 2016. № 4(1), P. 21-30.
12. Minić N., Vušković V. Principi menadžmenta i projektovanja zelenih hotela : Ecologica. Vol. 20, № 70. P. 291–295.
13. Pavlović S., Jovanović B. Komplementarnost eko i etno turizma na primerima zlatiborskih sela : collection of papers / University of Belgrade: Faculty of Geography. Belgrade, 2009. P. 165–180.
14. Pforr C. Policy-making for sustainable tourism in F. D. Pineda's Sustainable Tourism / C. A. Brebbia, M. Mugica. England: WIT Press, 2004. P. 83-94.
15. Popesku J. Menadžment turističke destinacije / Singidunum University : Faculty of Tourism and Hospitality Management. Belgrade, 2011.

16. Stojanović V. Turizam i održivi razvoj / University of Novi Sad : Department of Geography, Faculty of Science. 2011.
17. Vera Rebollo J. F., Ivars Baidal A. I. Measuring sustainability in a mass tourist destination: Pressures, perceptions and policy responses in Torrevieja. Spain, 2013. № 11(2/3). P. 181–203.
18. Sustainable tourism: An overview of the concept and its position in relation to conceptualisations of tourism / Journal of Sustainable Tourism / Hardy A., Beeton R. J. S., Pearson L. 2002. № 10(6). P. 475–496.
19. Tourism Highlights / UNWTO. Madrid, 2015.
20. The Case for Responsible Travel Trends and Statistics // Center for Responsible Travel. Washington: D. C., 2015.
21. World Tourism Barometer / UNWTO. Madrid, 2016.
22. Hilton Worldwide Preserving Environment. URL: <http://cr.hiltonworldwide.com/environments>, (05.02.2016).
23. Impact Green Hotel Association. Communicate and Educate: Impact. Tampa, 2009. URL: <http://greenhotels.com/pdf/09SepImpact.pdf>, (02.02.2016).
24. IHG – News. URL: <http://www.ihgplc.com/index.asp?PageID=57&newsid=2574&rssfeed=ihgplc&utm>, (27.02.2016).
25. IHG Green Engage System. URL: <http://www.ihgplc.com/index.asp?pageid=742> (08.02.2016).
26. Radisson Blu – Responsible Business. URL: <https://www.radissonblu.com/en/responsible-business>, (01.02.2016)
27. URL: <http://green.hotelscombined.com/Pages/MainGreen/Downloads/green-hotel-whitepaper.pdf> (15.02.2016).

**Nagy A.****HEALTH TOURISM IN HUNGARY**

**Abstract:** The aim of this paper is to give a brief overview on a special field of tourism in Hungary, namely health tourism. Tourism, in general, has played significant role in the economy of the country for long and it still has potential. Hungary is in a favorable situation, since it has rich thermal water resources all over the country. Despite of the fact that there are unexploited resources, there are several attempts to use thermal water in agriculture, horti-

culture, maintenance of public buildings, in addition to its traditional use in health tourism. In my paper I intended to give information about this specific field of tourism and its potentials, as well as its integration into the tourism development strategies of Hungary.

**Key words:** thermal baths, tourism, healing, wellness hotels.

**Nagy A. –**

Szent István University,  
H-2100 Gödöllő, 1 Páter Károly str.  
Tel.: +36 28 522 000  
E-mail: nagy.adrienn@gtk.szie.hu

**Discussion**

Some of the water supply of the Earth can be seen on the surface (rivers, lakes, seas), some can be found under the surface. The temperature of such water varies. The temperature of water under the surface is measured by geothermal gradient, which shows in how many meters the temperature of the water increases by 1 degree Celsius. The European average is 33 meters, that is 18 meters in Hungary, so we can reach thermal water from shallow, which is a unique character in Europe [2]. Thermal water is known as natural water with minimum temperature of 30 degrees Celsius. As the water comes to the surface through different stones, it dissolves various minerals. In mineral water, one liter contains over 1000 mg dissolved ingredients, or certain biologically active materials above the limit defined. In the case of drinking water, it was modified to 500

mg/liter in the European Union. Thermal water wells giving water with over 30 degrees Celsius can be found on more than 80 % of Hungary's territory. Out of the 1300 registered thermal wells, approximately 20 % serves bathing. Nearly 150 types of water have been qualified as healing water [4].

Though healing waters are various and each type is beneficial for different illnesses, they have similar effects due to the heat and high ion content. Water has positive effect on primarily rheumatic problems when the acute status is over. Pain due to arthritis can be significantly reduced with the help of healing water of high Sulphur content. Apart from it, nowadays it is mainly used to heal certain cutaneous and gynecological diseases as well as post-operation treatments. In the past, it was commonly used for drinking cures and to treat stomach- and intestine illnesses, but it is not so usual nowadays [4].

**Figure 1 – Thermal water quality in Europe**

Source: <http://vilagbiztonsag.hu/keptar/displayimage.php?pid=22606>



Mineral water and healing water have been used for long. Our ancestors have known that water can heal while bathing and/or drinking. Water is a vital element, representing 60–70 % of our body weight. However, there are some illnesses which cannot be healed with water, moreover, drinking healing water is forbidden.

At present, in Hungary there are:

- 1,289 thermal wells;
- 385 settlements have lakes with thermal/healing water;
- 13 healing places;
- 62 certified hotel for healing purposes;
- 62 certified healing bath (including 9 in Budapest);
- 5 healing caves;
- 81 certified wells of mineral water and 315 certified wells of healing water;
- 5 healing mud resource;
- 1 mofetta (dry bath).

Based on the rich thermal endowments of Hungary, it is among the top five: Japan, Iceland, Italy, France, Hungary. At the moment, the settlements certified as healing places in Hungary are as follows: Balf, Bük, Kékestető, Lillafüred, Balatonfüred, Debrecen, Eger, Gyula, Hajdúszoboszló, Harkány, Hévíz, Parád, Zalakaros.

Economists and tourism experts say that thermal- and healing water-based health tourism should play much more important role in the national economy in the decades ahead. Several national, regional and local strategies and development concepts define the development of healing- and wellness tourism as a priority. It is based on various factors, international and national trends as well as on the available natural and social conditions.

This specific tourism sector has a lot of special advantages compared to other types of tourism:

- the negative impact of seasonality is more moderate;
- the average length of stay is longer;
- the efficiency of capacity-use is higher;
- expenses per units are 30-35 % higher than in other fields of tourism.

2. A great advantage of Hungarian health tourism is that we have bath culture of centuries and our baths are famous and well-known even internationally (KPMG 2002). Hungarian people also tend to visit thermal baths. Four rural cities out of five most-visited ones are also bath cities (Hajdúszoboszló, Siófok, Hévíz, Zalakaros). In addition, the baths and wellness hotels in the capital also have high number of tourists.

3. Similarly to international trends, having healthy lifestyle, the need to preserve our health condition as well as the demand for preventive activities and services show upward trend in Hungary, too.

4. Demographic changes in most of the developed world greatly influence both the Hungarian population and the most important sending countries to Hungary. (e.g. according to estimates, by 2050, one in two people in Germany will be over 5). Such tendencies are expected to increase the demand for different preventive, healing and post-operation touristic services.

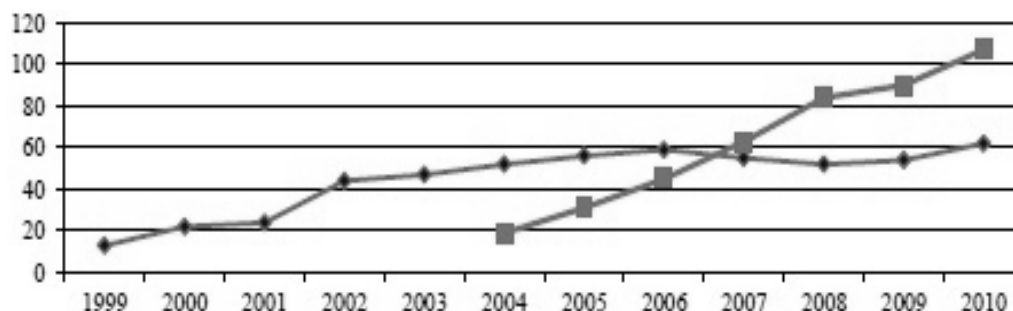
6. International trends in transportations (spreading of low-cost flights) may develop wellness- and healing tourism further, since due to such factors shorter stays and trips may be more attractive.

7. Due to the returns on the investments into health programs at workplaces, more and more Hungarian medium and large scale companies tend



**Figure 2 – Thermal and healing baths of Hungary**  
(green – national baths, red – baths with regional and local significance)

Source: [http://www.jgyphk.u-szeged.hu/tamop13e/tananyag\\_html/wellness/geotermikus\\_adottsgaink.html](http://www.jgyphk.u-szeged.hu/tamop13e/tananyag_html/wellness/geotermikus_adottsgaink.html)



**Figure 3** – The changes in the number of healing (blue) and wellness hotels (red) in Hungary between 1999 and 2010

Source: Boros et al., 2012

to learn and recognize the role of wellness and other preventive programs in the revitalization of the workforce [3, 1].

Based on the abovementioned, it can be seen that health tourism, wellness tourism have great potentials both on the national and international market. However, we should see that there are significant territorial inequalities not just because of the imbalanced natural resources, but because of the different approaches of settlement to this young form of tourism.

#### Thermal centers and regions of Hungary

Budapest is the largest healing place is the capital itself, which got the name of bath city in 1934. Budapest is a unique city, since there are no other capitals in the world which have thermal baths.

In Northern Hungary Miskolc-Tapolca has its own unique attraction, since it has thermal-, cave- and lake baths at the same place. The temperature of the water in the cave bath is 29 degrees Celsius. Hajdúszoboszló is well-known worldwide. The water was found in 1925 while drilling for oil and it comes from 1090 meters deep.

Southern-Great Plain is the region is also rich in thermal water, some of its baths are even internationally well-known. One of the most-visited destinations is Szeged, which is called as the city of baths. The first bath in the city was a steam-bath. At the beginning of the 20th century, water with hydrogen-carbonate and high iodine content was found. Gyula is one of our youngest bath cities. Six wells provide the water for the bath, located next to the castle. The temperature of the water is 72 degrees Celsius.

Western-Transdanubia is the region also has long-lasting bath-traditions. Settlements near the Western border of Hungary are often visited by Austrian or German tourists. The thermal bath in Mosonmagyaróvár was established in 1966. The water comes from 2000 meters deep, it is 74 degrees Celsius. It is among the top five in Europe because it has various beneficial effects on health. Bükfürdő, which is popular even among foreign tourists, gets the water from 1282 meter under the surface, thus creating the most important touristic product of the region. The water in Bükfürdő was also found while searching for oil. The Lake of Hévíz

(UNESCO-world heritage, near the Lake Balaton is a unique natural value and heritage). The crater lake is based on a real geyser with 38 degrees Celsius. Similar can only be found on Iceland. Its area is of 4.44 hectares, thus it is the largest warm-water lake in the world with healing character.

Southern-Transdanubia is compared to the national average, this region has the least healing water and bath. One of the most popular ones is in Harkány which is based on water with special healing characteristics which can only be found in Israel or Mexico [2].

#### Results:

In this chapter I intended to highlight the main tendencies regarding health tourism in Hungary. On Figure 3 it can be seen that hotels called healing hotels (offering health services) gradually spread in the country in the first decade, however, the increase in the number of wellness hotels was much more significant. In 6 years, it jumped from 20 to over 100. It has to be mentioned that the legislation for wellness hotels was passed in 2003, so data is available specifically for this type only since 2004. The difference between the trends of the two types of hotels can be explained by the difference in their services as well as the market trends. The Figure also proves that tourism, especially health tourism has been increasingly important sector in the economy. Due to the conventional health services in the healing hotels, which are popular among foreign guests as well, the average rate of occupation of such hotel rooms has been higher than that of the wellness hotels over the past decade.

#### Conclusions

Based on the abovementioned, we can see that Hungary has various favorable natural and geopolitical conditions to develop tourism, including health tourism. The last decade saw successful health tourism tendency in Hungary, since both the supply and demand conditions have expanded. The development of the sector is due to the macroeconomic and social factors, the quality of healthcare services, medical science as well as the health-consciousness of the population. Health tourism in Hungary is a competitive and important sector even on the

international market, since there are only a few countries in the world with similar favorable natural conditions. The spread of health- and environment-conscious lifestyle also promotes the dynamic de-

velopment of health tourism not only in Hungary, but globally. Thus further expansion of the sector can be expected.

#### REFERENCES:

1. Ács Pongrác-Laczkó. Tamás Területi különbségek a hazai egészségturizmus kínálatában, Területi Statisztika 11. évfolyam 3. szám / Központi Statisztikai Hivatal. Budapest, 2008. ISSN 0018-7828.
2. Bezselics Ildikó. Gyógyfürdők és egészségturizmus Magyarországon. 2010.
3. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62-65.
4. Zopcsák László. Worksite wellness / Országos Pécsi Wellness Konferencia, előadás. Pécs. 2007.
5. Az egészségturizmus szolgáltatásai és menedzsmentje / Boros Sz., Mondok A., Várhelyi T. Szolnoki Főiskola, 2012. ISBN: 978-963-89339-4-2.
6. Efficiency of Hungarian regions in using the development funds for touristic purposes / Káposzta J., Nagy A., Nagy H. Regional Economy. South of Russia. 2014. № 4:(6). P. 33–39.
7. Hungarikumok területi jelentőségének vizsgálata, különös tekintettel a pálinkára / Káposzta J., Ritter K., Kassai Zs. Tér és Társadalom, 2015. № 29:(4). P. 139-154.
8. URL: [http://www.jgypk.uszeged.hu/tamop13e/tananyag\\_html/wellness/geotermikus\\_adottsgaik.html](http://www.jgypk.uszeged.hu/tamop13e/tananyag_html/wellness/geotermikus_adottsgaik.html)
9. URL: <http://vilagbiztonsag.hu/keptar/display-image.php?pid=22606>

**Nagy H.**

## REVIEW ON THE HISTORY OF HUNGARIAN BATH/SPA CULTURE

**Abstract:** Hungary is a widely well-known and popular touristic destination for not only European tourists but tourists from all over the world. The supply in tourism is quite broad, since Hungary is rich in natural resources, cultural traditions, and it has very favourable geopolitical conditions, being in the center of Europe. However, most of the touristic attractions and activities are based on and

related to thermal water and spas. In my study I wanted to give a brief overview on the history of spas in Hungary to highlight their significance in the tourism sector of Hungary.

**Key words:** baths, spas, thermal water, health tourism.

**Nagy H. –**

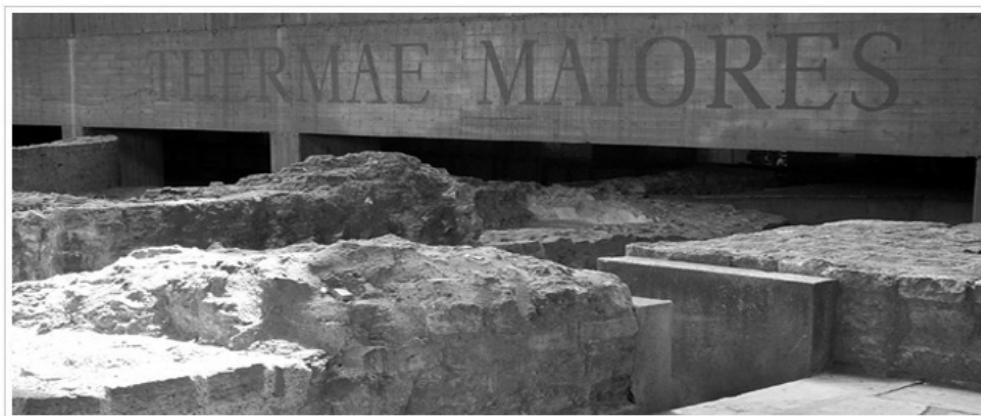
Ph. D., associate professor Szent István University  
2100 Gödöllő, 1 Páter K. str.  
Tel.: +36 28 522 000/1099  
E-mail: nagy.henrietta@gtk.szie.hu

### Discussion

The key to Hungary's thermal culture is its location on the Carpathian Basin. The earth's crust is very thin here, allowing water to rise easily to the surface. Thus it is a land of more than 1,000 hot springs. Since ancient times, and all though the History of Hungary, the hot water bubbling up all across this region has been put to good use for its beneficial effects. The ancient Romans prized the healing effects of Hungarian thermal waters and developed bathing culture in Hungary more than 2000 years ago. During the Turkish occupation in the 16th century, the Turks added their own beautiful Turkish Baths, some of which are still in use today. Spas are located in big cities and smaller towns throughout the whole country. Some are simple thermal baths serving the local community, others are larger commercial baths. All the major spas and baths in the country offer thermal pools, leisure pools and some kind of family fun areas (kids' pools or slides of all lengths and shapes) and some count themselves as Aquaparks, though they all feature thermal water pools[3].

Hungary can be considered as a thermal-water empire on which spa culture of thousands of years are built. In addition to our unique natural endowments, the architecture of our baths and spas are also among our national heritage and treasure. We are lucky because we can enjoy bathing in thermal water both in summer and winter, even in snow. The healing effect of thermal springs has been used over the years. In the antique age, on the territory of Pannonia (which is on the Western part of today's Hungary), Roman settlers built baths which were the centers of social and cultural life at that time. The history of Hungary cannot be separated from that of the Roman Empire since Transdanubia, Pannonia were the province of Romans for 400 years, thus the signs of Roman bath culture can be witnessed in Hungary. The most important ruins of bath are located in the Northern part of Budapest, in Aquincum. In Roman times spectacular private and public baths could be found there.

The first Hungarian settlers also preferred to create their settlements near thermal springs. According to notes and memories, they knew the positive ef-



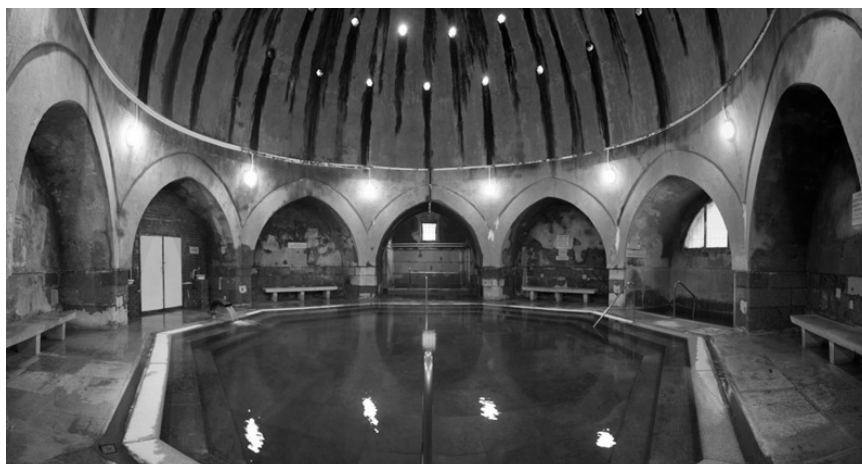
**Figure 1 – Ruins of the Roman bath in Aquincum, Budapest**

**Source:** <http://budapestcity.org/03-muemlekek/03/Romai-tabor-nagyfurdoje/index-hu.htm>



**Figure 2 – The ancient Rudas Spa, Budapest**

Source: <http://magyarfurdokultura.hu/>



**Figure 3 – Király/König Bath in Budapest**

Source: <http://www.kiralyfurdo.hu/>

fects of spring water but they did not use them for bathing. It was used only for washing their horses. King István ordered 8 bath slaves in his letter dated in 1015 to Pécsvárad Benedictine Monastery. In Buda, next to the hot water springs, knights settled down in 12th century who took care of ill people and who built hospitals and baths. Near the Gellért hill in Buda, where the hospital of Princess Erzsébet was located, the pains of leprous people were alleviated. Apart from these, there were several other baths in the country serving as centers of cultural life.

Baths got really famous under the reign of Zsigmond of Luxemburg and Corvin Matthias. It was partly because at that time Buda was the headquarters of German-Roman-Empire, thus several foreign travelers visited the emperor Zsigmond. At the time of Matthias, the bath culture flourished again. Numerous memories from that period are about huge spa castles and small baths. They also mention that the temperature of the Buda spring water is so hot that people cannot put their hands in. According to historical records, a roofed corridor linked the Rácz spa and the royal castle of Matthias. Miklós Oláh, the bishop of Esztergom, in the early 1500s, already wrote detailed information about the recommended use of hot springs. Unfortunately, there are only a few records from the same period about the baths in the countryside.

Baths developed further in the Ottoman Empire, the Turkish built many baths in different part of the country, like in Buda, Pécs, Szeged, Esztergom, Szolnok and Eger. Due to the 150 years of Ottoman occupation, we have beautiful baths nationwide. In Pécs, there are only the ruins remained, but in Eger and Buda we can admire them in their beauties. The Király, the Rudas and the Veli Bej Baths offer a journey in time and exotic adventures. The construction of the Király (King) Bath was started in 1565. It is special because it does not have direct hot water basis/resource. The Turkish built it far away from the springs so that they could bath even during attacks within the walls of the castle. The water has always come from the area of Lukács Bath. After reoccupying Buda (in 1796), the owner of the bath was the König family. They rebuilt and renovated the bath, which was named after the family. In the World War II, the bath got damaged and it was fully renovated in 1950. Later, Christians also used the water of the springs and they built hospitals in their surroundings.

After the collapse of the Ottoman Empire, the bath culture of Hungary flourished further both in the capital and in the countryside. Balatonfüred and Hévíz have become popular baths, while in Paráds, in the late 1800s, the first healing bath was built. Baths have become the centers of social life all over



**Figure 4 – Széchenyi Bath, Budapest**

**Source:** <http://budapest.varosom.hu/latnivalok/furdok/Szechenyi-Gyogyfurdo.html>



**Figure 5 – Gellért Spa, Budapest**

**Source:** <http://www.gellertfurdo.hu/>

the country. Moreover, due to the development of medicine, they offered healing for many illnesses. Tourists, at that time, spent 6-10 weeks in baths. Men and women were bathing separately, usually specific time was dedicated to each gender.

The Széchenyi Bath, which is like a diamond of the capital, was opened in 1913.

In addition, spas in secession style were also built in the capital, for example the Gellért Hotel and Spa.

By the 18th and 19th century, scientific researches on baths have reached Hungary, too. In 1839, Lajos Tognio professor started to make a survey on the healing water reserves of Hungary as well as on their chemical ingredients. At the beginning of the 19th century, baths were the scenes of even nationalistic events and the meeting points of artists. It is proven by the fact that the third stone-theatre of the country was built in Balatonfüred [4].

After the conciliation between Austria and Hungary, the development of baths continued. It was when the experiments on the effects of hot water treatments started to spread along with physiotherapy. It was also the first time for analyzing the chemical content of mineral water and for using it in gastronomy. Later, as the medical science was developing, the range of possible treatments was broadening. Some of the baths built after the conciliation are now on the territory of neighboring countries.

It was also the same period when beach life started to become fashion among people, especially near the Lake Balaton. Guests usually spent 4-6 or even 8-10 weeks at baths. Doctors usually prescribed cures of 20-40 days, but it could be expanded to even 60 days. Men and women still had bath in different times.



**Figure 6 – Hajdúszoboszló Bath**

**Source:** <http://hajduszoboszlo.hu/gyogyfurdo>

The World War I caused significant depression in the life of flourishing baths in the countryside. In addition to thermal water coming up naturally, more and more baths are built on water coming up due to oil searching activities. For example, the bath of Bükfürdő, Zalakaros and Hajdúszoboszló was created in that way.

Since the middle of the last century, not only those visited baths who needed the treatments but also those who wanted to relax. Thus both the habits and the society of bath visitors also changed. By the second half of the 20th century, visiting baths has become a mass activity, though the time spent in baths shortened [4].

By the beginning of the 21st century, bath/spa culture was given a swing in Hungary; it is one of the top priorities in the tourism development strategy. Several baths have been expanded, some of the national monument baths have been renovated and some new have been built recently because the prevention and the regaining of health in natural ways are getting more and more popular and baths have key role in this regard.

### **Conclusions**

Due to the rich thermal water reserves, Hungary

has a long history in spas and baths. Baths and spas have always played important role in tourism, especially in health tourism. It is getting even more significant nowadays because high quality treatments, better conditions of rehabilitation are required by the ageing population. Health-consciousness is becoming more and more popular approach in the Hungarian society, thus the target group of health touristic services expands and more emphasis is put on prevention. As the rate of employees in the business sphere is increasing, the demand for short recreation and wellness holidays is increasing.

According to the National Tourism Development Concept [2], Hungary should be the most popular destination of Europe in some field of health tourism by 2024. The concept also defines the top priorities in tourism development, including the innovative and complex development of health tourism. One concrete objective is to create touristic products based on complex medical services at bath destinations. In order to encourage the domestic tourists to visit the world famous spas, the government introduced several incentives in the past few years. Moreover, due to efficient marketing activities, increasing number of foreign tourists visit the spas of Hungary, making the country more popular.

### **REFERENCES:**

1. Efficiency of Hungarian regions in using the development funds for touristic purposes / Káposzta J., Nagy A., Nagy H. Regional Economy. South of Russia. 2014. № 4:(6). P. 33–39.
2. Nemzeti Turizmusfejlesztési Konceptió, Erőadó Magyarország 2014-2024. Budapest, 2014.
3. URL:<http://spa.gotohungary.com/about-spa-culture-of-hungary>
4. URL:<http://zalakarosi.5mp.eu/web.php?a=zalakarosi&o=WRÖV6VTqQU>
5. URL:<http://hajduszoboszlo.hu/gyogyfurdo>
6. URL:<http://www.gellertfurdo.hu/>
7. URL:<http://budapest.varosom.hu/latnivalok/furdok/Szechenyi-Gyogyfurdo.html>
8. URL:<http://magyarfurdokultura.hu/>
9. URL:<http://budapestcity.org/03-muelemek/03/Romai-tabor-nagyfurdoje/index-hu.htm>

**Narkūnienė R.****ANALYSIS OF TOURISM RESOURCES OF EASTERN AUKŠTAITIJA REGION IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT**

**Abstract:** Aim of this article – to prepare an analysis of Eastern Aukštaitija region's tourism resources in the context of sustainable development. The objectives are to perform an analysis of the tourism resources in theoretical terms in the context of sustainable development and to perform the SWOT analysis of sustainable development of the Eastern Aukštaitija tourism region. Aim is achieving analyzing the scientific literature and document analysis performing the SWOT analysis. Tourism resources are treated differently in different districts – high tourist potential districts are Ignalina, Molėtai and Zarasai districts,

medium tourist potential districts are Utena and Anykščiai districts. Assessing the complex, all the Eastern Aukštaitija region districts (Anykščiai, Ignalina, Molėtai, Utena, Zarasai) fall into the middle of the tourist potential of the area. Eastern Aukštaitija region has all the assumptions to use the existing tourism resources and tourism services to compete successfully in the tourism market.

**Key words:** tourism resources, region, region competitiveness, sustainable development.

**Narkūnienė R.**

Master of Recreation and Tourism Management. Utena  
University of Applied Sciences,  
Maironio str. 7, Utena, LT-28142 Lithuania  
Tel.: +370 389 50337  
E-mail: ramutenarkuniene@gmail.com

**T**ourism is one of the most promising and dynamic business in the world. It covers about 8 % of global investments, 7 % of the world's gross national product, accounts for about 400 million work places. According to tourism statistics, annually more and more tourists from all over the world visited Lithuania. Expenditure of foreign tourists and day visitors in Lithuania were 4.2 billion LTL in 2013 [9].

#### Relevance of the topic

Tourism resources are important for the development of tourism and tourism resources, is one of the main factors of tourism competitiveness. Tourist abundance and tourism business depends from tourism resources. Tourism development is not possible without sufficient high-quality and distinctive resources. Natural and cultural tourism resources create favourable conditions to develop attractive tourism products. Various objects of cultural heritage and natural resources are important for local and international tourism. Sustainable development of the region is very important because, according to M. Porter, regional competitiveness and strategic development opportunities depend on the development of resources and the environment, in which the company providing the competition. One of the most important tourism competitiveness factors is the development of tourism resources.

The research problem: tourism resources, status of tourism resources and attractiveness, attraction opportunities of tourist flows are often analysed in the scientific literature, feasibility studies and other documents, but has been forgotten the context of sustainable development.

Aim of this article: to prepare an analysis of Eastern Aukštaitija region's tourism resources analysis in the context of sustainable development.

#### The objectives of the article are:

1. Perform an analysis of the tourism resources in theoretical terms in the context of sustainable development;
2. Perform the SWOT analysis of sustainable development of the Eastern Aukštaitija tourism region.

Aim is achieving, analyzing the scientific literature and document analysis, performing the SWOT analysis.

#### Survey methodology:

1. Analysis of scientific literature. The article analyzes different Lithuanian and foreign scientific literature: Baležentis A., Žuromskaitė B., Grecevičius P. et al., Vitkienė E., Porter M., Charles R. Goeldner J. R. Brent Ritchie, Cole S. author's books and articles;
2. SWOT analysis is a simple and highly effective tool for resource analysis carried out in the context of sustainable development.

It is also used statistical data analysis, comparison, synthesis and generalization.

#### 1. THEORETICAL ANALYSIS OF TOURISM RESOURCES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

Tourism resources are named as objects or terrain with tourist interest. According to the Tourism Law of Lithuania Republic tourism resources – interesting for tourism objects or areas, adapted for their using, and recreational resources – natural, cultur-



al, environmental characteristics, suitable for organizing a full-fledged physical and spiritual relaxation for people [10].

In the scientific literature and legislation are several types of recreational tourism resources: Baležentis A. and Žuromskaitė B. distinguish natural (climate, landscape, ecosystems), cultural (urban heritage, arts, archaeological values, traditions, science values, folk crafts) and social (potential tourism developers with socio-demographic characteristics, abilities, financial capital, knowledge, health-environment-tourist security system, local community interests) tourism resources [1]. In Tourism Law of Lithuania Republic recreational tourism resources include natural recreational resources, cultural heritage and social environmental effects of complex tourist attraction areas (resorts and resort areas, protected areas and other recreational territories), tourism and recreational infrastructure, natural health factors [10].

Tourism resources include a wide range of tangible and intangible resources. All of these resources are combined into a single system with the task to meet the needs of tourists. In Lithuania are very important natural and cultural resources, which facilitate the development of attractive tourism products. Natural-recreational resources are important because "it is the natural environmental features that create preconditions for full human physical and mental relaxation" [11].

There isn't a single administrative region in Lithuania, which does not have any distinctive, although small, be assessed natural recreational resources. It is important for the organization of local tourism. For natural complex of Lithuania are inherited decomposing, a large typological variety and wide range of possibilities. The country has 2,835 lakes, larger than 0.5 hectares and 758 rivers. The total length of rivers and streams about 60,000 km. Forests cover 28 % territory, 30 % of them – dry pine forests, which are particularly valued in the tourism sector.

Most unique natural features with high tourist attractions are in national and regional parks and resorts. The country has 194 parks and 353 natural monuments, protected by the state, 128 natural reserves. Operate 5 national and 30 regional parks. State parks and reserves include 5243 thousand ha area. However, natural recreational resources are unevenly distributed in Lithuania. Most of them are coastal, southeastern and eastern regions, in highlands of Žemaitija [10].

Cultural tourism resources include a wide range of public creative activity [10]: urban heritage, traditions and folk crafts, science values, archaeological values, technical, creative values.

Lithuanian heritage fund consists of 1817 history, 2175 archeology, 1190 architecture and 5631 art monument. 3400 of them has national and 7200 of them has local value. Tourist attractions are important in terms of its uniqueness and exclusivity. However, these values become tourism objects promoting them and dissemination of information about them, creating opportunities to visit them and to know about them. In Lithuania estimated more than

10 000 objects of cultural heritage, with monument status [2].

In summary, the natural and cultural tourism resources create favorable conditions for the creation of attractive tourism products. Various objects of cultural heritage and natural resources are important for both local and international tourism.

According to the World Tourism Organization definition of "sustainable tourism development meets needs of today's tourists and host regions, at the same time protecting the needs and increasing their chances in the future. Sustainable tourism has to maintain a high level of tourist satisfaction and ensure a meaningful experience for tourists, raising their awareness of sustainability issues and promoting sustainable tourism practices among them. Sustainable development is possible only when all the time maintaining a stable quantity and quality of tourism resources (natural, cultural and human) [3]. Management of sustainable tourism is concerned with controls of tourism resources, which have ensure same quality and not at lower resources self-sufficiency to future generations. Therefore, all stakeholders need to ensure that resources will be not wasted, tourists will not deceive and local residents – will not exploited.

Sustainable development of regions is a part of global sustainable development. Sustainable development – development of the society, providing the ability to achieve the welfare for present and future generations, combining environmental, economic and social objectives of the society and within the permissible limits of environmental impact. Sustainable development is one of the region's components of success [1].

According to M. Porter, the region's competitiveness and strategic development is dependent on the development of resources and the environment, in which competitive service providing companies. Natural resources, skilled labor force, financial resources and infrastructure are the most important tourism resources, determining development the tourism competitiveness [8].

In summary, the sustainable development of tourism is one of the factors of region's development and its competitiveness.

## 2. THE SWOT ANALYSIS OF TOURISM RESOURCES OF EASTERN AUKŠTAITIJA REGION IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

Eastern Aukštaitija region consists of Utena, Anykščiai, Ignalina, Molėtai, and Zarasai districts. Regional center is the city of Utena. There are 1,002 lakes in region area. It is the highest number of lakes in comparison with other regions of the country. The region has many state-protected natural heritage objects – botanical, geological, hydrogeological, hydrographical, hydrological.

Eastern Aukštaitija region has sufficient resources of natural and cultural heritage for tourism development.

Table 1 – The SWOT analysis of tourism resources of Eastern Aukštaitija region in the context of sustainable development

| Strength   | Weaknesses  |
|--|---|
| <ul style="list-style-type: none"> <li>Identified the most important recreational areas;</li> <li>The rich natural environment of the region resources (forests, rivers, lakes) and high density and ecological resilience, scenic landscape;</li> <li>The region has plenty of natural and cultural heritages objects, adapted for recreational and tourism needs;</li> <li>One National Park (Aukštaitija National park) and five regional parks (Anykščiai, Asveja, Gražutė, Labanoras and Sartai regional parks) operate and the region.</li> <li>Dominating the natural environment, a small degree of urbanization;</li> <li>Health resources (in Ignalina district).</li> </ul> | <ul style="list-style-type: none"> <li>Resources are unevenly distributed, which makes assumptions for tourist flows to concentrate in certain areas;</li> <li>Poorly used recreational and health resources.</li> <li>A significant part of natural and cultural heritage is not integrated into the tourism sector;</li> <li>Objects of the cultural heritage are not insufficiently prepared and made available to tourists visits;</li> <li>The part of cultural-historical heritage objects is in poor condition.</li> </ul> |
| Opportunities  | Threats   |
| <ul style="list-style-type: none"> <li>The potential diversity of new tourism forms, related with sustainable development;</li> <li>Better use of tourism resources;</li> <li>Using of the region's natural resources, developing tourism products for individual experiences;</li> <li>Growing of eco-tourism demand in the world and in the country and the available natural resources makes possibility for development all forms of recreation and tourism trends in the region.</li> </ul>   | <ul style="list-style-type: none"> <li>Insufficient funding to promote the development of the tourism sector;</li> <li>Using of not rational investment for tourism;</li> <li>Due to poor tourist flows regulation may decline the quality of the environment;</li> <li>Low (passive) tourism marketing.</li> </ul>   |

SWOT analysis of Eastern Aukštaitija region's tourism resources in the context of sustainable development (Table 1) was performed, based on the Facilities Study of direction investment in tourism development in the Eastern Aukštaitija region (5) and the districts development plans and studies.

In summary by SWOT analysis, Eastern Aukštaitija region has all the assumptions to take advantage of the available tourism resources and compete successfully in the tourism market. According to the principles of integration of sustainability into tourism policies, natural and cultural resources must be used efficiently and effectively. Consumption of resources does not exceed the rate of growth. Sustainable tourism has the optimal use of environmental resources, which is a major guarantor of tourist development, essential ecological processes, and maintenance of natural resources and biodiversity conservation.

Sustainable tourism in Eastern Aukštaitija region implemented in protected areas. Much of the natural heritage areas in Eastern Aukštaitija region (5) is maintained and nurtured in Aukštaitija National Park and five regional parks. The region is the state of protected areas in abundance – the protected area consists of 147 345,73 ha. It holds 20.46 % of the region's territory. The region covers an area of major national parks: Aukštaitija National Park, Anykščiai, Labanoras, Gražutė, Sartai and Asveja regional parks.

In summary, the Eastern Aukštaitija region has all the assumptions to take advantage of the available tourism resources and compete successfully in the tourism market. According to the principles of integration of sustainability into tourism policies, natural and cultural resources must be used efficiently and effectively.

## Conclusions

1. The natural and cultural tourism resources facilitates the development of attractive tourism products. Tourism resources are having a financial interest for the tourism industry. They are also the abundance of tourists and tourism business, sustainable tourism has a considerable influence on the development of the region and its competitiveness.
2. Eastern Aukštaitija region has sufficient natural and cultural resources for tourism development. The region attracts visitors and has the potential to attract more tourists flows. Tourism resources are treated differently in different districts – high tourist potential districts are Ignalina, Molėtai and Zarasai districts, medium tourist potential districts are Utena and Anykščiai districts. Assessing the complex, all the districts of Eastern Aukštaitija region (Anykščiai, Ignalina, Molėtai, Utena, Zarasai) fall into the middle of the tourist potential of the area. Eastern Aukštaitija region has all the assumptions to use the existing tourism resources and tourism services to compete successfully in the tourism market. According to the integration of sustainability principles in tourism policies, natural and cultural resources must be used efficiently and effectively. Resource consumption does not exceed the rate of growth. Sustainable tourism should make optimum use of environmental resources, which is a major tourist development, essential ecological processes and support natural resources and biodiversity conservation guarantor.

**REFERENCES:**

1. Baležentis A., Žuromskaitė B. Turizmo vadyba. Vilnius: UAB «Vitae Liter», 2012. 190 p. ISBN 978-9955-19-467-5.
2. Cole S. The Regional Science of Tourism: An Overview. Regional analysis and policy. 2007. № 37(3). P. 183-192.
3. Vitkienė E. Rekreacija (rekreacijos marketingo tyrimai): monografija. Klaipėda: S. Jokužio leidykla-sp, 2002. 232 p. ISBN 9986-31-057-1
4. Lietuvos turizmo potencialo įvertinimo, nustatant didžiausias turistinės traukos vietas ir jų panaudojimo prioritetus, studija / Andrulienė R., Armaitienė A., Povilanskas R., Janulienė, R., Dulskis D. Vilnius, 2011. 165 p.
5. Pažangaus, tvaraus ir integracinio augimo strategijos «Europa 2020» rezultatų apžvalga Komisijos komunikatas Europos parlamentui: tarybai. Europos ekonomikos ir socialinių reikalų komitetui ir regionų komitetui.
6. Tourism. Principles, Practices, Philosophies / Charles R., Goeldner J., Brent Ritchie R. John Wiley&s, INC. 2006.
7. Turizmas:vadovėlis. Gecevičius ir kiti. Kaunas: kolegijos leidybos centras, 2002. 320 p. ISBN 9955-9366-3-0.
8. Портер М. «Конкуренция». Санкт-Петербург, Москва, Киев: Вильямс, 2002. URL: [http://ec.europa.eu/europe2020/pdf/europe2020stocktaking\\_lt.pdf](http://ec.europa.eu/europe2020/pdf/europe2020stocktaking_lt.pdf)
9. Galimybių studija. Kryptingas investavimas į turizmo plėtrą Rytų Aukštaitijos regione (Utenos apskrities teritorijoje). Vilnius, 2013. 165 p. URL: <http://www.lietuvosregionai.lt/wp-content/uploads/2013/05/URTPGS-20130916.pdf>
10. Lietuvos Respublikos turizmo įstatymas. 2011. URL: [http://www3.lrs.lt/pls/inter3/dokpaieska.showdoc\\_l?p\\_id=404344](http://www3.lrs.lt/pls/inter3/dokpaieska.showdoc_l?p_id=404344)
11. Turizmo statistika. URL: <http://www.tourism.lt/lt/atvykstamasis-turizmas>

**Nedelcu A., Štetić S.**

## RURAL TOURISM – DEVELOPMENT OPPORTUNITY FOR RURAL AREAS AND COMMUNITIES. PRAHOVA COUNTY CASE STUDY

**Abstract:** Both in literature and in practice, special attention is currently given to rural tourism. The most diverse causes have contributed to this situation namely: the importance of tourism in economic, political and social sectors; the attention being paid to this form of tourism in developed countries; and local and governmental policy in this field; the explosion of modern communication technologies, the unprecedented development of the means of

transport which facilitates travel for tourism; the undoubted benefits that rural tourism offers compared to other forms of tourism in the development of rural communities, following the coordinates of sustainable development.

**Key words:** Rural tourism, rural area, tourist village, agrotourism, Prahova, wine tourism.

**Nedelcu A. –**

Assistant Prof., Ph.D, Petroleum-Gas University of Ploiesti,  
Faculty of Economic Sciences  
Romania  
Tel.: +40 744 901 788  
E-mail: nedelcuadrian@yahoo.com

**Štetić S. –**

Full Professor, Ph.D.,  
College of Tourism  
Belgrade  
Tel.: +381 63 110 63 82  
E-mail: snezana.stetic@gmail.com

### Introduction

The concept of rural tourism is multidimensional and includes a number of constituents, the core of which is the rural tourist community. The three basic elements that support rural tourism, specified by the World Tourism Organization are: the space (the rural space without people cannot have products, and the rural space without products cannot meet the human needs as a whole, for recreation, recovery or knowledge) the people (the people without a space and products have only a reduced tourist reception capacity) and the products (which in the lack space and people do not create effects and can determine local development, having an ephemeral artificial life)[11]. According to the Organization for Economic Cooperation and Development (OECD), rural tourism is defined as tourism that takes place in rural areas. A more complete definition is provided by UNWTO, according to which «Rural tourism is defined in the global economy of tourism as the tourism revaluation of rural areas, natural resources, cultural heritage, rural buildings, village traditions, products, land, through labelled and illustrative products of the regional identity, covering consumer needs for accommodation, food, leisure activities, entertainment and various services, for the local sustainable development and the positive reaction to the needs of relaxation in modern society, a new city-village social solidarity».

According to Lane B., rural tourism must be practiced in rural areas, to be small in size, to have a traditional nature, to grow slowly and organically, linked to local families and representing a complex pattern of rural environment, economy, history and location [6].

Other authors, such as MacDonald R. and Jolliffe L., define cultural rural tourism as the tourism form referring to a distinct rural community, with its own

traditions, heritage, arts, lifestyles, places and values as have been preserved from generation to generation, tourists being very well informed in terms of culture and folk art, traditions, natural landscapes and historic landmarks of the countryside, while having the possibility of participating in other activities in a rural area (spending time in nature, adventure, sports, festivals, crafts etc.) [7].

### Coordinates of rural tourism development

Europe's rural regions cover more than 80 % of the continent and are home to about half of the total population. The versatile and sustained development of the rural environment, the sustainable exploitation of available resources have imposed the adoption of a code including the guiding principles of balanced and sustainable rural development of agriculture and rural European space, namely the European Charter of Rural Area (1996).

In recent years, rural tourism has developed rapidly in European countries (France, Italy, Spain, Austria, the Netherlands, Germany, etc.) or on other continents. The subject of reinventing the rural regions and their economies in developed countries in Europe and the USA is more and more debated. To promote rural tourism development, the European Commission has given increasing attention to this niche tourism market and has decided to change the structure of subsidization of economic activities in rural areas, focusing primarily on services and tourism [3].

For Romania (a rural area extended on 207,522 km<sup>2</sup>, accounting for 92 % of the total surface area, where 45.0 % of the population lived), the issue of rural development is seen as a way to combat poverty in these areas and to develop the country as a whole. The rural space must participate in improving national economy by exploiting its potential and

leading to the welfare of its residents in both spaces, urban and rural.

Besides being fashionable, but also through the important place held in the strategy of Romanian tourism, rural tourism can turn into a successful business, for the increase and very important in the economic and social development of rural areas [1].

Thus, according to Bran F., Marin D. and Simon T., rural tourism can contribute to «... the introduction in the domestic and international tourist circuit of various natural conditions and to the revaluation of the heritage of traditional or contemporary culture, of the entire cultural and historical potential of rural areas». The advantages of rural tourism are related to the fact that large investments are not necessary for the infrastructure facilities or other facilities, on the one hand, in other words no urban agglomerations are achieved, as is the case of tourist resorts, on the other hand. However, this form of tourism offers people with lower incomes the possibility spending the free time while on holiday or at the weekend in the picturesque, archaic rural areas, either in the mountains, the seaside or near the Danube valley and the Danube Delta.

In Romania, rural tourism has been seldom practiced since the 20s of the twentieth century. The study on the organization and promotion of tourist villages in Romania, initiated by the Research Centre for the Promotion of International Tourism in 1972, ended with the identification and selection of all the ethnographic areas of 118 rural localities as tourist villages. In 1973, only 13 settlements (Fundata, Șirnea, Rășinari, Sibiul, Lerești, Rucăr, Tismana, Vaideeni, Hălmagiu, Bogdan Vodă, Vatra Moldoviței, Murighiol and Sfântu Gheorghe) were experimentally declared as tourist villages, of which only two (Lerești-Argeș and Sibiul-Sibiul) operated in tourism, together with the organization, operation and guidance frame of the tourism activity and the tourism promotion in these localities [4]. Considers promoting the tourist program Wedding in the Carpathians in the 70s by ONT Carpați in the tourist villages of Bogdan Vodă (Maramureș), Sibiul (Sibiul) and Lerești (Argeș) as a favorable premise for the development of rural tourism.

After two more decades, the interest in the promotion and development of tourism in rural areas revives. Several associative forms have taken shape especially after 1990, such as: the Romanian Villages Operation Association – known as «Operation Vilagge Roumains», the Romanian Federation for Mountain Development (FDRM), the National Agency for Rural, Ecological and Cultural Tourism (ANTREC), established in 1994 and affiliated to the European Federation of Rural Tourism (EUROGITES) in the same year, and the Romanian Agency for Agrotourism (1995). The first households promoted in the rural tourism circuit, after 1990, were in the Moeciul-Bran-Rucăr area (Soare I., Costachie S., 2013), followed by those in the ethnographic areas of Maramureș, Bucovina, Apuseni Mountains, Mărginimea Sibiului and Bârsa. The number of places in the rural and agrotourist guest houses expe-

rienced a significant increase from 3,526 in 2000 (distributed in 399 accommodation units) to 34,257 places in 1,863 rural and agrotourist guest houses in 2015.

### **Tourism induced effects in the rural area**

Some experts believe that the dynamics of regional or local development is not primarily related to production factors. The ability of an administrative unit to attract and capture the household income is the basis of residential economy, changing nowadays the destiny of several communities, while providing growth opportunities for territories whose productive economy is weak or non-existent [9].

Thus, for many communities, there occurs rather issue of attractiveness than competitiveness, at the moment adopting the most appropriate strategies focusing on the territorial attractiveness, regarding the services offered to citizens, the quality of life, the development of the natural and built environment, of the cultural heritage, etc. Territories that manage to combine the productive economy by attracting and retaining the residents' income can be considered the most dynamic ones.

Clearly, rural tourism brings many benefits to rural areas and communities as follows:

#### **1. Economically:**

- tourism creates revenue for the local economy and also for the national budget; by its nature, tourism attracts external capital in the local area or community that can lead to positive economic benefits;
- rural tourism directly creates new jobs in the tourism business and indirectly in the related activities offered by other economic operators;
- rural tourism activities support the existing businesses in rural areas and contribute to the local economy development (the incomes of the tourism entrepreneurs and their multiplying effect), to the local community development in general (increasing the incomes of local people);

#### **2. socially and culturally:**

- maintains an increasing attention in relation to the protection and the preservation of cultural heritage;
- increases the interest in long-term preservation of culture and traditions, traditional language or languages;
- revives traditions, crafts, customs etc.;
- proposes new markets for traditional crafts and art forms;
- receives positive aspects of visitor behavior and values;
- offers opportunities for the local community to benefit from the development of new tourism structures;
- increases the quality of life of local communities;
- slows down and stops the growing process of resident population migration to cities or abroad;

3. environmentally:
  - rural tourism can play a vital role in protecting, preserving and maintaining both the built and the natural heritage;
  - renews the existing infrastructure in line with the sustainable development adapted to rural areas.

### Rural tourism in Prahova Country

Prahova Country (4,715 km<sup>2</sup>, of which 89.3 % is held by the rural space), component part of the South Muntenia Region, gathers, due to its relief diversity, a wide variety of villages with occupations and traditions related to viticulture, horticulture, forestry, vegetable and cereals, with activities of processing the primary products, with specific architecture and local customs, all requiring respect and integration policies in the new reality, according to the principle promoted by the European Union as «unity in diversity».

The regions with a favourable framework for the development of rural tourism in Prahova county, can be classified into:

- Main regions with tourist attractiveness and development, with a high attractive anthropogenic potential due to the traditionalism perpetuated over generations: the tourist area of Prahova Valley, with the villages of Cornu, Secăria, Talea, Provița de Jos; the tourist area of Doftanei Valley with the centres of Teșila, Trăisteni, Șotriș, Brebu, Telega; the tourist area of Teleajenului Valley where the rural areas of Cheia, Măneciu, Izvoarele, Aluniș and Păulești (the only rural locality in the county with a 5-star hotel, with an accommodation occupancy rate of 80 % – Sky Blue Hotel & Spa);
- Secondary attractive regions with a tourist development perspective, where attractive anthropogenic elements are more reduced quantitatively and qualitatively: the Eastern Subcarpathian villages where the villages of Cerașu, Starchiojd, Apostolache and Sângeru stand out.

Although it has a varied and valuable potential, Prahova has several generation points for its devel-

opment in terms of tourism, which have influenced the development of the three tourist axes of rural development along Prahova (the mountain and Subcarpathian sector), Doftanei and Teleajenului Valleys, which take over and channel tourist flows from Bucharest and Ploiești or from Brașov [5]. We believe that the Northern tip of the Doftanei and Teleajenului axes, the areas of Teșila-Trăisteni and Cheia-Măneciu-Izvoarele, has not reached at all its entire range of polarizing features, there existing an obvious contradiction between the tourism potential and its revaluation, as well as between supply and demand.

Since 2004, another tourism development pole takes shape in the South-East Subcarpathian area, especially the wine tourism, which comprises the rural settlements located along the «Wine Road» theme route; with a length of 58 km travelled through Dealu Mare winery, the «Wine Route» includes stops at the mansions, the princely courts or the monasteries from the rural localities of Filipeștii de Pădure, Florești, Zamfira, Bucov, Vărbila, Valea Călugărească, Jercălăi, Ceptura, Gura Vadului, Tohani or the tourist wine houses (Budureasca, Licorna Winehouse, Vadu Săpat, SERVE, Rotenberg, Basilescu, Ceptura) from the winegrowing centres where the investment value amounts to over EUR 180 million. This is due to the involvement of Prahova County Council, the non-governmental organisations and the tourist networks (APDT Prahova) in the development of the rural tourism from Prahova [8].

Expanding rural tourism in the mountainous area of the county, however, requires a thorough reshaping of rural infrastructure and adequate equipping of the agrotourist households (Table 1). In addition to equipping the agrotourist households and improving the rural infrastructure to expand agrotourism, a promotional tourism management is necessary, as well as establishing tourist information networks that could bring the as close as possible the offer to the agrotourism demand, to promote this type of tourism as educational tourism for the pupils and even for the residents of large urban centres that do not sufficiently know the «country life» and activities re-

Table 1 – Prahova County. The accommodation units capacity in rural areas (2012)

| Unit type                | Number of units | Number of places | Number of places |                     |
|--------------------------|-----------------|------------------|------------------|---------------------|
|                          |                 |                  | % of the total   | At the county level |
| Hotels                   | 6               | 373              | 5.51             | 6,764               |
| Hostels                  | 1               | 21               | 6.79             | 309                 |
| Motels                   | 6               | 215              | 31.71            | 678                 |
| Tourist villas           | 1               | 30               | 3.88             | 773                 |
| Cottages                 | 1               | 20               | 4.48             | 446                 |
| Agrotourist guest houses | 36              | 624              | 100              | 624                 |
| Bungalows                | 1               | 8                | 100              | 8                   |
| TOTAL                    | 52              | 1,291            | 13.44            | 9,602               |

Source: Prahova County Department of Statistics

lated to agriculture, viticulture, horticulture, milk cattle breeding, grazing, customs and, not least, the rural traditions.

### Conclusions

Rural tourism, component of tourism from Prahova county, is a sub-sector with high potential for development, thus representing an occupational alternative for the rural labour force, a way of diversifying the economic activities in rural areas and

stabilizing the rural population. A well-planned rural tourism can serve as a strategy for the preservation of the environment and that can operate as a new alternative to the current free time activities through the various recreational facilities offered. The carrying out of tourism in rural areas should be well planned and managed, because rural tourism can also be an activity that can adversely affect the development of rural areas.

### REFERENCES:

1. Brînzan O. Rural Development. Arad: University Publishing House «Aurel Vlaicu», 2006. P. 45–50.
2. Dinu M. Tourism Geography: didactic and Pedagogic Publishing. Bucharest, 2002.
3. Drabenstott M. Top Ten Ways to Reinvent Rural Regions, The Main Street Economist / Commentary on the Rural Economy. November. 2003.
4. Glăvan V. Rural tourism-Agritourism-Sustainable tourism-Ecotourism. Bucharest: Economic Publishing House, 2003.
5. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62–65.
6. Ielenicz M. Romania. Tourism potential. Bucharest: University Publishing House, 2006. P. 97–98.
7. Lane B. Sustainable Rural Tourism Strategies: A Tool for Development and Conservation / Journal of Sustainable Tourism. 1994. Vol. 2. Issue 1–2. P. 12–18.
8. MacDonald R., Jolliffe L. Cultural rural tourism: evidence from Canada, Annals of Tourism Research. 2003. Vol. 30. № 9. P. 307–322.
9. Nedelcu A. Tourism Geography. Bucharest: University Publishing House, 2015.
10. Otiman I. P. The national strategic food and agricultural sector sustainable development of rural areas in the period 2015-2020-2030 / Romanian Academy. Bucharest, 2015. P. 6–10.
11. Soare I., Costachie S. Ecotourism and Rural Tourism. Galati: Europlus Publishing, 2013. P. 150–157.
12. Le tourisme rural: Une solution pour l'emploi, développement local et l'environnement / UN-WTO. Madrid, 1997. P. 26.
13. URL: <http://statistici.insse.ro/shop/> (accessed on March 19th, 2016).

**Oláh I.****THE SIGNIFICANCE OF ANIMATION IN THE TOURISM OF HUNGARY**

**Abstract:** The aim of this paper is to give an overview on the role of animation in the tourism industry. The topic is quite debated, because many believe that animation activities only increase the costs of hotels and are not profitable activities and their impact can be hardly measured.

Some experts think that they can be attractions to tourists, they can provide various activities for all the age-groups and people with various interests.

**Key words:** tourism, hotels, animation.

**Oláh I. –**

Assistant professor, Szent István University,  
Hungary, H-2100 Gödöllő, 1 Páter Károly str.  
Tel.: +36 28 522-000  
E-mail: Olah.Izabella@gtk.szie.hu

**Discussion**

In general, animation should help towards realizing holiday wishes and desires. In this respect it goes beyond being simply a way of occupying or spending time, and demands at the very least a prior understanding of what tourists actually want and can achieve: this means knowledge of the motives and needs of tourists on the one hand, and their abilities and inabilities, on the other. In places where animation is more than just the supply of rooms and organization, it is necessary for it to overcome, for some tourists, the discrepancies between wishes and abilities. This can be achieved through well thought out planning (what can one do in this hotel, or in this place), through stimulating suggestions for a varied program, through providing helpful examples, and through active participation.

Finger et al summarize the possible effects of animation as follows:

- augmentation of contacts;
- increase in communication;
- greater variety of holiday activities;
- more intensive holiday experiences;
- increase in fun, happiness and pleasure;
- development of own initiative;
- realization of needs;
- chance to develop further the experiences undergone [5].

This formulation points to the need for a more thoroughgoing understanding of the concept of animation, one that does not just see it as an entertaining service, but also as an educational start in personality development. The programs practiced, so far, must be qualitatively measured against these goals, even though the intentions behind them have tended to be on a much lower level [3].

Animation in tourism includes services provided at accommodations, leisure-time centers, sport-facilities or other tourism-related places, whose aim is to offer experience through establishing relationships among people and participating in games or other programs. Therefore, its primary objective is to

encourage, initiate people to take part. It also aims to offer opportunities for people with similar interest to spend time together but not in the frame of traditional free-time activities. It offers active programs for families, couples and individuals as well.

Types of touristic animation:

- recreational animation;
- recreational theme-parks;
- aqua parks, seasonal and over-the-year touristic or adventure parks where the focus is on water attractions;
- animation with prevention purpose;
- thermal tourism/ healing tourism animations;
- sport activities (sport-animation) – active, passive;
- animation for the soul;
- cultural animation;
- animation in museums;
- animation in castles, palaces;
- other cultural animation e.g. festivals, excursions in the nature, eco-trips in natural parks;
- other venues: language learning opportunities, thematic routes in literature, music, theatre plays;
- “scene-animation” – national parks, nature protection areas;
- gastronomic animation (wine-routes, cheese-routes, cooking trainings, gastronomic festivals);
- atypical entertainment animations;
- prestige-like animation (where tourists are expected to go, e.g. the exhibition of a famous painter);
- adventure-animation (uninhabited islands, disaster tourism, adventure trips and survival trips ([http://www.szallodamenedzsment.ektf.hu/dvd/tananyagok/szabadido\\_menedzsment.html](http://www.szallodamenedzsment.ektf.hu/dvd/tananyagok/szabadido_menedzsment.html))).

**Economic aspects**

Animation will incur costs for the company offering such services, yet it can be deployed successfully and profitably in different areas by framing com-



pany policies relating to animation services so as to achieve specific goals: Innovative competitive behavior can be converted into product policies by creating a new type of product (such as a club holiday or a sports hotel) that exploits gaps in the market, because holidays with activities 'à la carte' differ substantially from the existing package holiday. New categories of customer who were not attracted by the previous holidays on offer, can thus be won. Better use can be made of the capacity available in the poorly booked 'out of season' months, through offering an animation program which makes a hotel stay and the associated activities independent of the activities and entertainment available in the holiday resort, and such alternative programs can partly compensate for bad weather. Success in animation helps to increase customer satisfaction. Two factors are mainly responsible for higher rates of bookings and lower advertisement costs—first, word-of-mouth recommendations (an important factor in tourism) and second, an increase in the number of tourists who re-book a particular holiday. 'Guests who participate in an animation program remain in the hotel and thus increase turnover in the food and beverage section, through higher spending. They also take advantage of supplementary offers. In addition to such financial returns, animation can support marketing goals through achieving a better image and position [3]. In order to be successful in business life, we need to know our competitors and the potential risks. Regarding the competitors, we need to check their product/services, target groups, prices, sales as well as their fame. We need to clarify how we are different from our competitors, why we are unique or better than others. This can be done with the help of competition-analysis [2].

Animation at a touristic unit has the following economic and marketing objectives that ensure the success even to the investors[4].

### **1. Advantage in competition**

Animation – as a touristic product – is a USP (Unique Selling Product), which may bring significant advantage in competition due to its uniqueness. The more various and more interesting activities can be offered to the guests, the more special will be our supply, thus the number of guests may increase. This is in harmony with the latest touristic trends, saying that tourists are more and more interested in active holidays. They are more interested in learning new information about various topics, but at the same time they require high quality services [1].

### **2. Attachment of customers/guests**

The more satisfied the guests are with the services (i.e. the first stage of 4C theory by Kotler works: meeting the demand and needs of the customers), the more confident they are about making the right choice in that hotel, camping or restaurant. Therefore, they are expected to choose the same place the next time (especially if they feel that they can experience something new every time). Links

can be also created between guests and the hotel, the guests and the animator as well as guests and guests. In my opinion, the latter one is the most desired objective[1].

### **3. Increasing income**

After an entertaining program, e.g. evening show, disco, club dancing, aerobic or other sport activities, guests become thirsty easily, thus they prefer to stay in the bar, instead of going back to their rooms, which may increase both the income of the bar and the level of satisfaction of the guests [1]. (The increase in the income may reach even 20-30 %, if animators are all around in the hotel and there is no «all inclusive» package available).

### **4. Expanding the season**

Most of the programs can be realized indoors when the weather is not suitable, but it is also possible to organize programs for typically rainy weather, so-called «rain-programs» (e.g. rain tours). Fortunately it is not only the summer season is favourable for animation. In winter, activities like snowball fights, sledging, excursions, roasting chestnuts, preparing Christmas decorations and gifts are also popular among guests. In spring, programs related to Easter may increase the range of programs in hotels. Such can be egg-painting, searching for eggs in the garden as well as traditional Easter folk games can also be played. In autumn, leaves can be painted, excursions to forests can be organized. In addition, there is a great demand in that season for animators at team-building activities, company events or conferences[1].

Based on the abovementioned, we can state that animation activities have a lot of economic and social benefits, which are mutual. They are able to increase the satisfaction of both parties. Animation activities do not belong to the traditional tourism services, but as the world changes with the demand of customers, it is becoming more and more important part in tourism in some countries. Of course, there are some requirements and necessary conditions to do such activities successfully and profitably: among others for example mature stage in the lifecycle of hotels, solvent demand by the tourists, experienced tourists, openness to new and active types of tourism, high quality services, high quality human resource in hotels, program-packages for all ages and all interests.

Animation is playing increasingly important role in tourism (especially in the life of hotels and restaurants/catering companies), since keeping the guests, attracting new ones, as well as offering new experience are among the top priorities nowadays. From such point of view, animation can be a marketing (PR) tool while offering tailored services to guests [1].

### **Results**

While making an overview on situation of Hungary, I tried to collect statistical data and concrete infor-

mation about the number of hotels offering animation services, the number of programs offered, the territorial distribution of hotels with animation activities, the changes in the length of stay in such hotels, but unfortunately there is no data collected by the Central Statistical Office for such. I could only obtain information directly from hotels, which is not sufficient for making a national analysis on the sector. In the first decade of 21st century, there were significant investments in Hungarian hotels. In 2015 22 hotels were opened, out of which only 4 are located in Budapest [7]. At the same time, 13 hotels are being renovated or before construction in Budapest, and additional 18 are expected to open over 2016. The latter ones are mainly 4\* and 5\* hotels, following the recent trends in the sector [6]. Numerous new hotels have been built in Hungary which faced the creation of services that are attractive for tourists as a must to survive on the market. In most cases, animation seemed to be the solution, because it was effective and it did not impose much burden on the budget. Regarding animation in tourism, we need to consider the Hungarian and foreign hotels from different perspective. In Hungary, primarily hotels around the Lake Balaton offer such services. Only a few – approx. 10 % – hotels out of the Balaton region try to attract tourists with animation services. It means that most of the hotels with rooms ranging from 100 to 200 do not organize any programs for the kids or for those interested in active recreation. They only offer accommodation and meals, which is expected to result the decrease in the number of visitors or the rate of occupation on such an expanding and innovative domestic and international tourism market. It can be observed that hotels tend to insist on traditional hotel services and do not feel the need for a shift to the expansion of the supply.

### Conclusions

Based on my research in the tourism trends in Hungary, I need to conclude that there are two approaches in the practice. One is related to the evolution of tourism, meaning that the supply is adapted to the changing demand, recognizing that tourism is not a static but a dynamic sector. Such hotels proactively work on the creation of new services and manage to expand the group of target customers by offering services to various age-groups, field of interest etc. The other approach is mainly represented by large, traditional hotels, based on thermal water resources, which provides a solid basis for the continuous interest by tourists. Such hotels are not really interested in introducing animation activities, since the thermal water is a constant attraction for tourists, which means that the motivation to offer animation services is really poor. In my opinion, the latest trends related to the traditional, original Hungarian products, so called hungaricums, should also represent more in the supply of hotels. It is not because we should be proud of such products and attractions, but also because tourism in Hungary should focus on making the country more popular based on all the historical, natural and cultural values and resources, including hungaricums [7].

Unfortunately the information about such hungaricums by even the Hungarian citizens can be considered quite poor. Based on our joint research carried out among students, we need to state that most of Hungarian young people do not know what products and attractions are in the category of hungaricums. Therefore, one really important objective would be in hotels to create programs related to such attractions so that Hungarian tourists could also get an additional benefit while relaxing on holiday.

### REFERENCES:

1. Magyar Márton. Az szállodai és vendéglátós szolgáltatások fejlesztése az animációs programok bevezetésével. Budapesti Gazdasági Főiskola-Magyar Tudomány Napja. 2004. P. 19–208.
2. Rofrics Eszter. Az animáció, mint a differenciáláshoz szükséges marketinges közbevetés az alakarosi Hotel Karos Spa-példáján keresztül, Budapesti Gazdasági Főiskola, Külkereskedelmi Főiskolai Kar, Marketing mesterszak. Budapest, 2004. URL: <http://www.doksi.hu/get.php?order=DisplayPreview&id=20489>
3. Pompl W. The concept of animation: Aspects of tourism services: tourism management. 1983. Vol. 4. Issue 1. P. 3–11. doi:10.1016/0261-5177(83)90045-6.
4. Pompl W. Turisztikai menedzsment. Budapest: Springer, 2000. 332 p.
5. Animation im Urlaub / Finger K., Gayler B., Hahn H., Hartman K. D. Starnberg, 1975. 22 p.
6. Hungarikumok területi jelentőségének vizsgálata, különös tekintettel a pálinkára / Káposzta J., Ritter K., Kassai Zs. Tér és Társadalom, 2015. № 29 : (4). P. 139–154.
7. Trend riport 2015 a hazai és nemzetközi szállodaipar teljesítményéről. Magyar Szállodák és Éttermek Szövetsége. Budapest, 2015. 21 p.
8. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62–65.
9. URL: [http://www.szallodamenedzsment.ektf.hu/dvd/tananyagok/szabadido\\_menedzsment.html](http://www.szallodamenedzsment.ektf.hu/dvd/tananyagok/szabadido_menedzsment.html)

UDK 37.013

**Osychenko M. V., Skripkin V. S.**

## THE METHOD OF INDIVIDUAL PHYSICAL QUALITIES EDUCATION AND REGULATION OF THE LOAD

**Abstract:** the article considers the questions about organization of lessons of physical culture at the University. The authors focus their attention on improving the methods of education of students' physical qualities. In the article is the analysis of influence of physi-

cal exercises on the development of physical abilities of students.

**Key words:** training process, the physical qualities of muscular load.

**Osychenko M. V. –**

Ph. D. in Philosophic Sciences, Docent of Department of Physical Education and Sport  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: 8 962 4 427731  
E-mail: osychenko.marina@yandex.ru

**Skripkin V. S. –**

Ph.D. in Veterinary Medicine, Docent,  
Head of the Center of educational  
process management  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: (8652) 35-24-92

Selecting exercises for the education of physical qualities, it is necessary to correlate them with the fundamental exercises taught in the classes and then define their focus on the education of a physical quality (method of adjoint action). Chosen so exercise will contribute to the improvement of technology the basic movement and also to raise the quality or qualities without which a study can be fully mastered.

The method of influence used in the selection of preparatory exercises. There is recruitment exercise carried out in connection with the main exercise taught in the classroom, by its variation, division into parts, applying different weights and etc.

Recruitment exercises are also carried out by the method of directed muscle loads. The essence of this method is that the selected exercises, allows long and the directional impact on one or two muscle groups with a minimum employment of other groups. According to this way of thinking we could achieve quite satisfactory results in the education of physical qualities even when two-a-day sessions per week, as the stress on selected muscle groups increases.

Directional selection exercises for the complexes is determined by the tasks of physical preparation of students. To maintain interest in doing complex periodically, some exercises to be replaced.

In the process of education of physical qualities should be taken into account as the impact of physical exercise on the development of certain physical abilities, but also how these exercises are perceived by students.

Features of interaction of exercise should be considered when selecting exercises into complexes for the education of physical qualities.

In preparation for the lesson, the teacher solves the questions connected with physical activity.

The disage of the load in the education of physical qualities depends on the task, age, gender,

health status and degree of physical preparedness of students.

The account of these features determines the content of the exercises and, also, methodology by which the exercises will be implemented in the classroom.

In the education of physical qualities of students organized in form of circular training, exercise intensity, number of repetitions and duration of rest between exercises strictly dosed.

In the complexes of the dosage load can be shared, that is, be set equal for the all students group, and individual. General dosage load can be used to perform General developmental and preparatory exercises, the circular training in the physical education class, and individual – in the process of applying the actually circuit training classes in the sports section.

A permanent record of the load allows the teacher to systematically monitor the growth of physical fitness, teaches a more precise follow-up exercises, and control of pulse – to judge how successfully the body involved in physical activity adapts to the load. Exercises with individual load allows even weak students to experience the joy of success when you exercise.

The teacher of physical culture systematically carries out pedagogical control over the level of development of physical qualities of students given medical examinations and the results of the pedagogical observations. As you progress through the training program material, he arranges the tests according to the technique of mastering a variety of motor actions. In addition, to assess the level of development of physical qualities of students is required two times during the school year to measure for rapid tests.

In order to assess the level of development of physical qualities of students requires the results of the rapid tests each pupil to compare it with the appropriate age and sex norm for the evaluation of a result.

Subject to the General organizational and methodological requirements, methods of education of physical qualities of the individual has its specific features. They are subject to, on the one hand, biological (morphological and functional) components or other motor skills, and age, sex, skills and other hallmarks of the contingent, which is the directed development of physical qualities. Therefore, the objectives, means and typical features of the technique it is advisable to consider not at all, in the aspect of physical training of young people, specifically, in relation to each of the physical quality in particular. In addition, known structural complexity of most of the main physical qualities required specific guidance regarding selective-directed education, typical of all forms of manifestation of one or another quality motor.

The process of development of physical qualities should be implemented in strict accordance with the functionality of a growing organism.

The development of motor skills occurs in the process of mastering motor actions. But their effectiveness is not always high. In this regard, the lesson provides specific exercises to develop strength, speed, endurance, agility and flexibility.

Subject to the General organizational and methodological requirements, methods of education of

physical qualities of the individual has its own specific features. On the other hand, biological (morphological and functional) components or other motor skills such as age, sex, skills and other hallmarks of the contingent, which is the directed development of physical qualities. Therefore, the objectives, means and typical features of the technique it is advisable to consider in the aspect of physical preparation of students, specifically in relation to each of the physical quality in particular. In addition, known structural complexity of most of the main physical qualities required specific guidance regarding selective-directed education, typical of all forms of manifestation of one or another quality motor.

The process of development of physical qualities should be implemented in strict accordance with the functionality of a growing organism.

The development of motor skills occurs in the process of mastering motor actions. But their effectiveness is not always high. In this regard, in the classroom provides specific exercises to develop strength, speed, endurance, agility and flexibility.

Systematic assessment of the level of development of physical qualities allows to conduct systematic work with the physically weak students, and physically well-prepared students aiming for occupation in the section on sports.

## REFERENCES:

1. Osychenko M. V., Skripkin V. S. Theoretical-methodological aspect of satisfaction of students physical recreational activity. Naukar. 2014. № 3 (23). P. 16–19.
2. Strelnikov R. V. Organization of physical education of students based on alternative choice of the content classes : PED. Sciences. Volgograd, 2009. 148 p.
3. Trukhachev V. I., Osychenko M. V., Skripkin M. V. Main components of physical and recreational activities of students // proceedings SWorld. 2015. T. 20. № 1 (38). P. 15–19.
4. Ishmuratova R. M. Pedagogical suggestion in the process of development of physical qualities visually impaired girls 11-12 years: PED. of Sciences Saint-Petersburg, 2007. 155 p.
5. Strelnikov R. V. Organization of physical education of students based on alternative choice of the content classes : PED. Sciences. Volgograd, 2009. 148 p.

UDK 338.48

**Ozaeva I., Ivolga A., Varivoda V.**

## INTERNATIONAL TOURISM MARKET: CURRENT STATE AND PROGNOSIS

**Abstract:** The article reflects the situation in international tourism market within 3 years. It analyses the total number of international tourists as well as shows the results on the regional level. The main tourism issues and their consequences that happened during last three years were highlighted. The purpose of the article is to show the trends on international tourism market that were formed

by environmental and geo-political influence. Based on available data, several results and trends were forecasted. This work includes some figures and statistics to prove the findings and give the clear understanding.

**Key words:** international tourism, tourism arrivals, tourism market development.

**Ozaeva I. –**

Student of the Faculty of Socio-cultural service and tourism  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: 8(8652)353980  
E-mail:indgira@gmail.com

**Varivoda V. –**

Ph. D., associate Professor,  
candidate of economic Sciences,  
Department of Tourism and Service  
Stavropol State Agrarian University  
Stavropol, Russia  
E-mail:vvalensiya@mail.ru

**Ivolga A. –**

Ph. D., Associate Professor, Department of Tourism and Service  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel.: 8(8652)353980  
E-mail:annya\_iv@mail.ru

### Introduction

The tourism in its modern definition starts by Grand Tour- a trip to Europe that upper-class young men did with a purpose of education and visiting other places; before the Tour tourism had military and religious purposes, which was at least at 3000 B.C. First people who started to travel with a leisure purpose were Egyptians, and then Greeks began to offer major sites and events to visitors, satisfy the demand of lodging and other services, as we as record observations – guide books [5].

Throughout the years tourism had experienced continuing growth and changes and became the fastest growing economic sector. Tourism is connected to other different economic sectors such as agriculture, constructions, telecommunications, transport, etc. It creates many benefits, for example high employment, however this tight connection does not allow the tourism to function by itself, which is indicate the importance of a sustainable tourism. It will help the country or communities progress in a balanced way. Unfortunately, nowadays tourism industry is growing faster than global economy as whole [12].

Tourism adapts all innovations such as new technologies or management strategies in order to attract more tourists, increase the capacity of the destination, along with environmental protection, conservation of cultural heritage and support of local people very quickly.

The purpose of this article is to analyze the current state of international tourism market and forecast its development.

### Current state

In 2013 the general current state of international tourism market was positive (5 % growth) [3] Europe, the most visited region in the world, the result of 2013 (+5 % = 563 million of visitors) doubled the region's average in 2005-2012 (+2,5 %). Europe has all conditions to lead the ranking: rich cultural resources, strong health and hygiene conditions, well-developed infrastructure and Schengen Area, which represents high degree of international openness and integration [6,10, 11].

Asia and Pacific had a strongest growth (+6 %) in 2013, as well as Africa attracted more arrivals (+6 %).

In 2014 the growth was 4,4 % which reflects the sector's strong and consistent performance regardless the global challenges such as Ebola virus, a slow global economic recovery and geopolitical conflicts. This year the Americas took the best result by having +8 % growth, which was made mostly by North America and Caribbean. Europe had only 3 % growth, however it kept its status of the most visited region of the world. Asia and the Pacific kept its position by having 5 % growth, in Africa it was only 2 %.

The tourism market in 2015 faced different challenges: international tourists were influenced by continued geopolitical conflicts, air crashes.

The forecast of global tourism is positive, the increasing number of international tourists is expected. UNWTO sees the Asia – Pacific region as the most popular destination as it has a significant potential to receive tourists, they expect the number of

international tourist arrivals to be more than doubled from 205 million to 541 million in 2030.

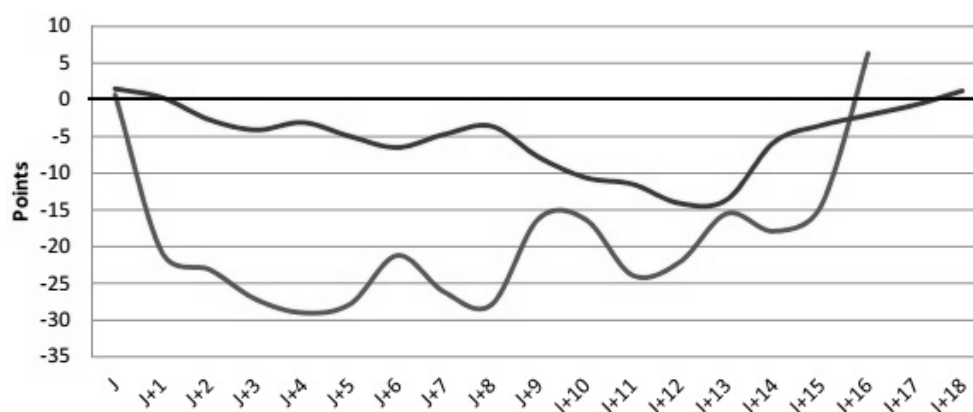
### Tourism struggling

For a long time, Paris was named as the most popular city destination, unfortunately in 2014 due to the geopolitical conflict it stepped back on third place, after London and Bangkok [3]. Significant hit the tourism industry of Paris took the 13th November 2015, after terrorist attack in different places of the capital of France. The flight booking fell by 27 % and hotel revenue decreased by 30-40 %. For country where 9 % of its GDP and 10 % of total employment lay back on tourism, the decline was remarkable. The situation could have been worst if it would have happened not at the end of the year. Even so the climate summit brought a thousand of attendees and visitors in first two weeks of December [4].

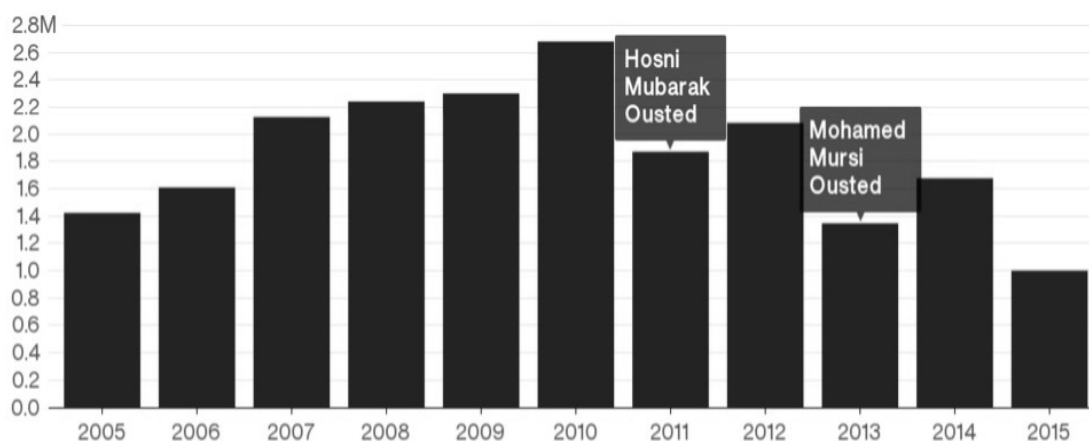
After another terrorist attack in Egypt, the economic situation of the country was weak, as Egypt tourism depending country, and it had attempts to revive the main economic sector after years of political turmoil. It is ranked 12 for direct contribution for employment in 2014, and after the events in 2015, the rank was dropped till the 21th place [11]. In 2014 the total contribution of Travel & Tourism in Egypt was 12.8 %, which was expected to growth by 2.9% in 2015. Unfortunately, after the loss of 41 % ar-

rivals in 2015, the biggest market, the UK and the Russian Federation, imposed restrictions on traveling to Egypt. The industry never fully recovered to the peak year of 2010, which was about 15 million visitors.

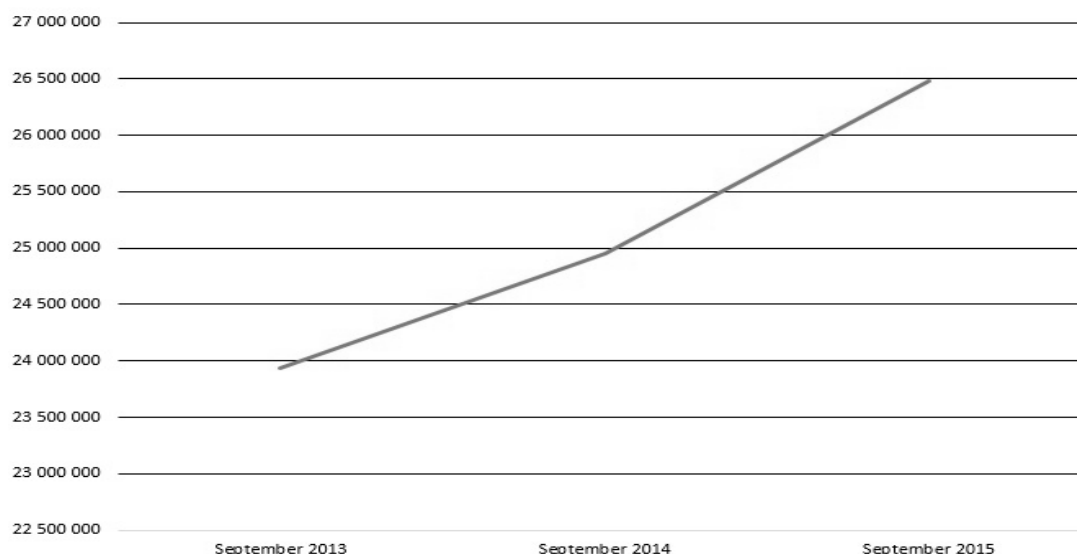
Another destination which is experiencing drop in tourism statistic is Russian Federation. According to the Travel & Tourism Competitive Index 2015, having high scores on natural and cultural heritage, health and hygiene, Russia does not see tourism as a national priority. The country does not support the environmental sustainability and business environment. The most common reason why international travelers do not travel to Russia is a complicated visa process and safety & security challenges [2]. No doubts, that after such kind of sport events as the Universiade 2013 in Kazan and the Olympic Winter Games 2012 in Sochi, the main infrastructure (transportation and communication channels, hospitals and tourism facilities) were arranged. Unfortunately, after political events in Crimea and geopolitical situation in the world, tourism transaction supposed to be harmed in both ways. Regardless this situation the number of arriving tourists definitely goes up. Due to the fact that Russian Federation is holding the organization of FIFA World Cup 2018, the remarkable improvement in number of tourists arrived is expected [1].



**Figure 1** – The hotel occupancy in Paris after terrorist attack in January (red line) and November (blue line) 2015



**Figure 2** – Number of tourists in November and December



**Figure 3 – International arrivals statistics in Russia**

### Tourism market trends

Based on the previous highlights, the actuality of safety & security on the tourism destinations is clear. Modern tourism is multifaceted and it is involved a lot of different stakeholders, that is why safety & security should be prioritized for any tourism destination. The first time the global tourism experienced collapse after September 11, when the massive \$3.6 trillion industry almost ground to a halt after the terrorist attacks. In order to avoid the lost over billion dollars in revenue caused by fear of more terrorist attacks, governments of many countries work on safety & security programs, as tourism makes a big part of economy in many countries.

According to the World Travel and Tourism Council, it takes 13 months to recover after a terrorist attack, by comparing to recover from disease – 21 months, environmental catastrophes – 24 months and political unrest – 27 months. WTTC investigated some cases of fast recovery after terrorist attacks in popular tourism destination: in 2004 Madrid took only one week to get the same amount of tourist after the train bombings; the bombings in London 2005 had no notable effect on tourism. However, the context of terrorist attack has big influence, the death toll of Madrid bombing and Indonesian bombing in 2005 was equal but impact on international arrivals was significantly lower [4]. Of course, Madrid is one of the most popular destinations in Europe, and the biggest percentage of tourist comes from Schengen Zone. Thus, in my opinion, the time of recovery depends on the situation of the country.

The next improvement in tourism industry that Ministers of Tourism are trying to apply is threaten

the previous, safety & security, as it is travel facilitation, concerning the visa facilitation policies among the G20 economies. It contradicts to the safe travelling, because it increases a lot the tourist flow between the destinations, which means that control on each tourist destination should be stricter [9].

According to APEC Leaders the visa facilitation should give a boost to the economic, as the capacity will increase, all tourist facilities will expand which is followed by job creation. The research shows that after implementation of new policies Asia – Pacific region will receive between 38 – 57 million additional tourists, which will influence on the employment rate positively, as the total number of new jobs created is being estimated to 1.8- 2.6 million [10].

Discovering Asia and Pacific regions is another trend. It has not only hosting possibility, but it is also a huge outbound market.

### Conclusions

Regardless different challenges throughout 3 previous years, the volume of international transactions is increasing. Some of the destinations, like Middle East, are losing its position on the global tourism market due to the geopolitical conflicts. Other destinations like Paris or Russian Federation have a strong potential to recover after a regress of arrivals number. The international tourism market itself depends on exchange rates, oil prices, environment conditions, particularly safety & security. Now then Asia and Pacific are the most developing destinations due to positive economy and strong position on international market.

### REFERENCES:

1. Arrivals R. Russia to see increase in tourist arrivals[electronic resource]//Travelbiznews.com. URL: <http://www.travelbiznews.com/news/tourism/item/448-russia-to-see-increase-in-tourist-arrivals> [Accessed 10 Mar. 2016].
2. Crotti R., Misrahi T. The travel and tourism competitiveness index 2015: T&T as a resilient contribution to national development. 2015[electronic resource]. URL: [http://www3.weforum.org/docs/TT15/WEF\\_Global\\_Travel&Tourism\\_Report\\_2015.pdf](http://www3.weforum.org/docs/TT15/WEF_Global_Travel&Tourism_Report_2015.pdf) [Accessed 10 Mar. 2016].

3. Elfimova Y. M., Bistrova G. A. Virtual tourism – the objective reality of the modern travel business // Sustainable development of touristic market: international practice and experience of Russia : collection of scientific works. Tr. according to the materials of the II international scientific conference. (Stavropol, 09-11 April 2014) / SSAU. Stavropol, 2014. P. 81–84.
4. Elfimova Y. M. Main directions of development of innovative policy of the enterprises // Actual problems of Economics, sociology and law. 2011. № 1. P. 47–49.
5. Elfimova Y. M., Khoroshilova E. A. Foundations of the competitiveness of the Russian hotel business // the Strategy for sustainable development: current issues and trends : sat. scientific. Tr. in proceedings of the I international scientific conference. (Moscow, 20–22 November 2013) / SSAU. Stavropol, 2013. P. 85–88.
6. Trukhachev A. Methodology for evaluating the rural tourism potentials: a tool to ensure sustainable development of rural settlements // Sustainability. 2015. T. 7. № 3. P. 3052–3070.
7. Trukhachev A., Ivolga A. Regional aspects of modern branding in the book: sustainable development of tourist market: international practice and experience resiistance state agrarian University. 2014. P. 194–198.
8. Special methodological aspects of economic analysis for rural territories development / Lescheva M., Ivolga A., Labenko O. // Agricultural Problems Economics. 2014. Vol. 9 P. 432–440.
9. Annual Report 2013: UNWTO [electronic resource]. URL: <http://www2.unwto.org/publication/unwto-annual-report-2013> [Accessed 7 Mar. 2016]
10. Annual Report 2014: UNWTO [electronic resource]. URL: <http://www2.unwto.org/annualreport2014> [Accessed 7 Mar. 2016].
11. Business – Security fears blight Paris tourism a month after attacks / France 24 [electronic resource]. URL: <http://www.france24.com/en/20151215-security-fears-blight-paris-tourism-november-attacks> [Accessed 10 Mar. 2016].
12. France Tourism 2015: After ISIS Attacks Paris, Will The City Of Light Be Able To Recover? [electronic resource] // International Business Times. URL: <http://www.ibtimes.com/france-tourism-2015-after-isis-attacks-paris-will-city-light-be-able-recover-2187294> [Accessed 12 Mar. 2016].
13. Krohnblad A. Origins of tourism and travel [Power Point Slides]. URL: <http://elearning.swisseducation.com/course/view.php?id=4533> [Accessed 8 Mar. 2016].
14. International tourist arrivals up 4 % reach a record 1.2 billion in 2015 / World Tourism Organization UNWTO //Media.unwto.org [online]. URL: <http://media.unwto.org/press-release/2016-01-18/international-tourist-arrivals-4-reach-record-12-billion-2015> [Accessed 7 Mar. 2016].
15. International tourist arrivals worldwide 2014 // Statistic[electronic resource]. URL: <http://www.statista.com/statistics/209334/total-number-of-international-tourist-arrivals/> [Accessed 7 Mar. 2016].
16. Travel & Tourism Economic impact 2015 Egypt: WTTC[electronic resource]. URL: [https://www.wttc.org/-/media/files/reports/economic %20impact %20research/countries %202015/egypt2015.pdf](https://www.wttc.org/-/media/files/reports/economic%20impact%20research/countries%202015/egypt2015.pdf) [Accessed 10 Mar. 2016].
17. Why tourism?World Tourism Organization: UNWTO[electronic resource]. URL: <http://www2.unwto.org/content/why-tourism> [Accessed 7 Mar. 2016].
18. Количество прибывших граждан иностранных государств на территорию Российской Федерации-Ростуризм[electronic resource]. URL: <http://www.russiatourism.ru/contents/statistika/statisticheskie-pokazатели-vzaimnykh-poezdok-grazhdan-rossiyskoy-federatsii-i-grazhdan-inostrannykh-gosudarstv/kolichestvo-pribyvshikh-grazhdan-inostrannykh-gosudarstv-na-territoriyu-rossiyskoy-federatsii/> [Accessed 10 Mar. 2016].



UDK 631

Parlińska M., Petrovska I.

## COMMON AGRICULTURE POLICY: IMPLEMENTATION IN POLAND

**Maria Parlińska –**

Head of Department of Agricultural Economics and International Economic Relations, Foreign Member Latvia Academy of Agriculture and Forestry Sciences, Member of Senate Commission for International Cooperation, Warsaw University of Life Sciences – SGGW, 02-787 Warsaw Poland Nowoursynowska Street, 166  
Tel.: +48 22 5934129  
E-mail: maria\_parlinska@sggw.pl

**Iryna Petrovska –**

Department of Agricultural Economics and International Economic Relations, Warsaw University of Life Sciences – SGGW 02-787 Warsaw Poland Nowoursynowska Street, 166  
Tel.: +48 22 5934129  
E-mail: maria\_parlinska@sggw.pl

In period, 2004-2014 Poland was one of the biggest beneficiary of Common Agriculture Policy. Also in the next years Poland will get the biggest amount of grant from Common Agriculture Policy (CAP). Modernization of agriculture infrastructure was important for implementation of CAP in Poland. So example of Poland can be taken into consideration by other countries as a standard one. Agriculture production is very important for Polish economy. [2, p.36]

Common Agriculture Policy began in 1957, and started officially to work in 1962, based on Rome agreement. To Common Agriculture Market there were included six countries: Belgium, France, Holland, Luxemburg, Italy and Federal Republic of Germany[1].

The aim of European Union agriculture policy is to stabilize agriculture market, mechanism of free competition and profit of farmers and producers. Common Agriculture Policy is the most expensive economic policy of EU. CAP has the following objectives: increasing of agriculture productivity (promotion of technical progress, development of agriculture production); providing fair standard of living for agricultural community by increasing their earnings; market stabilization; providing availability of supplies; ensuring reasonable prices[2].

Common Agriculture Policy is based on two pillars:

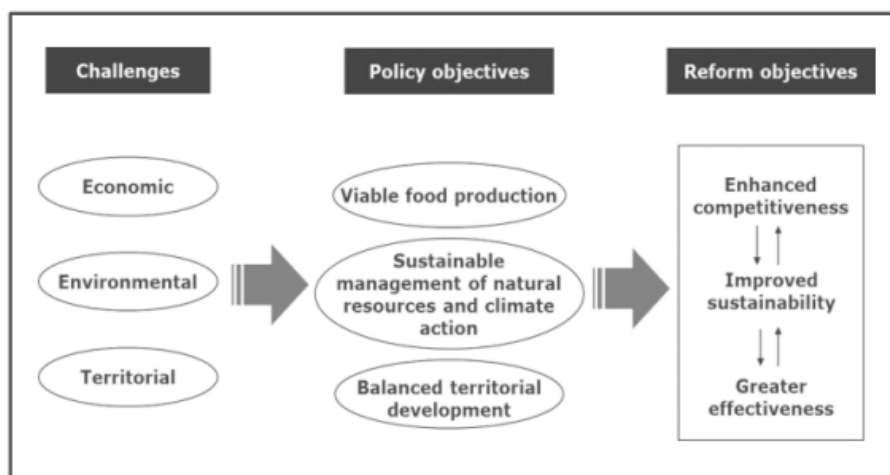
- 1) market policy with support of farmer's income;
- 2) rural development policy[2].

The policy supporting farmers is to guarantee the more stable income for farmers, as they have lower income in comparison with urban inhabitants. Financial support of farmers based on system of direct payments from EU budget (grants for agriculture production). But to receive these grants farmers should meet standards about animals, animal and environmental welfare, plan health, and keeping land in good conditions[2].

The rural development policy provides agriculture competitiveness, supporting land management and environment, improving economy and living conditions in rural areas[2].

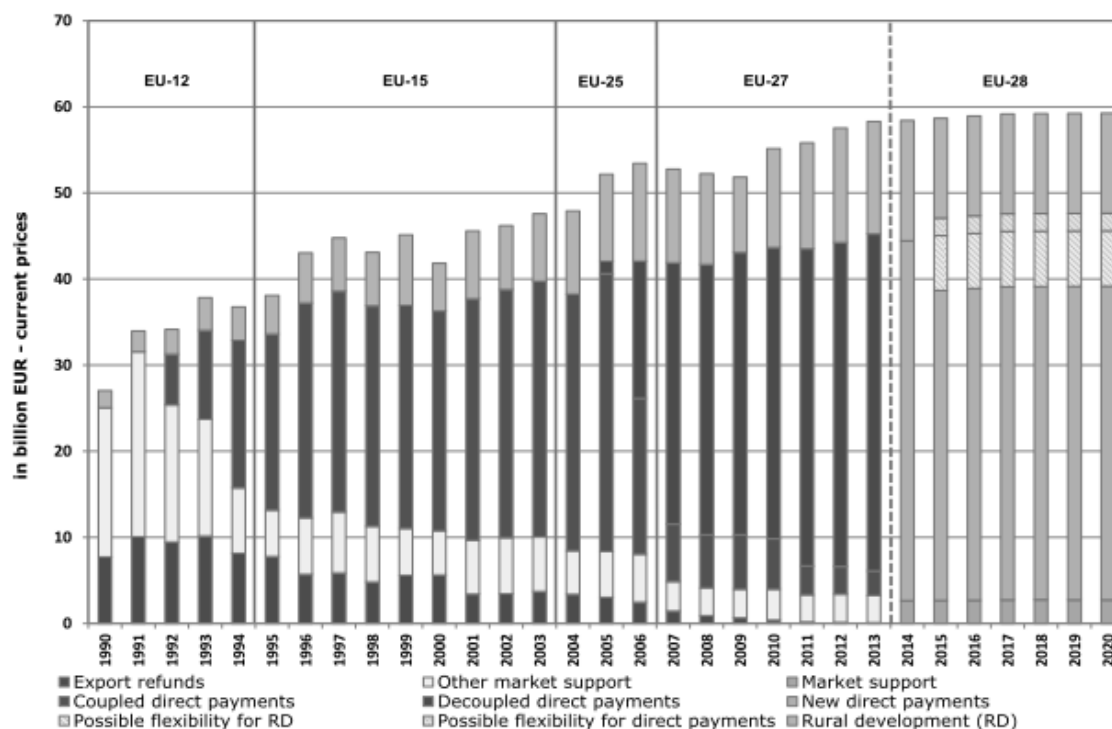
Common Agriculture Policy is based on the following rules:

- 1) market equality, which means free production flow, equal prices and regulations;
- 2) preferences of community (priority sales for members and system of protection against import);
- 3) financial solidarity (common expenses of CAP);
- 4) common responsibility of producers [5].



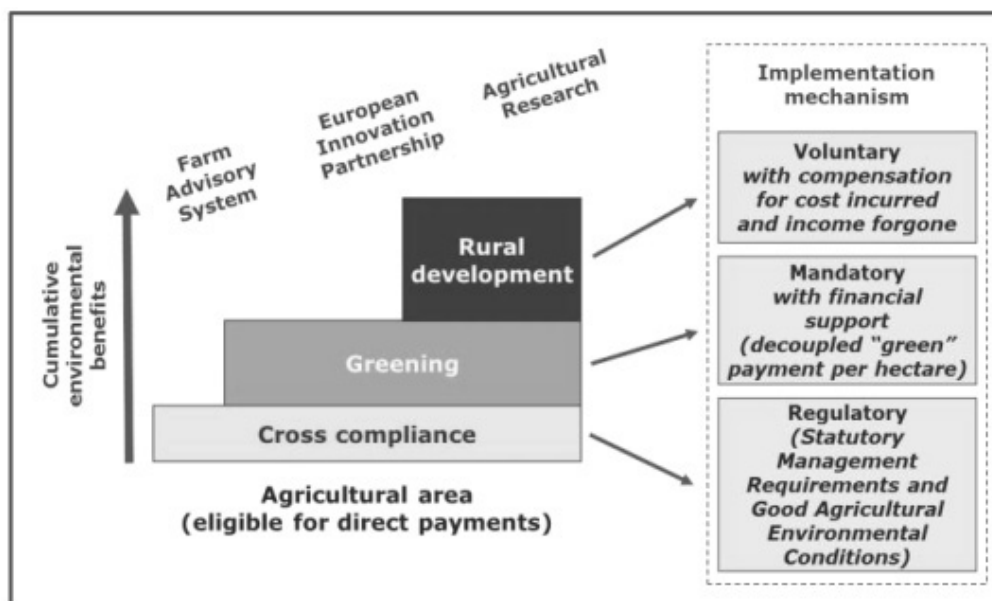
**Figure 1 – The CAP post-2013: From challenges to reforms objectives**

Source: [3, p. 3], DG Agriculture and Rural Development



**Figure 2 – The part of CAP expenditures by calendar year**

Source: [3, p.4], DG Agriculture and Rural Development



**Figure 3 – The new greening architecture of CAP**

Source: [3, p.6], DG Agriculture and Rural Development

After Poland became EU member, the economic situation of the most agriculture farmers was improved: increasing profitability of production, improving of creating of prices, increasing of export, farmers got grants from CAP [4].

In charts above there are presented the main description of objectives of CAP reforms (chart 1), distribution of funds (chart 2) and environmental performance for more sustainable EU agriculture (chart 3).

### Conclusions

It is not that easy to maintain all requirements needed to enter EU. The most important is not only enter this Union, but also the most important to modernize agriculture system in purpose to be able to implement all reforms of CAP and to be able to benefit from this policy. Involving specialists from Poland can help to other counties which willing to enter EU to overcome all problems connected with reforms of agriculture sector.

**REFERENCES:**

1. Gross A., Czym jest Wspólna Polityka Rolna? URL : <http://www.arimr.gov.pl/pomoc-unijna/wspolna-polityka-rolna/czym-jest-wspolna-polityka-rolna.html>
2. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. С. 62-65.
3. Kundera J., Poland in Common Agricultural Policy. URL: <http://escijournals.net/IJAE/article/view/433>
4. Poczta W., Hardt L. Skutki integracji Polski z UE dla rolnictwa i obszarów wiejskich – próba oceny. URL: [https://polskawue.gov.pl/files/Dokumenty/Publikacje\\_o\\_Ue/Polska\\_w\\_Unii\\_Europejskiej/9\\_x.pdf](https://polskawue.gov.pl/files/Dokumenty/Publikacje_o_Ue/Polska_w_Unii_Europejskiej/9_x.pdf)
5. Overview of CAP reform 2014-2020. URL: [http://ec.europa.eu/agriculture/policy-perspectives/policy-briefs/05\\_en.pdf](http://ec.europa.eu/agriculture/policy-perspectives/policy-briefs/05_en.pdf)
6. Wspólna Polityka Rolna Unii Europejskiej. Rozwój polskiego rolnictwa. URL: [http://www.cie.gov.pl/HLP/files.nsf/0/15B6C37048FDC835C1256E7B00496DB1/\\$file/ROZWOJRO.PDF](http://www.cie.gov.pl/HLP/files.nsf/0/15B6C37048FDC835C1256E7B00496DB1/$file/ROZWOJRO.PDF)

**Petrović M., Bjeljac Ž., Vujko A.**

## ANALYSIS OF THE LIFE CYCLE OF AN AGRITOURISM DESTINATION – A THEORETICAL APPROACH

**Abstract:** The paper examined the life cycle model of an agritourism destination and its consequences. To achieve that, authors of the paper used Butler's model, as one of the most complete and most widely accepted models of a tourist destination life cycle. According to presented approach, tourist destinations pass through the cycle, which consists of six basic stages: research, inclusion or participation, development, consolidation, stagnation and stabilization, and finally rejuvenation or fall. In addition, authors presented main characteristics of life cycle phases of an agritourist

destination, suggested by Swarbrooke [7]. These are the key propositions to start an initiative for the local communities to involve and actively participate in agritourism development. The results provide residents and local authorities with important community perceptions pertaining to the life cycle of an agritourism destination and main characteristics on the relation local residents – visitors.

**Key words:** agritourism, evolution cycle model, rural area, locals, visitors.

**Petrović M. –**

Ph.D., Research Associate, Geographical Institute «Jovan Cvijić», Serbian Academy of Sciences and Arts (SASA)  
Belgrade, Serbia  
Tel.: +381 11 26 36 395  
E-mail: m.petrovic@gi.sanu.ac.rs

**Vujko A. –**

Ph.D., Assistant Professor,  
Novi Sad Business School  
Novi Sad, Serbia  
Tel.: +381 64 914 26 45  
E-mail: aleksandravujko@yahoo.com

**Bjeljac Ž. –**

Ph.D., Senior Research Associate, Geographical Institute «Jovan Cvijić», Serbian Academy of Sciences and Arts (SASA)  
Belgrade, Serbia  
Tel.: +381 11 26 36 395  
E-mail: z.bjeljac@gi.sanu.ac.rs

### Introduction

The effect of global processes on economy growth is reflected in direction and intensity of the international and domestic tourist flows, as well as in the development of particular types of tourism, so called special interests' tourism. In modern studies on the development of the international tourist trends, agritourism has raised as its very increasing and significant segment. There are many spatial guidelines in the terminology of agritourism and its relation to rural tourism [8, 5, 11]. In the USA, these two types of tourism are actually identical, considering that in most parts of the US there are spacious rural areas, with numerous ranches and farms, so that the narrow notion of rural area according to the European norms is almost non-existent here. On the other hand, among the EU member states, where many rural areas also have prominent non-agricultural functions (e.g. forestry, breeding hunting and fishing species, hospitality, craftsmanship etc.), the differences between agritourism and rural tourism are significant. This is justified by the fact that in many rural areas of the EU the extensive agricultural production is almost extinct, but the local community has found alternative ways of income and in this way remained in the rural area (e.g. production crafts, traffic business, numerous types of entrepreneurship). Contrary to the aforementioned examples, in the Eastern European countries, where the process of deruralisation was very intense and rad-

ical, private rural households and the local village community are very poor financially, therefore rural and agritourism are treated as an entirely new way of business (Sznajder et al., 2009). As many authors suggest [3, 4, 9, 12, 5], agritourism is a part of rural tourism, which takes place on farms and other types of rural households, where there is a possibility of receiving food, beverage and/or accommodation, apart from the basic agricultural activity. Moreover, these authors state that hospitality, with a focus on the local gastronomic offer, may become an integral part of agritourism activities, with specific life cycle from introduction, to the fall of the market participation.

### Results and discussion

The life cycle of a service or a product comprises all the phases through which a service or a product passes, from the entrance on the market to the level on which it is still profitable to keep it in the production program [2]. In the sphere of tourism, it is necessary to make a difference between the overall tourist product, i.e. tourist destination and a partial tourist product, i.e. tourist company. In this relation, it is necessary to mention that the life cycle of an agritourist economy company directly depends on the phase in a life cycle of a destination in which it is formed, but it also works in the opposite direction. The phases of the development cycle of a partial agritourist product are most often observed through

five phases, and they are: introduction, growth, maturity, satiation and fall of the market participation. The mentioned phases should be understood as the approximation of real trends on the market, because of the spotted relativity, i.e. unevenness in the speed of trends of various products on the market. However, undisputable is the role of the assessment of agritourist product life cycle as an instrument of planning in the future.

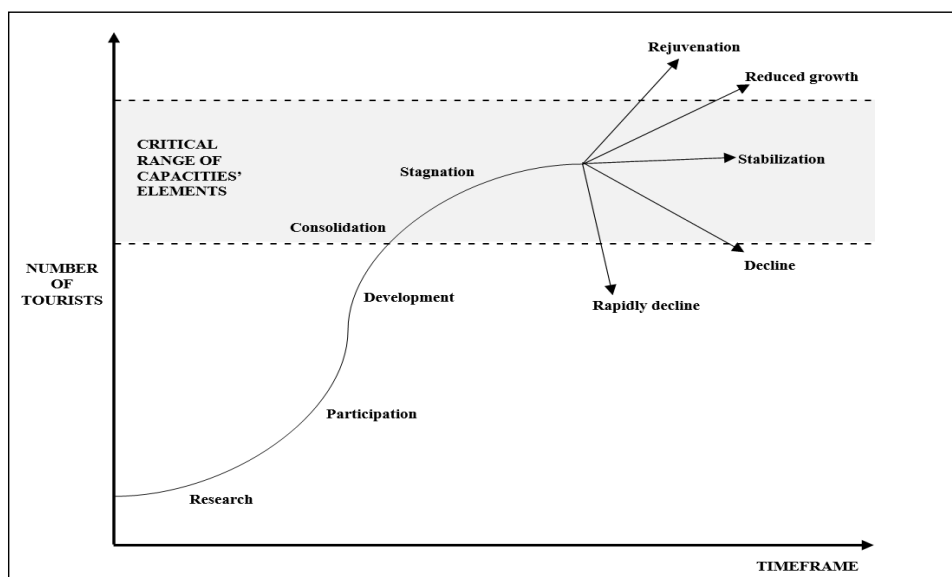
The life cycle of an agritourist destination passes through phases similar to the above, so it is often called evolution cycle, as well. The reason for using such a term lies in the main characteristics of a tourist destination, and especially in the significance of space as its element. Such a cycle takes into consideration all the changes of tourist demand manifestations (various visitors with different needs and motives) and the changes of a tourist offer based on which all kinds of events and/or characteristics of a tourist destination change.

Butler has given one of the most complete and most widely accepted models of a tourist destination life cycle (Figure 1). According to this approach, tourist destinations pass through the cycle which consists of six basic phases: research, inclusion or participation, development, consolidation, stagnation and stabilization, rejuvenation or fall [1].

1. The initial phase comprises the phase of research and the phase of inclusion or participation. The phase of research is characterized by a small number of visitors, who individually come to a tourist destination, i.e. without any mediation of a tourist agency or other legal entity. In the destination there is no infrastructure or superstructure or they are scarce, so the number of visitors is also limited. The contact with the local community is often intensive, and the total impact of tourism on the destination is small or irrelevant. In the sec-

ond sub-phase, the phase of participation or inclusion, very obvious is a larger number of tourist visits to the destination. The visitors are most often attracted by the fact that it is a new, and still not established rural destination. The local population begins to adapt to tourism development and increases the number of local initiatives for tourism development and the enrichment of material basis. In this phase the most outstanding is the seasonal tourist movement, and the impact of tourism is becoming more obvious, which usually leads to the inclusion of the public sector in numerous segments of tourist development in the destination (e.g. the construction of roads, tourist signalization, souvenir shops, etc.).

2. The growth phase is characterized by a general progress, when tourist infrastructure is concerned, and also by the appearance of clearly defined market segments, the stimulated marketing activities, but also by the inclusion of legal entities outside the tourist destination. In this phase, the number of visitors is significantly higher than the number of locals, which often leads to numerous conflicts between these two groups. In a significant amount, the local participation and the local control over tourist development is decreased, and there are signs of gradual degradation of the conditions for a stay. Adequate policy and investing are necessary, especially by the public sector, and with the aim to protect the resources for further, continuous development.
3. In the phase of maturity and consolidation, there is a decrease in the number of the coming tourists, even though their absolute number increases and significantly exceeds the number of residents. Tourist and business centers are developed as separate units with-



**Figure 1** – Tourist destination evolution cycle model

Source: Adapted according to Butler (1980)

in a destination. In the development a very intensive part is taken by numerous market subjects, such as tourist and non-tourist facilities from many business spheres (e.g. retail chains, craft workshops for mass production of souvenirs, new public services...). Very obvious are local attempts to attract visitors because the largest part of local economy is tightly connected with agritourism activities.

During the phase of stagnation, a tourist destination is no longer especially popular with visitors, even though it already has a recognizable market position and image. The maximum number of visitors has been achieved, with total use of all the hospitality capacities, which causes numerous social, economic and ecological problems. The change in ownership of a place is very common, and the building of new places is rare, with the increase of the local ownership of the places.

The end of evolution cycle means the choice among several main types of approach: stabilization, limited growth, rejuvenation, fall and distancing from tourist trends (sudden fall). The solution for this stagnation phase can be the introduction of new attractions, the engagement of unused resources, current hospitality facilities renovation or redirection of a tourist product or market. This stage is called a rejuvenation phase. A limited growth or stabilization, leans on this phase, because it contains certain ac-

tivities directed towards the product or market modification of an agritourist destination.

4. If due to fall of the number of visitors and further decrease of market a destination is no longer able to fight with the competition, then it gets into a decline phase. When it is estimated that it is not profitable for the destination to make changes of a produce or market in order to refresh or rejuvenate, a tourist destination decides to abandon the participation on the tourist market. In the observed moment, the role of the local authorities in a destination should be decisive in the management of changes, which involves making a strategy, which would involve investment partnership with a private sector.

The model of an agritourist destination life cycle suggests that each of the cycle phases has consequences concerning: number and type of visitors, level of contact between locals and tourists, the level of changes in a destination and the bearers of the control on local tourist economy business. The nature of these relations is shown in the Table 1. According to this model, the development of a destination initiates problems as a result of the fact that entrepreneurs outside the tourist destination start to take control over the local tourist economy, while the contact between locals and visitors becomes more formal and more institutionalized.

Table 1 – Characteristics of life cycle phases of an agritourist destination

| Stages               | The number of tourists | Capacity               | Contact               | Changes       | Control                       | Type of tourists                        |
|----------------------|------------------------|------------------------|-----------------------|---------------|-------------------------------|---|
| <b>Research</b>      | Very small<br>↓        | Small<br>↓             | Low<br>↓              | None<br>↓     | Local<br>↓                    | Allocentric<br>↓                        |
| <b>Participation</b> | ↓                      | Local<br>↓             | ↓                     | ↓             | Regional<br>↓                 | Near-allocentric / Centric<br>↓         |
| <b>Development</b>   | Maximal<br>↓           | Non-local<br>↓         | High featureless<br>↓ | Relevant<br>↓ | National / International<br>↓ | ↓                                       |
| <b>Consolidation</b> | ↓                      | The highest point<br>↓ | ↓                     | ↓             | All the levels<br>↓           | Near-psychocentric / Psychocentric<br>↓ |
| <b>Stagnation</b>    |                        |                        |                       | Stably        | ↓                             |   |
| <b>Decline</b>       | Small<br>↓             | Local<br>↓             | High mechanical<br>↓  |               | Local increasing<br>↓         |   |
| <b>Rejuvenation</b>  | ↓                      | New                    | ↓                     | Relicts<br>↓  | National / International      | Centric<br>↓                            |
| <b>Changing</b>      | High                   |                        | Low                   | Relevant      |                               |   |

Source: Adapted according to Swarbrooke (1999)

The concept of a life cycle can be observed from two standpoints [6]. According to the first standpoint, it is believed that this concept is extremely useful as a means of predicting and understanding sales trends. The second standpoint supports the thesis that life cycle concept of a destination is not useful for predicting because it does not reflect many variables that can affect sales and the choice of strategy aimed at gaining a competitive advantage. It can be concluded that it is virtually impossible to define the precise duration of the whole life cycle and the duration of its phases. This conclusion especially refers to agritourist products, both in a partial and the integrated form, primarily because of its structure, definition of certain cycle phases and the definition of breaking points between them.

### Conclusions

With the mentioned details, the problems with the application of a cycle originate from the general overview of agritourist market, i.e. the rejection of the fact that the number of market segments in a destination determines the number of products, which can appear in different phases of the evolu-

tion cycle. For example, one agritourist destination can be in the phase of introduction for young people, and for the seniors, it can be in the decline phase or vice versa. On the other hand, the model of a life cycle of a destination can be very applicable with small, rural destinations, while it is almost inapplicable with the whole country and/or region as a tourist destination.

According to the presented standpoints and theses, it can be easily concluded that the model of a life cycle of a destination on a micro-level can also be observed as a life cycle of a place in agritourism, including all the accompanying development phases. Leaning on the previously presented standpoint that this model can be very applicable on small and extremely specialized destinations, the conclusion points to the opinion that the model is extremely useful for planning and predicting in agritourism, in the same amount as in other aspects of tourist activities in rural areas.

**Acknowledgment:** *The research was supported by Ministry of Education, Science and Technological Development, Republic of Serbia (Grant III 47007).*

### REFERENCES:

1. Butler R.W. The Concept of Tourism Area Cycle of Evaluation: Implications for Management of Resources. *Canadian Geographer*, 1980. P. 5-12.
2. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // *Paradigmata poznani*. 2017. № 1. C. 62-65.
3. Hovinen G. R. Revisiting the destination life cycle model: *annals of Tourism Research*. 2002. № 29(1). P. 209-230.
4. Miletić R., Todorović M. Ecotourism and Complementary Activities as a Possibility of Including in the Development process // *The Development and Potentials of Ecotourism on Balkan Peninsula / Geographical Institute «Jovan Cvijic» Serbian Academy of Sciences and Arts*. Belgrade, 2003. Vol. I. P. 85-93.
5. Parra-López E., Calero-García F.J. Agrotourism, sustainable tourism and ultraperipheral areas: the case of the Canary Islands. *Passos*, 2006. P. 85-97.
6. Petrović M. D. Agritourism in contemporary scientific literature: *agroekonomika*. 2003. P. 59-60, P. 94-113.
7. Popesku J. Menadžment turističke destinacije : Singidunum University / Faculty of Tourism and Hospitality Management. Belgrade, 2011.
8. Swarbrooke J. Sustainable Tourism Management. Wallingford: CABI Publishing, 1999.
9. Todorović M., Bjeljac Ž. Rural Tourism in Serbia as a Concept of Development in Undeveloped Regions: *acta geographica. Slovenica*, 2009. № 49 (2). P. 453-473.
10. Todorović M., Štetić S. Ruralni turizam. Belgrade: Forma B, 2009.
11. Agritourism / Sznajder M., Przeborska L., Scrimgeour F. Wallingford: CABI Publishing, 2009.
12. An Overview of Agritourism Development in Serbia and European Union Countries / Petrović M. D., Radović G., Terzić A. // *International Journal of Sustainable Economies Management*. 2015. № 4(2). P. 1-14.
13. Development of Farmers' Perception Scale on Agro Tourism in Cameron Highlands / Kunasekaran P., Ramachandran S., Yacob M. R., Shuib, A. // *World Applied Sciences Journal (Special Issue of Tourism & Hospitality)*. Malaysia, 2002. № 12. P. 10-18.
14. Leisure Time in Countryside: The Health Aspects of Agritourism Activities / Petrović M. D., Vujko A., Blešić I. // *International Journal Scientific and Applicative papers*. № 8(1 ). P. 131-136.
15. Tourism Impact Attitude Scale (TIAS) as a Tool of Contemporary Analysis in Agritourism / Petrović M. D., Bjeljac Ž., Demirović D. *Third International Scientific-Practical Conference Sustainable Development of Tourism Market: International Practice and Russian Experience*. Stavropol, 2015.

**Sidelnikova K.**

## PRICE AS THE MAIN FACTOR OF RURAL TOURISM DEVELOPMENT

**Abstract:** Today rural tourism has to be treated as an important trend of entrepreneurship development and its diversification in rural areas, as an important trend of sustainable rural development, as a chance for economic, social and cultural revitalization of rural areas at large. This gives a reason for high relevance of research of the essence and development prospects of the above-men-

tioned type of tourism. The article presents the results of questionnaire survey aimed at revealing the main factors influencing the rural tourism development. The price was highlighted as the main factor affecting the consumer demand.

**Key words:** tourism, rural tourism, price.

**Sidelnikova K. –**

Assistant at the Department of tourism and service,  
Stavropol State Agrarian University  
Stavropol, Russia  
Tel. 8 (86152) 31-59-26  
E-mail: sideksena94@mail.ru

**N**owadays rural tourism is becoming more and more often the sphere of great interest. It is especially popular in Europe, where each country has its own specialization area. For example, gastronomic tourism is common for France, Italy and Spain, hunting and fishing – for Finland, while Poland, Hungary and Slovakia are mostly famous for its culture and traditions. Austria is considered to be one of the founders of rural tourism. About 10 % of farms in Austria have offers in agritourism along with traditional agricultural activities.

Study of international agritourism experience is a useful way to develop this sphere in Russia, which has helped Central, North-Western and Kaliningrad Federal Districts to become leaders in the rural tourism. As well as any emerging business activity, agritourism fosters plenty of issues to be examined.

The aim of our investigation was identification of factors influencing the tourism development. To determine the most important one, the questionnaire survey was held among 131 respondents, represented by 67,2 % of women and 32,8 % of men. The age of respondents has the following structure: 67, % of surveyed are under the age of 25, 26 % are between 25 and 40 years and age of 6,1 % of respondents varies from 41 to 60 years old. The majority of interviewees (67,7 %) is single, 73,3 % of them have no children. Employment to the total ratio of respondents is 63,8 %. The biggest part of surveyed represented by city inhabitants, which can help to reveal customers preferences of urban population.

The questionnaire survey was oriented to reveal main customer preferences and factors affecting the demand of prospective clients. Thus, the most frequent factor which keep 57,9 % of respondents from travelling around Russia is price. The next commonest one is quality, which is reasonable due to the interconnection between prices and quality, proved earlier by the number of scientists. The biggest part

of interviewees prefer short-term trips, what is also favorable for rural tourism development. 67,9 % of respondents consider trip costs as the key aspect when making a decision. As for seasons, summer is the most preferable one for 70 % of surveyed, while 6,2 % of them pick agritourism. This fact shows a positive trend for the rural touristic sphere as for developing one.

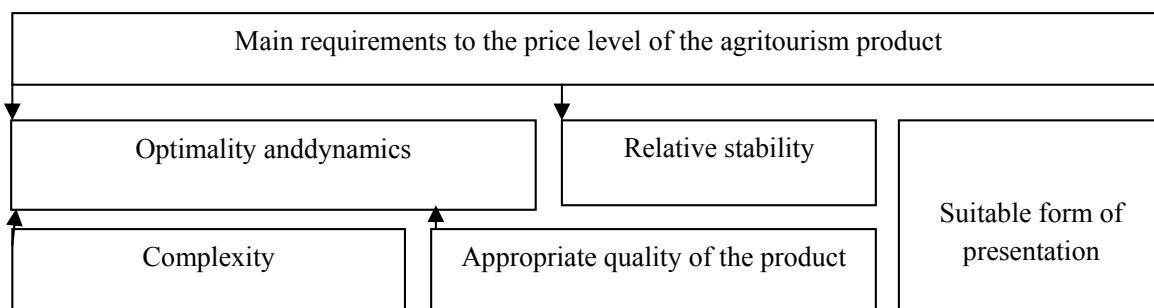
The record form consists of 6 questions reflecting factor impact on customer demand, where prices represent the primal one. According to the results of the survey factor ranking is following: 1st place – prices; 2nd place – quality; 3rd place – previous travel experience; 4th place – friends' feedbacks; 5th place – distance.

For the effective operation of the agritourism farm and its rapid market penetration the complex of affecting factors is similar. Among the most significant ones are price reasonableness for agritourism product, costs and quality accord, positive image formation for agritourism farms, marketing development of agritourism services, local government support for above-mentioned sphere in the territories [3].

Rural tourism as a business activity can bring in profits in the case that there is plain and obvious for clients pricing system for the services offered by agritourism farms [8]. In fact, price represents one of the key items specifying efficiency of the others marketing tools for the particular agritourism farm (Figure 1).

Even if the farm offers high-quality product, has well-organized distribution system, but its prices do not correspond to reality, it will not be profitable [5]. The question is at what rate the price should be set – high, middle or low? It is evident, that answer is that price should be set in accordance to the product's quality. That kind of prices is named as fair or optimum price, which means that it can not be too high or too low. The more optimum is price level the more effective are tools for enterprise operation.





**Figure 1** – Main requirements to the price level of the agritourism product

However, achieving the price at this rate is the main problem of agritourism farm pricing policy.

Based on the survey data it is concluded that 90 % of respondents are planning to have a vacation in summer time. In this case, the effectiveness of rural tourism will be at the possibly highest level, when hospitality and accommodation services are offered during the whole year [7]. It requires the complex of specific procedures of pricing for agritourism farm according to peculiarities of each season, which lead to the change of factors determining range and quality of tourism items.

The common criteria for the vacation costs at the agritourism farm is client appeal. Today the wide range of prices for agritourism services is observed. It varies from 400 to 9000 rubles pro person (with or without meal option) and depends on the region, farm arrangements and services range. One more feature of the prices in this sphere is its high variability and seasonality. The difference between price ratio in winter and summer periods is twice, while in comparison with spring or autumn it might be even three or more times as large.

Unfortunately, lack of monitoring among agritourism enterprises makes impossible to gain the systematic information about authoritative prices in this sector. On the other hand, there should not be any problem in price determination of the whole service package per day at the exact agritourism farm. The attempts to contact with agritourism enterprise holders by telephone or Internet and get some information were in 75 % successful. The gained responses includes the price for one night without meal and other options which were offered to be discussed on site.

The undertaken research was aimed at development of price determination methods, which can be applied in agritourism farm keeper trainings.

There is a general pricing formula, where Tourist product price = production costs + realization costs + remuneration for the efforts, risks, initiative [6]. Though this approach does not include all the factors that can influence the tourist product price it can be used as a base for product price determination.

Russian agritourism mainly uses marketing pricing strategy. The idea is that the price for agritourist product is set giving due consideration to the competitor prices, agritourism farm location, its proximity to popular resorts, attractiveness of the environment and some other factors [4]. Certain researchers pro-

pose to add the product content, demand changes and product value as another factors influencing the price for agritourism service. The last one, in our view, is too uncertain to be considered as a price affecting factor.

Obviously, when setting price for a product an agritourism farm keeper should regard the production costs as the initial point. Thus, the first step is to analyze expenses and determine those, which form production costs for a product unit. In this particular case, a product unit is one day of agritourist stay. All the rest pets are devoted to looking for ways of profit maximization.

There is a pricing method based on 4 factors: product content, material costs, product value and competition. The product price is calculated by multiplying the price set by an enterprise by the ratio of product value determined by our clients to the value of competitor's product determined by his clients. This method has only one though quite significant disadvantage – complicated process of agritourism product value determination [1]. It is calculated based on «multivariate comparison with competitor's product by determining product's most important properties and estimating the share of each property». This process is time-consuming and technically challenging one, so it suits some scientific institution more than an ordinary agritourism farm keeper. Thus, we may conclude that the main requirement for pricing strategy for agritourism product is its simplicity and transparency.

The main goal of price for agritourism product under condition of market economy is to make an agritourism farm competitive on the market. That means:

- first, the price should cover expenses for agritourism product production and maintain certain level of profitability;
- second, it should reflect the product quality;
- third, it should not exceed competitor's price for similar product.

In this case, we propose to simplify the above-mentioned method:

$$P_{MAX} = (PB + P_{MAX} ID); \quad (1)$$

where  $P_{max}$  is maximum estimated price for an agritourism product;  
ID – desired share of profit in price (return on expenses);  
PB – basic price level (is based on production costs for a product unit).

The influence of competitor prices can be accounted by setting the maximum and the minimum price level for a product unit of the same quality in other agricultural enterprises of a region. So the formula of optimum price level for agritourism product on some enterprise is:

$$POPT = [P_{MAX.C} > P_{MAX.} > P_{MIN. C}], \quad (2)$$

where  $P_{MAX.C}$  и  $P_{MIN. C}$  are the maximum and the minimum price for agritourism product of the same level (quality, product range, conditions) offered by potential competi-

tors. If the optimum price level is higher than the competitors' price, than the regarded farm keeper has either too high production costs or too strong aspiration toward surplus profit. In case the optimum price level is below the competitors' minimum price there is a chance to increase the share of profit in price [2].

A prerequisite for using this pricing strategy is a detailed monitoring of pricing on the market of agritourism services. However, under conditions of lack of information on some agritourism enterprises and even their isolation this task does not look like an easy one.

## REFERENCES:

1. Alikhanov E. V., Kharchenko K. V. Formation program for the development of rural tourism in the municipal district // The practice of municipal management. 2012. № 10. P. 70–76.
2. Bespartochny B. D., Gromov A. V. Ecotourism: Definitions and essential characteristics // Proceedings of the South-Western State University. 2014. № 4 (55). P. 117–122.
3. Elfimova Y. M., Khoroshilova E. A. Foundations of the competitiveness of the Russian hotel business // the Strategy for sustainable development: current issues and trends : sat. scientific. Tr. in proceedings of the I international scientific conference. (Moscow, 20-22 November 2013) / SSAU. Stavropol, 2013. P. 85–88.
4. Elfimova Y. M. Main directions of development of innovative policy of the enterprises // Actual problems of Economics, sociology and law. 2011. № 1. P. 47–49.
5. Elfimova Y. M., Bistrova G. A. Virtual tourism – the objective reality of the modern travel business // Sustainable development of touristic market: international practice and experience of Russia : collection of scientific works. Tr. according to the materials of the II international scientific conference. (Stavropol, 09-11 April 2014) / SSAU. Stavropol, 2014. P. 81–84.
6. Grudeva E. National peculiarities in perception of the seasons in the Russian and English languages (on psycholinguistic experiment data) // Paradigmata poznani. 2017. № 1. C. 62-65.
7. Ivolsa A. Comparative analysis of agricultural potentials of Stavropol Region and Republic of Serbia / A. Ivolsa, V. Erokhin, M. Leshcheva, M. Jelochnik // Современные проблемы развития национальной экономики: сборник статей к III Международной научно-практической конференции. Ставрополь, 2011. С. 42–52.
8. Moiseeva N. K. Marketing and travel business: textbook. M. : Finance and Statistics, 2009. 496 p.
9. Radishauskas T. A. The value of the ecological state of environment on the development of the concept of sustainable tourism in the book: sustainable development of tourist market: international practice and experience resiistance state agrarian University. 2014. p. 178–183.
10. Voronin V. G. Area marketing: theoretical approaches / V. G. Voronin, T. N. Tselykh // Eurasian international scientific and analytical journal «Issues of modern economics» [Digital resource]. 2011. № 4 (40). 11 p.
11. Trukhachev A. V. Rural tourism as a form of business integration / A. V. Trukhachev. Relevant issues of social and economic development of North Caucasus Federal District : collection of research papers. Stavropol, 2011. P. 156–161.
12. Yakusheva T. A. The analysis of the environmental effectiveness of payments for environmental pollution: Bulletin of Institute of friendship of peoples of the Caucasus theory of Economics and national economy management. 2013. № 1 (25). P. 140–143.
13. Zlenko E. A. Techniques of creation and implementation of a new tourism product / Leshcheva M., Ivolsa A., Labenko O. Easter lectures: abstracts of scientific conference (Nizhnevartovsk, April 18th, 2009). Nizhnevartovsk: Publishing house of the Nizhnevartovsk Humanitarian University, 2009. P. 134-137.
14. Trade liberalization and state support of agriculture: effects for developing countries / Erochin V., Ivolsa A., Heijman W. Agricultural economics-zemel'ska ekonomika. 2014. Vol. 60. P. 524–537.
15. Federal Law dated November 24, 1996 № 132-FZ «About bases of tourist activity in the Russian Federation» (as amended on January 10, 2003)[Electronic resource]. URL: <http://gozpp.ru/fz-132-ob-osnovakh-turistskoy-deyatelnosti-v-rf-2>.
16. Strategy 2020: New Growth Model – a new social policy [electronic resource] // URL: [http://www.hse.ru/data/2013/10/30/1283358410/Стратегия-2020\\_Книга%202.pdf](http://www.hse.ru/data/2013/10/30/1283358410/Стратегия-2020_Книга%202.pdf)

UDK 338.48

**Topa Z.**

## THE IMPACT OF CONSTRUCTING A «SUPERHIGHWAY» BETWEEN LONDON AND NEW YORK ON RUSSIAN TOURISM

**Abstract:** As an emerging tourism destination, Russia has a huge potential on the tourism market. As the largest country on the Earth, with unique history, cultural and natural characteristics, tapping to the tourism potential of the country is a great economic development tool.

In 2015, the construction of a highway connecting London and New York through Russia was proposed. Infrastructure investments are known to stimulate economic growth, and it is also very effective in linking remote tour-

ism attractions to other regions (thus connecting the supply and demand sides geographically).

The aim of this paper is to briefly analyze the possibilities and challenges of the proposed highway on Russian tourism.

**Key words:** highway, tourism, road construction, accessibility.

**Topa Z. –**

Student, Szent István University,  
Faculty of Economics and Social Sciences,  
H-2100 Gödöllő, Páter Károly str. 1-3  
Tel.: +36706674048  
E-mail: topa.zoltan.szie@gmail.com

### Discussion

In 2015, former Russian Railways head Vladimir Yakunin proposed the construction of a highway connecting London with New York through Berlin, Moscow, Yekaterinburg, and many other major cities.

The project would involve the building of not only a motorway line, but also, for example, railway and pipelines, along with other roads in the area. According to the plans, the construction of such networks would create new jobs, even new cities, alongside with the development of peripheral regions of Russia.

The opportunities are many; as transport infrastructure is a basic component of competitiveness, it promotes trade, the flow of goods, people, capital and services. It also makes regions more accessible, thus bringing closer peripheral areas to centers.

Distance is a very important factor in location theories. If we review the theories of von Thunen or Weber, we can observe that distance determines the position of places for production and input to each other. However, many researchers have a different opinion about the role of distance. One of them, György Enyedi wrote that distance had key role in the classical location and regional economic theories, but nowadays its role changes, usually decreases. In his opinion it is true in the production processes too, due to the changing economic structure and the technological advancement. He emphasised that in the information society time and distance loses relevance, not only, for example, stock exchange information, but information streaming between companies, in-between companies or between companies and the population.

However, it was also found that there is a strong correlation between the motorways and high devel-

opment level of the center areas, for example, in Hungary [6]. Regional differences typically originate in the flow of people, and constructing motorways contribute to this tendency – however, it can be a positive flow, not only negative one [5].

The presence and quality of transport infrastructure is also very important from the perspective of tourism. The majority of primary tourism products are not mobile; therefore, the experience gained at tourist destinations requires the actual presence of tourists.

It was emphasised by SACTRA [10] and Earnst and Young [8] that the natural assets serving as the basis of tourism products are fixed in space, therefore transport costs can be significant proportions of the total costs, depending on the proximity of those assets.

Jancsik wrote that infrastructure means a basis for tourism, which does not only determine the options of touristic development, but their directions, efficiency and volume as well [3]. Abonyiné Palotás also argues that the development of complex transport infrastructure significantly affects tourism development, and this statement is true the other way round as well [1].

We can establish that accessibility is one of the key determinants of tourism, and building transport infrastructure can potentially improve this sector of the economy. However, there are other factors to be considered during investigating the tourism potential. Some of these factors are discussed in the next section.

### Results

Safety and peace are two of the most important determinants of tourism. If the way leading to the destination the tourists intend to reach is not safe,

they will consider visiting other destinations. In order to see the potential success of the area along the proposed highway, the Global Peace Index (based on the ranking of the Institute for Economics and Peace [11]) of the countries the highway crosses are presented below (Table 1).

The best value in the ranking was 1.148 (Iceland) and the worst one was 3.645 (Syria). The majority of countries are situated among the more peaceful ones; however, Russia, where the majority of the new highway construction should take place has the lowest value among these countries, which could prove to be a problem for attracting tourists to the destinations along the highway. Of course, being the largest country on Earth, there must be huge regional differences in crime and peace ratings, which means that the areas crossed by the new motorway are not necessarily dangerous just because the ratings of the country are low. Nevertheless, safety must be ensured in the affected regions in order to be more attractive for tourists.

Table 1 – GPI in the countries along the proposed highway (2015)

| Countries                | GPI rank |
|--------------------------|----------|
| Canada                   | 1.287    |
| United States of America | 2.038    |
| The Russian Federation   | 2.954    |
| Belarus                  | 2.173    |
| Poland                   | 1.430    |
| Germany                  | 1.378    |
| The Netherlands          | 1.432    |
| Belgium                  | 1.368    |
| United Kingdom           | 1.685    |

**Source:** Institute for Economics and Peace, 2015

The attractiveness of destinations is another important factor. According to the Russian National Tourist Office [9], three of the ten most attractive tourist areas in the Russian Federation are possibly situated along the proposed highway. These are: Kazan, Lake Baikal and Yekaterinburg. However, even from the easternmost one of these, Lake Baikal, there is still at least 3000 kilometres of Russian territory to be covered by this highway, which does not have highly developed and defined tourist destinations.

On the other hand, Russia has a large extent of forest areas – 49.1 % of the total area of the country was forests [11]. These areas are excellent for hiking, observing unique animals and plants, for fishing, or could be the basis of hunting tourism as well. In this sense, building a highway in these areas could bring about development in tourism.

There are some factors hindering inbound tourism to Russia. According to Dimanche and Andrades, the most significant ones are:

- the language gap;
- visa issues;

- the lack of hotel and transportation infrastructure [2].

All of these are crucial in the respect of the currently discussed highway. Firstly, tourists arriving from foreign countries expect the local service providers to speak languages other than Russian, at least on a minimal level. Visa issues are also very significant, since getting to Russia from the American continent would be very difficult either due to the large distances and the possible lack of services along the highway in the first times. Visa problems would make it less possible for tourists to choose Russia as a tourist destination. The lack of hotel and transportation infrastructure is an important issue as well, since missing or low-quality hotels and public utilities or roads would also discourage people from visiting Russia.

### Conclusions

Russia is an emerging tourist destination; with its large area, rich cultural and natural values, the country has a huge potential in tourism. There are many factors discouraging potential tourists (language gap, visa issues and the quality level of certain services, infrastructural elements). However, all of these elements can be countered on a shorter or a longer term.

The construction of the proposed motorway would serve this purpose, too. It is important to consider, however, that infrastructure is one of the most important element in tourism development, but not the only one.

Potential tourists need to learn about the possibilities of the regions covered by the highway: for instance, the natural and cultural values, the safety levels and the quality of services.

The areas touched by the highway also need well-defined brands, images. The recent conflicts in Ukraine resulted in a negative image for Russia [2]. However, people need to see the other sides of Russia as well, and the regions need to be easily recognizable on the international market. Although may be a discouraging factor that people generally do not have extensive knowledge about the farthest reaches of Russia, it can also be an advantage. People are attracted to the unknown and mysterious places, so the lack of information can be turned into an attractive force by smart advertisement. Naturally, only if there are high quality services coupled with the attractions.

There are other factors important for tourism development as well. For example, building highways follows a typical top-down approach. However, it is very important for the projects to be legitimate. Ritter et al (2013) stated that there is a need for the designing and the implementation of bottom-up local economic development strategies, which are based on the local resources, and which connects and coordinates the local actors. By local participation in tourism programs we can ensure that (in organising and implementing events) the development will be legitimate and the inhabitants are not only affect-

ed by the changes, but the ones who help forming those changes, too.

Another very important point is that tourism development such projects bring not only economic changes, but social ones as well. It means that if the highway is successful, the country level decision makers need to try to predict the changes, to counter any negative processes. This would be a great challenge, since there are many processes which cannot be indicated by economic indicators. Jóna stated that the improvement of economic indicators

is only one of the criteria of regional growth (as well as the growth of the tourism sector), because the directions of spatial processes cannot be expressed properly by the GDP changes [4].

To sum it up: the investment would be exceptional in modern history, and it is very difficult to predict the potential impacts. However, the project holds many opportunities for tourism, which can be realised if the construction is supported by careful planning and preliminary assessments.

## REFERENCES:

1. Abonyi Palotás J. Közlekedési infrastruktúra / L. Veres. Turizmus és közlekedés: Tourism and transportation. Pécs: Pécsi Tudományegyetem. 2011. 42 p.
2. Dimanche F., Andrades L. Tourism in Russia – A Management Handbook. Bingley: Emerald Group Publishing Limited, 2015. 383 p.
3. Jancsik A. A turizmus által hasznosítható erőforrások tartalma, köre, típusai: The concept, types and categories of resources utilised by tourism / Dávid L. Turisztikai erőforrások: A természeti és kulturális erőforrások turisztikai hasznosítása. Budapest: Perfekt Gazdasági Tanácsadó, Oktató és Kiadó Zrt. 2005. 26 p.
4. Jóna Gy. A területi tőke fogalmi megközelítései: Conceptual approaches of territorial capital. Tér és Társadalom, 2013. Vol. 27. № 1. P. 3.
5. Káposzta J. Területi különbségek kialakulásának főbb összefüggései: The main dimensions of regional disparities. Gazdálkodás. 2014. № 58. P. 1.
6. Péli L. Növekedési pólusok főbb regionális gazdaságtani összefüggéseinek vizsgálata Magyarországon / The analysis of the main regional development dimensions of growth poles in Hungary. Budapest : Agroinform Kiadó és Nyomda Kft. 2013. 135 p.
7. Hátrányos helyzetű vidéki térségek és helyi fejlesztési lehetőségeik egy észak-magyarországi példán keresztül / Ritter K., Nagy H., Tóth T. Lagging behind rural areas and local development opportunities demonstrated through the Northern-Hungarian example / M. Lukovics, P. Savanya. Új hangsúlyok a területi fejlődésben: New focuses in regional development] Szeged : Szegedi Tudományegyetem, Gazdaságtudományi Kar Közgazdaságtani Doktori Iskola. P. 224–242.
8. Earnst and Young: The Importance of Transport in Business' Location Decisions / Napier University. 2011. 46 p. URL: [http://stopstanstedexpansion.com/documents/sse10\\_appendix\\_9.pdf](http://stopstanstedexpansion.com/documents/sse10_appendix_9.pdf)
9. Russian National Tourist Office: Top 10 Locations in Russia. URL: <http://www.visitrussia.org.uk/travel-to-Russia/toplocations>. Downloaded: 2016.03.04.
10. SACTRA (1999): Transport and the Economy / Standing Advisory Committee on Trunk Road Assessment. 186 p. URL: <http://webarchive.nationalarchives.gov.uk/20090325061432/http://www.dft.gov.uk/pgr/economics/sactra/transportandtheconomyfullre3148>. Downloaded: 2016.03.06.
11. Tradingeconomics: Forest area ( % of land area) in Russia. URL: <http://www.tradingeconomics.com/russia/forest-area-percent-of-land-area-wb-data.html>. Downloaded: 2016.03.04.

UDK 338.48

**Vasile A., Bazgă B., Smoleanu A.**

## IS AGRO TOURISM INSTRUMENT IN VALUING AGRICULTURAL AND RURAL COMMUNITY'S POTENTIAL IN CONTEMPORARY ECONOMIES?

**Abstract:** Rural tourism has become over time a veritable tool in unlocking the potential of rural communities, mobilizing resources, shaping rural communities in order to identify new opportunities to increase revenues from first level, other than traditional farming. The main objective of this paper is the analysis on the development of

tourist accommodation capacities in rural areas and their influence in the economic potential of communities, especially those in rural areas.

**Key words:** rural tourism, sustainability, traditional farming, agricultural potential.

**Vasile A. –**

Ph. D., Associate professor  
Petroleum-Gas University of Ploiesti,  
Faculty of Economic Sciences,  
B-dul Bucuresti no. 39, 100680, Ploiesti  
Prahova, Romania.  
E-mail: andrei\_jeanvasile@yahoo.com

**Smoleanu A. –**

MA, Provus Service Provider,  
Calonfirescu Steet, No.2, Ploiesti,  
Prahova, Romania  
E-mail: alex\_andra\_s8@yahoo.com

**Bazgă B. –**

Ph. D., National Intelligence Academy «Mihai Viteazul»,  
Șoseaua Odăi nr. 20, sector 1,  
București, Romania  
E-mail: bogdan.bazga@gmail.com

### Introduction

Agriculture constitutes for the areas and rural communities in many European countries the main activity of the economy, that people are addicted to not only to ensure the necessary food and daily living but also source of income for many of them. Although lately witnessing the diversification of rural environment and farming has become multifunctional, it continues to constitute the backbone for activities in rural communities. The role and importance of agriculture for rural communities remains indisputable in this light, but it also requires identification of viable instruments in increasing the importance of capitalizing on the potential they have. Tourism and agriculture diversity and the existence of numerous interconnections can provide for rural areas a better use of available economic potential default supply structures and level of development of social life in the villages. Tourism, especially rural tourism can help exploit new potentials and create value in Romanian rural communities. Rural tourism can contribute to a significant improvement of sustainable, smart and inclusive development in rural communities by diversifying agricultural pluriactivity. The importance of rural tourism as a factor of economic growth in rural areas has been addressed in a number of papers (such as Garrod et al., 2006; Fleischer and Tchetchik, 2005; Fleischer, A., Felsenstein, 2000; Ribeiro and Marques, 2002) [3, 2, 6].

By economic activity, rural tourism in rural areas constitutes an anchor defining a considerable potential in strengthening the capitalization of the agricul-

ture potential layers and is equally a tool to respond to future challenges facing rural communities.

Rural areas and rural communities related to define fully capitalized potential in terms of GVA generated by involving the tourism activity of labor resources and farms that can easily diversify their agricultural tourism activity in practice. In Romania the importance of promoting rural tourism as a factor of growth was achieved in: Gherasim, 2012; Iorio and Corsale, 2010 or Dorobantu and Nistoreanu, 2012 [4, 5, 1]. The structure of rural areas varies significantly from one Member State to another, including the same economic space, amplifying the decoupling of socio-economic development, infrastructure standards, environmental quality or the ability to attract resources on the production agritourism. Thus in Table 1 and Figure 1 are shown distribution of GVA by type of region, 2011 in EUR million and as % of total.

From Table 1 it can be seen an unbalanced distribution both in terms of the typology of areas (rural, intermediate and urban) but also in terms of share of the three areas in the European economies considered. If the EU level more high value of GVA was created in the urban Regions (5890819 million Eur) and the lowest in the rural Regions (1793841 million Eur), the same situation is specific and with most of the analyzed. GVA creation in the rural communities is therefore dependent on the evolution of the main economic, specific, sectors, namely agriculture. From this perspective, we can say that promoting agritourism activities will constitute a genuine instrument to exploit the agricultural potential areas, particularly print avail-

able training resources on the production and consequently increase competitiveness in agriculture and in the countryside. Starting from one of the determining characteristics of agriculture and rural tourism, and from their anchoring local and regional, in the context of globalization, the dimensions of rural acquires new valences and special meanings. Development of local value chains will amplify the importance of rural tourism in rural communities and thus creating well-being. In Figure 1 we can notice distribution of GVA by type of region in 2011 as % of total.

Table 1 – Distribution of GVA by type of region, 2011-EUR million-

|            | Rural regions | Intermediate regions | Urban regions |
|------------|---------------|----------------------|---------------|
| EU         | 1793841       | 3557300              | 5890819       |
| Belgium    | 18407.1       | 62765.8              | 248659.7      |
| Bulgaria   | 8252.4        | 11753.1              | 13318.3       |
| Czech Rep. | 38554.9       | 51485.1              | 50035.4       |
| Denmark    | 49488.4       | 86123                | 62920.7       |
| Germany    | 324406.7      | 865106.7             | 1127921       |
| Estonia    | 4431.6        | 1158.4               | 8575          |
| Greece     | 62998         | 15972.6              | 104166.5      |
| Spain      | 63206.1       | 297828.8             | 597749.3      |
| France     | 406597.9      | 539942               | 846269.1      |
| Croatia    | 16849.2       | 8492.6               | 12534.7       |
| Italy      | 254484.7      | 589908.2             | 568334.3      |
| Hungary    | 28803.7       | 22927.3              | 32128.9       |
| Austria    | 96419         | 65355                | 108812        |
| Poland     | 85550.9       | 105413.5             | 134811.3      |
| Portugal   | 41822         | 20275.1              | 87134.3       |
| Romania    | 36860.6       | 47467.2              | 30622.9       |
| Slovakia   | 25163.7       | 20025.5              | 17206.7       |
| Finland    | 56400         | 44750                | 61373.5       |
| Sweden     | 48273.1       | 187094.2             | 102081        |
| UK         | 29044.4       | 303456.7             | 1204453       |

Source: European Commission, 2016

From the analysis of Figure 1, it can be easily noticed significant differences in the creation and distribu-

tion of regional GVA. Urban areas generate the highest level of GVA, being also the ones that mobilizes and host major industries. GVA distribution can be seen in a relatively diminished compared to the EU average of GVA in rural areas in developed European economies and a relatively above average for the states that joined after 2005. Thus, according to (European Economic and Social Committee, 2012), agriculture and food sector in the EU employs around 40 million people in rural Europe, forming the backbone of these areas and ensuring high-quality food for 500 million consumers [8].

From this perspective, the role and importance of agriculture for the European states, including Romania, is quite high, this representing an activity with major implications for rural communities.

According to the same European document, agriculture is largely a family economic activity for most Member States; four fifths (80 %) of the workforce in agriculture is represented by farm holders and their families. (European Economic and Social Committee, 2012) [8].

### 1. Rural tourism in the EU-28 and Romania

To discuss the role and importance of rural tourism for European economies we have started this analysis to analyze tourism infrastructure, namely the distribution of bed-places by type of region. In Table 2 is presented the distribution of bed-places by type of region in Romania and Some EU-28 in 2013.

From the perspective of distribution of bed-places by type of tourism infrastructure, it can be seen as a general remark a concentration of accommodation capacity in the case of densely-populated areas where there is little natural tourist phenomenon intensity is high. Rural tourism is a comparative approach which combines two fundamental concepts: multifunctional agriculture and tourism, contributing in this situation to achieve a high well-being in rural communities and social integration of agriculture-related activities. From the analysis of tourism infrastructure there may be differences in terms of both physical approach from the perspective of distribution of tourism infrastructures, as well as the relationships with the other sectors of the economy, which requires a framework of appropriate size representation of this activity. In Figure 2 is shown distribution of bed-places by type of area ( % of total) in 2013.

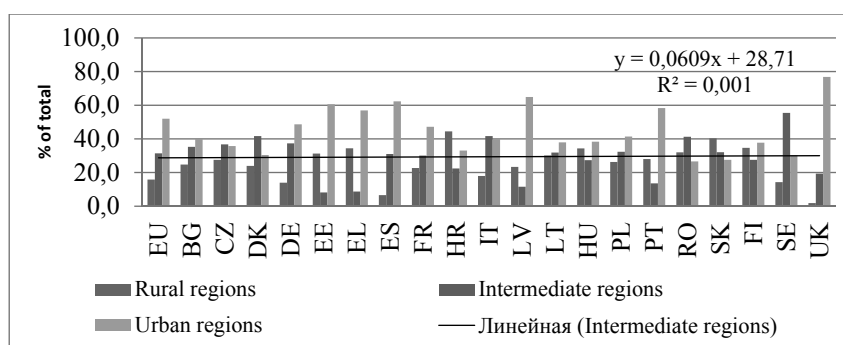


Figure 1 – distribution of GVA by type of region in 2011

Source: authors based on: European Commission, 2016

Table 2 – Tourism infrastructure Distribution of bed-places by type of region, in 2013

|           | Total     | Thinly populated areas | Intermediate areas | Densely-populated areas |
|-----------|-----------|------------------------|--------------------|-------------------------|
| Bulgaria  | 302,433   | 99,049                 | 117,026            | 87,110                  |
| Czech Rep | 740,671   | 444,095                | 132,699            | 86,358                  |
| Germany   | 3,481,558 | 1,523,512              | 1,149,311          | 61,045                  |
| Estonia   | 55,482    | 27,767                 | 9,955              | 815,960                 |
| Spain     | 3,437,362 | 1,435,228              | 1,254,074          | n.a.                    |
| France    | 5,049,726 | 2,843,876              | 1,116,910          | 748,060                 |
| Italy     | 4,728,180 | 2,143,824              | 1,792,182          | 28,078                  |
| Latvia    | 38,400    | 13,906                 | 8,190              | 13,130                  |
| Lithuania | 69,287    | 33,043                 | 16,835             | 16,304                  |
| Hungary   | 422,039   | 197,085                | 131,567            | 7,570                   |
| Poland    | 679,445   | 315,070                | 201,073            | 107,394                 |
| Portugal  | 491,099   | 130,791                | 207,263            | 163,302                 |
| Romania   | 291,244   | 79,172                 | 114,896            | 153,045                 |
| Finland   | 254,112   | 142,676                | 57,289             | 34,436                  |
| Sweden    | 805,033   | 457,710                | 200,118            | 54,147                  |

Source: authors based on: European Commission, 2016

Figure 2 can be seen in a cast with a high degree of concentration in densely-populated areas where, for most of the analyzed states. If we consider for analysis, Romania, one can notice that the distribution of bed-places is 44.1 % in densely-populated areas, compared to 28.7 % Bulgaria, 17.2 % Poland or 15.9 % France. Regarding intermediate areas, in the case of Romania, 33.9 % is the distribution of bed-places, compared to 38.6 % in Bulgaria, 32.2 % in Poland and 60.4 % in France. From Figure 2 we can easily notice that tourism is valued higher as generating activity in thinly-populated GVA areas. To fill the role and place of rural, section 2 is made a brief analysis of tourist reception with functions of establishments of tourist accommodation types and ownership structures for Romania.

## 2. Rural tourism – vector in increasing recovery potential in Romania

In order to highlight this section we provided a brief analysis of the evolution of tourist reception with functions of establishments of tourist accommoda-

tion types and ownership structures – Rural Tours in Romania during 2000-2015. Establishments of tourist reception are a decisive element in understanding the evolution of rural tourism in the rural communities, especially in this perspective that we only consider the accommodation capacities in rural areas.

The transition to a market economy in Romania imposed a significant transformation of the economic paradigm that has affected, as it was natural, the cushioning and tourism sector. Table 3 provides the evolution of establishments of tourist reception with functions of tourist accommodation types and ownership structures – rural tourism, 2000-2015.

Table 3 – Establishments of tourist reception with functions of tourist accommodation types and ownership structures – rural tourism

|   | 2000 | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 |
|---|------|------|------|------|------|------|------|
| Total   | 400  | 956  | 1292 | 1412 | 1210 | 1598 | 1918 |
| Full state ownership                            | NA   | 2    | 5    | 5    | 11   | 15   | 16   |
| Majority state ownership                        | NA   | 1    | 2    | :    | :    | :    | 1    |
| Full private ownership                          | 399  | 950  | 1252 | 1373 | 1165 | 1544 | 1863 |
| Coope-rative ownership                          | 1    | 2    | 3    | 2    | 6    | 7    | 5    |
| public property                                 | NA   | NA   | NA   | NA   | 3    | 3    | 4    |
| Full foreign ownership                          | NA   | NA   | 2    | 2    | 18   | 22   | 22   |
| Public ownership of national and local interest | NA   | 1    | 28   | 30   | 4    | 6    | 7    |

Note: NA – no data available

Source: authors based on (NIS, 2016a)

From Table 3 we can observe a significant evolution of the establishments of tourist reception with functions of tourist accommodation types and ownership structures for Romania. If in 2000 there were only 400 units, 15 years later they were in number of 1918, of which most were in full private ownership, 399 (2000)

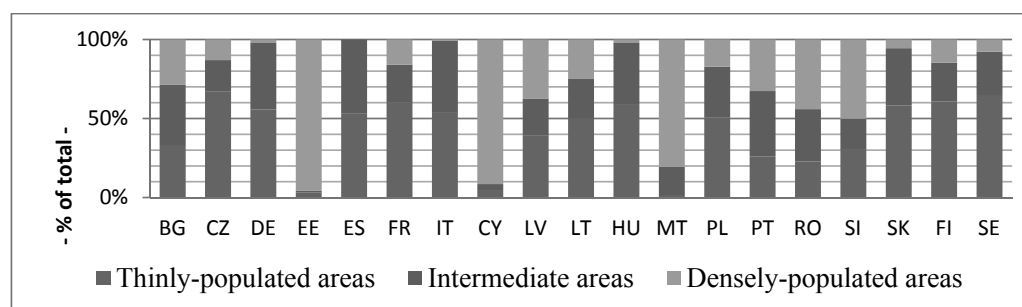
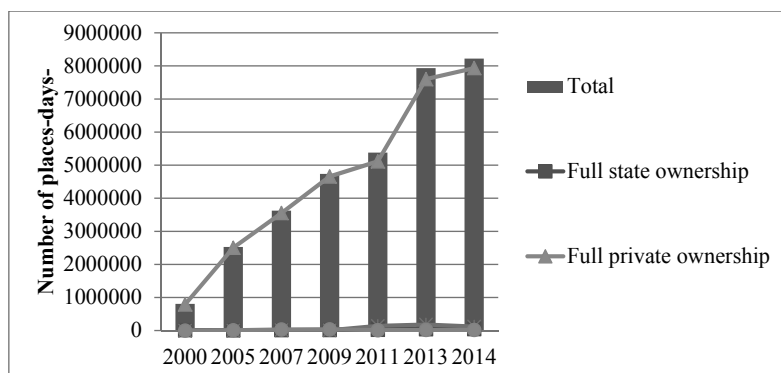


Figure 2 – Distribution of bed-places by type of area ( % of total) in 2013

Source: authors based on: European Commission, 2016





**Figure 3 – Tourist accommodation capacity in function by type of tourist accommodation structures by ownership**

Source: authors based on (NIS, 2016b)

and 1863 (2015). Public ownership of national and local interest have experienced only syncope. If in 2005 there was only one unit, in 2015 they were in number of 7, after the period 2007 to 2009 it fluctuated from 28 units to 30 units. This situation reflects the transition to a market economy and emphasizing private interest in agro-tourism and rural tourism. In Figure 3 completed installation will be presented to this situation, the evolution of overnight stays in tourist accommodation structures, by types of structures and ownership.

From the perspective of overnight stays in tourist accommodation structures, by types of structures and ownership may notice an increase in this indicator, which entitles to say that rural tourism is a powerful tool in raising the fence to exploit the Romanian potential of agricultural and rural space.

### Conclusions

Rural tourism is an essential factor in increasing the potential national economic recovery. From this

perspective it is recommended an extension of the scope of the FEADR to finance investments in the development of rural SMEs that value agricultural potential in terms of regional cooperation between existing companies expanded in rural communities. Suitable tourist activities shows initiative of some companies that brings together rural available resources. Also it is needed a sustainable transfer of knowledge in order to sustain an capitalizing higher potential areas through diversification of activities, including travel support and guarantee in employment in rural areas and support economic practices development in tourism promotion, by stimulating the promotion of interests of social partners in rural areas.

Also, since GAV generated at rural communities, tourist accommodation capacities should be promoted and encouraged to grow, and local authorities must implement and encourage the access to European funds.

### REFERENCES:

1. Dorobantu M. R., Nistoreanu P. Rural tourism and ecotourism-the main priorities in sustainable development orientations of rural local communities in Romania. *Economy Transdisciplinarity Cognition*. 2012. № 15(1). 259 p.
2. Fleischer A., Felsenstein D. Support for rural tourism: Does it make a difference?: *Annals of tourism research*. 2000. № 27(4). P. 1007–1024.
3. Fleischer A., Tchetchik A. Does rural tourism benefit from agriculture?: *Tourism Management*. 2005. № 26(4). P. 493–501.
4. Gherasim D. Rural Tourism in Romania / *Economy Transdisciplinarity Cognition*. 2012. № 15(1). 279 p.
5. Iorio M., Corsale A. Rural tourism and livelihood strategies in Romania / *Journal of Rural Studies*. 2006. № 26(2). P. 152–162.
6. Re-conceptualising rural resources as countryside capital: The case of rural tourism. *Journal of rural studies* / Garrod B., Wornell R., Youell R. 2006. № 22 (1). P. 117–128.
7. Ribeiro M., Marques C. Rural tourism and the development of less favoured areas-between rhetoric and practice / *International journal of tourism research*. 2002. № 4(3). P. 211–220.
8. Capacitatea de cazare turistica in functiune pe tipuri de structuri de primire turistica pe forme de proprietate / Institutul National de Statistica. TEMPO online. NIS.
9. Comitetul Economic și Social European / PAC în perspectiva anului 2020. NAT/520 Bruxelles. 2012.
10. Innoptari in structuri de primire turistica, pe tipuri de structuri si forme de proprietate / Institutul National de Statistica. TEMPO online. NIS.
11. Agriculture and Rural Development(2016) / European Commission. CAP context indicators. URL:[http://ec.europa.eu/agriculture/cap-indicators/context/2014/indicator-table\\_en.pdf](http://ec.europa.eu/agriculture/cap-indicators/context/2014/indicator-table_en.pdf)

**Ungureanu A.**

## THE IMPORTANCE OF BALNEARY TOURISM. CASE STUDY VALCEA COUNTY

**Abstract:** Romanian balneary tourism is considered a real chance to restore economic growth. In the context of a society increasingly globalized, it requires a complex approach, as balneary tourism must be analyzed as a very important segment of the national economy. It must be emphasized that balneary tourism is not only for those with medical problems, but also those who wish to regain optimal vitality and physical, mental, and spiritual

condition. The object of researches include mainly balneary tourism in Valcea, because this is the only form of tourism in our country that relies on a permanent potentially, of a high complexity that seems virtually inexhaustible.

**Key words:** tourism, touristic accommodation, arrivals and overnights stays.

**Ungureanu A. –**

Ph.D., Lecturer, Petroleum-Gas University of Ploiesti, Faculty of Economic Sciences, B-dul Bucuresti no. 39, 100680 Ploiesti, Prahova, Romania.

Tel.: +40 723 561 211

E-mail: ungureanu\_adrian2001@yahoo.com

### Introduction

In the current limits, Valcea county has an area of 5,765 kmp, representing 2.4 % of the country, which is inhabited by over 405,543 inhabitants. From the administrative point of view, Valcea county is composed of 2 cities, 9 towns and 78 villages.

County infrastructure includes 2,167 km of public roads, of which 490 km are in the category of national roads and 1677 km are county roads. The length of railway lines in operation is 164 km (Valcea county is traversed by the railway bridge Olt – Dragasani – Ramnicu Valcea – Sibiu; the railway closely follows the Olt Valley gorge crossing it, thus providing a very attractive route). Railway transport is one of the accesses to spas in the county.

In the county there are no airports. Air transport for tourism purposes to Valcea county is facilitated by Sibiu International Airport, located 89 km away from Ramnicu Valcea and 65 km from Voineasa.

In terms of demographic, the total population of the county is 405,543 inhabitants, of which 40.6 % live in urban areas and 59.4 % live in rural areas. The active population in the county of Valcea is 47.2 % of the total population. Regarding the sector of activity it can be noticed agriculture and forestry (40.73 %), industry (32.85 %) and the tertiary sector (26.32 %).

Looking at the statistics of Valcea county it can be seen that it has a density of 75 inhabitants / km<sup>2</sup>. A high percentage of urban population is given primarily from Ramnicu Valcea city, which is the county seat and has a population of 118 890 inhabitants, and the cities Dragasani (21,047 inhabitants), Baile Govora (2,871 inhabitants), Baile Olanesti (4,575 inhabitants), Brezoi (7,235 inhabitants), Călimanești-Căciulata (8,873 inhabitants), Horezu (7,043 inhabitants), Ocnele (3,520 inhabitants).

For Valcea, tourism should be a priority and at the same time a real economic potential. Through the development of tourism services activity has grown and the share of staff employed in services is increasing. Four places in the county Valcea: Baile Govora, Calimanesti-Caciulata, Olanesti and Voineasa, certified as tourist resorts of national interest and Horezu – commune certified as a resort of local interest, situates the county (by number of resorts) as second nationally along with Prahova County.

Natural mineral resources available in Valcea resorts and natural factors helps with the treat of several illnesses: respiratory, rheumatism, joint and traumatic peripheral and central neurological and digestive, metabolic and nutritional disorders, renal and urinary disorders, etc. Relationship between tourism and economic development can be seen in a double sense. On the one hand economic development requires a development of industry in the county, and on the other hand, the tourist activity is considered to have a particular impact on the economic branches.

### The analysis of the technical, material and supply services

To highlight the current situation in which there is capacity for accommodation in resorts of Valcea county, in the following I tried to capture its evolution over the period 2004-2014.

In the Vrnjci Spa analyzed period the tourist reception experienced an upward trend from 88 in 2004 to 125 in 2014, as can be seen in Table 1. This increase in accommodation establishments registered in the last 11 years was due on the one hand the emergence of new types of reception and on the other hand increasing the number of establishments of higher category classified.

At the end of 2014, in Valcea county, in tourism were running 233 tourist accommodation establishments (representing 3.8 % of those under statistical observation).

Looking at the statistics of Valcea county we can see that balneary tourism is well developed. Of the total of 233 accommodation units, the most establishments, 125, are located in the four resorts had under observation (Baile Govora, Baile Olanesti, Călimănești and Voineasa).

Following this analysis, we can state that in the period 2004-2014, in the county of Valcea in the accommodation establishments, the share is owned by resorts. If in 2004 the balneary share in the county was 71 %, in 2014 this value experienced a significant decrease reaching a minimum value for the period under review of 53.6 %.

Regarding hotels, they are, in number, on the second position, preceded by tourist boarding houses and agrotourism. Within Valcea County resorts

Table 1 – Accommodation units in Valcea County/Resorts – 2014

| County/Resort                    | County    | Băile Govora | Băile Olănești | Călimănești | Voineasa |
|----------------------------------|-----------|--------------|----------------|-------------|----------|
| Hotels                           | <b>42</b> | 4            | 14             | 9           | 2        |
| Motels                           | <b>12</b> | –            | –              | 4           | –        |
| Hostels                          | <b>5</b>  | –            | 2              | –           | 1        |
| Touristic villas                 | <b>30</b> | 3            | 12             | 9           | 5        |
| Touristic chalets                | <b>6</b>  | 1            | –              | 1           | 1        |
| Bungalows                        | <b>2</b>  | –            | –              | 2           | –        |
| Sate de vacanță                  | <b>2</b>  | –            | –              | –           | –        |
| Campings and houselet type units | <b>7</b>  | 1            | –              | –           | –        |
| Tourist halting places           | <b>5</b>  | –            | 1              | 2           | 1        |
| School and pre-school camps      | <b>4</b>  | –            | –              | 2           | –        |
| Touristic boarding houses        | <b>61</b> | 3            | 12             | 15          | –        |
| Agro-touristic boarding houses   | <b>57</b> | –            | –              | –           | 18       |
| Totals                           | 233       | 12           | 41             | 44          | 28       |

Source: author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR101C>

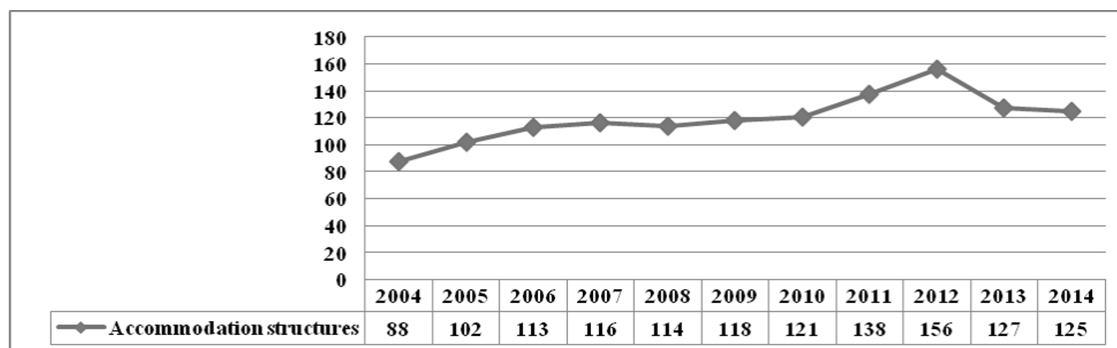


Figure 1 – Evolution of accommodation structures in Baile Govora, Baile Olanesti, Calimanesti, Voineasa resorts (2004-2014)

Source: author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR101C>

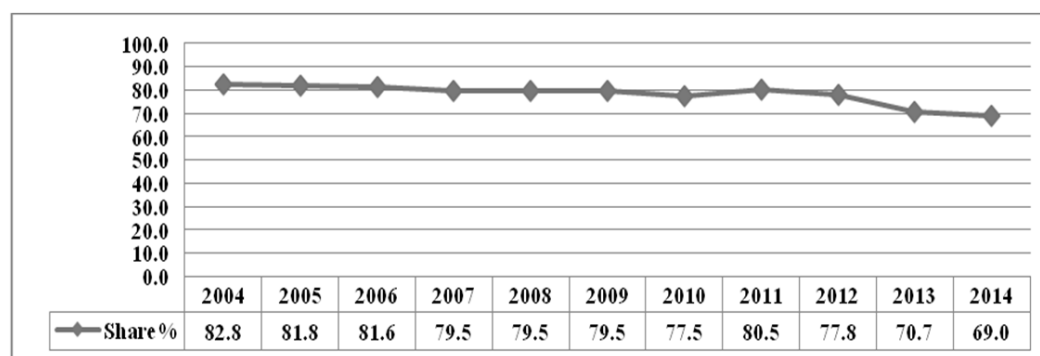


Figure 2 – Relative development hotels resorts in all hotels Valcea County (2004-2014)

Source: author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR101C>

stands out with its 29 hotel-type accommodation units (69 % of all existing hotels in the county).

The high percentage of hotels can be explained by the fact that these units have a complex profile, a higher level of comfort and provide a wider range of services of quality.

Analyzing the existing accommodation capacity at county we can notice that balneary tourism, represent the strong point for this county in terms of this indicator.

The situation is entirely different if we analyze the existing accommodation capacity. Thus, the period

2004-2014 was marked by an alternation of increases and decreases in accommodation capacity from 8,004 in 2004 to 9,382 in 2012 (the highest value recorded in the period under review), in order to decrease later at 7,986 places in 2014 (according to the Graph 4.).

In conclusion, the supply of accommodation available in Valcea County have diversified, more additional investment in the field must be made based on a strategy developed at regional and county level. The tourist offer should be designed to meet the tourist demand as well the market.

Table 2 – Accommodation capacity in Valcea County – 2014 (number of places)

| County/Resort                    | County | Băile Govora | Băile Olănești | Călimănești | Voineasa | Totals resorts | Share % |
|----------------------------------|--------|--------------|----------------|-------------|----------|----------------|---------|
| Hotels                           | 6437   | 855          | 2100           | 2536        | 162      | 5653           | 87.8    |
| Motels                           | 397    | -            | -              | 140         | -        | 140            | 35.3    |
| Hostels                          | 112    | -            | 65             | -           | 24       | 89             | 79.5    |
| Touristic villas                 | 580    | 44           | 234            | 216         | 70       | 564            | 97.2    |
| Touristic chalets                | 136    | 8            | -              | 10          | 8        | 26             | 19.1    |
| Bungalows                        | 30     | -            | -              | 30          | -        | 30             | 100.0   |
| Sate de vacanță                  | 87     | -            | -              | -           | -        | 0              | 0.0     |
| Campings and houselet type units | 501    | 48           | -              | -           | -        | 48             | 9.6     |
| Tourist halting places           | 334    | -            | 70             | 146         | 72       | 288            | 86.2    |
| School and pre-school camps      | 467    | -            | -              | 247         | -        | 247            | 52.9    |
| Touristic boarding houses        | 1194   | 32           | 288            | 294         | -        | 614            | 51.4    |
| Agro-touristic boarding houses   | 866    | -            | -              | -           | 287      | 287            | 33.1    |
| Totals                           | 11141  | 987          | 2757           | 3619        | 623      | 7986           | 71.7    |

Source: author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR102C>

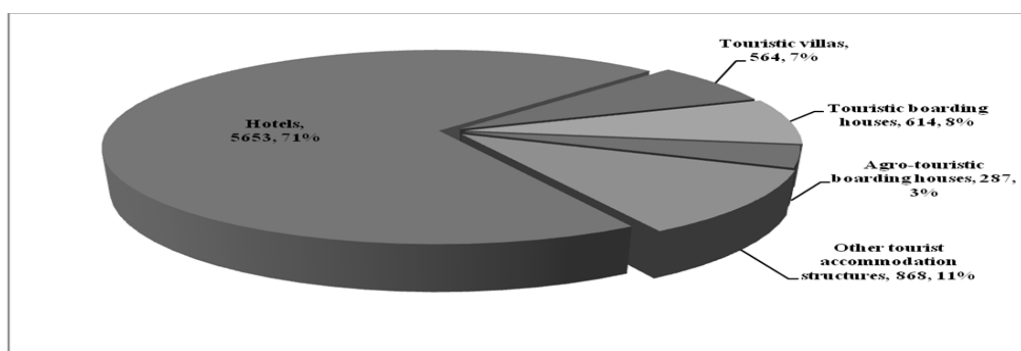


Figure 3 – Share of accommodation capacity in use – 2014 (number of places)

Source: author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR102C>

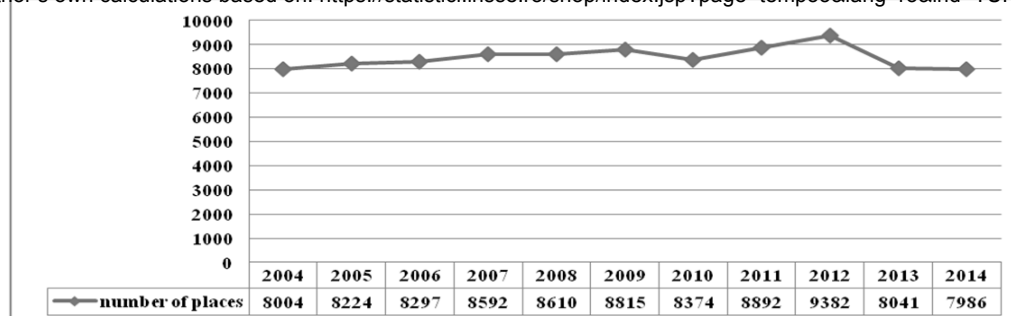


Figure 4 – The evolution of touristic accommodation capacity in use, in Baile Govora, Baile Olanesti, Calimanesti, Voineasa resorts (2004-2014)

Source: author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR102C>

### Analysis of tourist traffic in balneal resorts in Valcea County

The number of arrivals of tourists recorded in balneal resorts (Baile Govora, Baile Olanesti, Calimanesti, Voineasa), in the tourist reception in 2014 was 148,791, with 9,733 higher than in 2004.

In terms of share of tourist arrivals in total arrivals in balneal resorts, there is evidence of obvious oscillations. If in 2004 we recorded a share of 64 %, and in 2006 the maximum value of 73.4 %, 8 years later it drops with 8.5 percentage points, reaching 64.9 %.

By types of tourist accommodation establishments, most arrivals were registered in hotels, at the level of 2014 (118,324 arrivals), representing 79.5 % of total tourist arrivals in balneal resorts (Baile Govora, Baile Olanesti, Calimanesti, Voineasa), supplemented by tourist villas with only 7.91 % of the total.

Assessment figures provided by the National Institute of Economic Statistics, indicates very clearly that the county of Valcea tourists preferred hotels of 2 and 3 stars, with approximately 64.7 %

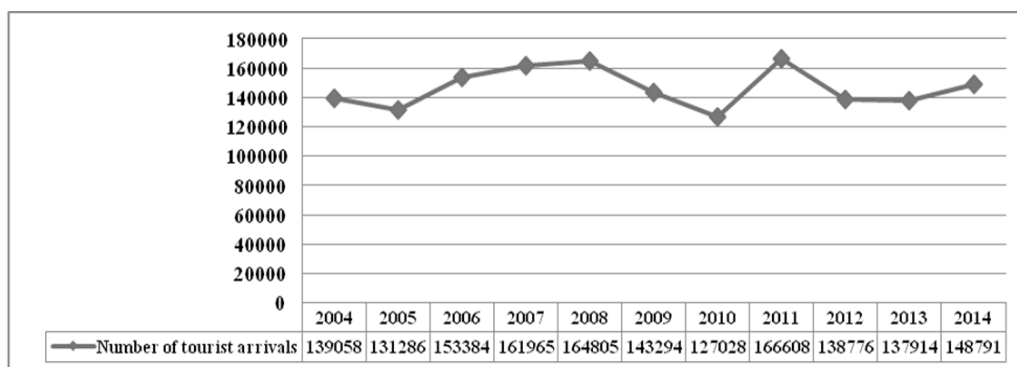
Trend analysis shows that results from an unfavorable situation for balneal resorts (Baile Govora, Baile Olanesti, Calimanesti, Voineasa). The fact that the number of overnight stays decreased

steadily throughout the period analyzed is only a negative factor for tourism development. To assist tourism in Valcea county is necessary to modernize the material and technical basis that exists to build new accommodation structures of a superior comfort, increase quality of service and last but not least, to make major investments in transport infrastructure.

Number of overnight stays in tourist accommodation was in 2014 of 870,524 overnight stays, of which 816,593 nights spent by tourists staying in hotels. Regarding tourism accommodation balneal resorts observed number of tourists staying overnight stays experienced during 2004-2014, a significant decrease from 1,200,246 in 2004 to only 870,524 overnight stays in 2014, resulting in a -329,722 negative growth of overnight stays.

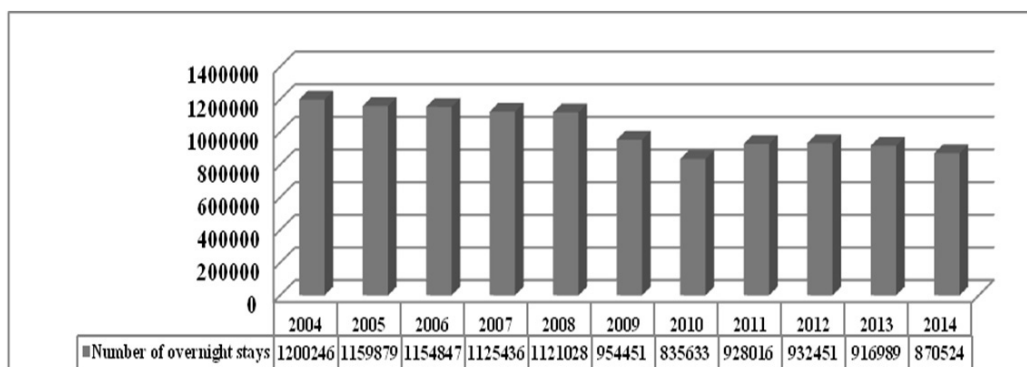
Spa tourism has been and it still is affected by the economic crisis. The number of nights spent in hotels in the balneal resorts of Valcea county has the same general trend, reducing balneary tourism is dependent on tourists coming by the National House of Pensions and Other Social Insurance Rights, travel agencies covering a very small segment, only 10-15 % on average.

Being a very expensive investment and the expected return on investment very long, the new own-



**Figure 5** – Evolution of arrivals in the resorts Baile Govora, Baile Olanesti, Calimanesti, Voineasa (2004-2014)

**Source:** author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR104E>



**Figure 6** – Evolution of overnight stays in resorts Baile Govora, Baile Olanesti, Calimanesti, Voineasa (2004-2014)

**Source:** author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR105E>

ers did not have the necessary funds to fully modernize hotel assets.

Significant for balneary tourism is the long duration of stay, which usually exceeds stay tourists accommodated in other tourist areas. According to the analysis, for balneary tourism in Valcea county yielded values above the national average. The average stay in the balneal resorts were mixed, recording in 2005 for the maximum period, 8.83 days. Since 2005, the length of stay has declined steadily, recording the minimum in 2014 of only 5.85 days. In the pursuit of tourist traffic in the following spas participate travel agents organizers: travel agencies, trade unions, Ministry of Labor, Family, and Social Protection and other professional associations.

Average length of stay was reduced from 8.83 days in 2005 to 5.85 days in 2014 because of the tendency sharing holidays and itinerant tourism industry.

The fact that tourist arrivals and overnight stays in accommodation decreased their is a negative

factor in tourism development perspective. For this trend to reverse it is necessary to create vacation packages more attractive, to increase the quality of services provided to modernize infrastructure (access roads in the area-perhaps even build section of highway Pitesti-Sibiu) and technical basis – material tourism.

### Conclusion

Of all segments of tourism in Romania, tourism is the only form of tourism that is based on a potentially permanent, high complexity, virtually inexhaustible and independent of weather conditions.

The balneal resorts in Valcea county is required in addition to modernization of the existing accommodation, building new capacity. In this regard, the foreign capital contribution deserves to enjoy all the attention.

Between chapters of tourist material base that can find a source of funding foreign capital enroll some types of catering establishments, as the

Table 3 – Length of stay in the resorts Baile Govora, Baile Olanesti, Calimanesti, Voineasa – 2004–2014 (tourist days)

| Year        | Arrivals | Overnight stays | Length of stay |
|-------------|----------|-----------------|----------------|
| <b>2004</b> | 139.058  | 1.200.246       | <b>8.63</b>    |
| <b>2005</b> | 131.286  | 1.159.879       | <b>8.83</b>    |
| <b>2006</b> | 153.384  | 1.154.847       | <b>7.53</b>    |
| <b>2007</b> | 161.965  | 1.125.436       | <b>6.95</b>    |
| <b>2008</b> | 164.805  | 1.121.028       | <b>6.80</b>    |
| <b>2009</b> | 143.294  | 954.451         | <b>6.66</b>    |
| <b>2010</b> | 127.028  | 835.633         | <b>6.58</b>    |
| <b>2011</b> | 166.608  | 928.016         | <b>5.57</b>    |
| <b>2012</b> | 138.776  | 932.451         | <b>6.72</b>    |
| <b>2013</b> | 137.914  | 916.989         | <b>6.65</b>    |
| <b>2014</b> | 148.791  | 870.524         | <b>5.85</b>    |

Source: author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR104E>  
<https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR105E>

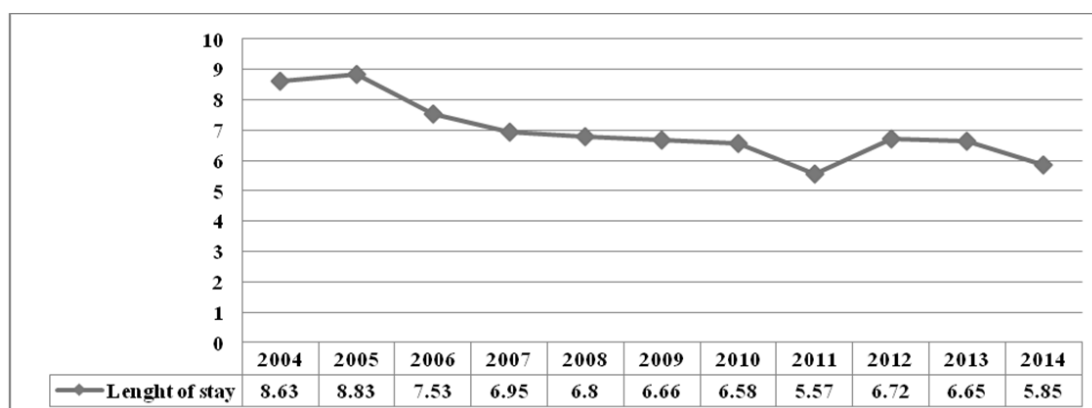


Figure 7 – Evolution of length of stays in resorts Baile Govora, Baile Olanesti, Calimanesti, Voineasa (2004–2014)

Source: author's own calculations based on: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR104B>  
<https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR105E>

treatment of a number of balneal resorts and leisure-entertainment means. The participation of foreign companies at the process of adapting catering to the requirements of today's tourism is especially needed especially due to profiled cuisine restaurants from geographical areas and nations (French cuisine restaurants products, English, Italian, Russian, Arabic, Japanese, etc.) some types of facilities characteristic of other countries (pizzerias, Oriental bars, Germanic brewery beer etc.). Restaurants such as those mentioned can be created mainly by leasing some of the current existing premises in all balneal resorts, some companies abroad.

In our view, equally important for the development of spa tourism in Valcea, is upgrading equipment and medical balneal resorts. It involves money and the purchase of all that is new in the field. Because these investments involve large amount of

funds, in order to act quickly requires wither the collaboration with foreign firms or stronger involvement of state authorities, which are impassive and might damage this tourist sector.

In most spas analyzed, treatment cabinets are built in hotels and companies that will exploit these hotels must solve the problem of equipping with modern medical equipment.

From our point of view, foreign capital can contribute to enhancement of the entire local tourism potential by carrying out actions to promote the "product" health and wellness market in Valcea county, primarily foreign markets. The existing ways for these lines are not a few; some come from the arising prestige of foreign company travel, partner among customers from different countries other from the interest in that company itself to support, through advertising, the Romanian touristic "product" on a different markets.

## REFERENCES:

1. Andreea Marin-Pantelescu. Diversificarea și personalizarea serviciilor turistice în contextul globalizării. București: ASE, 2009. 81 p.
2. Adrian Ungureanu. Health tourism in Romania and its resuscitation attempts. Buletinul UPG Ploiești: seria Științe Economice. 2012. Vol. LXII. № 5B. P. 45-48.
3. Cristina Micu, Gabriela Stănciulescu. Managementul operațiunilor în hotelărie și restaurație / C. H. Beck. București, 2012. P. 90-94.
4. Gabriela Stănciulescu, Cristina Micu. Economie și gestiune în turism / C. H. Beck. București, 2009. P. 120-125.
5. Lee Timothy, Gabriela Stănciulescu. Special interest tourism for community benefits. Bucharest: ASE, 2011. P. 47-49.
6. Maria Ioncica. Economia serviciilor- abordări teoretice și implicații practice. București: Uranus, 2006. P. 92-93.
7. Melinda Căndea, Florina Bran. Spațiul geografic românesc. Organizare. Amenajare. Dezvoltare. București: Economică. P. 259-262.
8. Mic tratat de economia turismului/ Oscar Snak, Vasile Neagu, Denisa Stanescu, Ioan Done. Iasi: Performantica, 2011. 245 p
9. Anuarele statistice ale României / Institutul Național de Statistică București. 2005-2015.
10. URL: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR101C>
11. URL: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR102C>
12. URL: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR104E>
13. URL: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR105E>
14. URL: <http://www.edenred.ro/files/ghidul-statiunilor-balneare-din-romania-285.pdf>

**Bujdosó Z., Szűcs C., Kovács G.**  
**VIABLE USE OF ECOSYSTEM SERVICES  
AND GREEN ENERGY IN TOURISM**

**Abstract:** after World War II the tourism industry experienced rapid development and it was considered to be one of the main engines of the economy. Many people wanted to spend their holiday at unknown destinations where the climate is ideal and the environment is beautiful, which became the main drive of 3S tourism. Lying on a sandy beach and sunbathing while enjoying some cocktails became a favourite past time activity of many and the desire of even more people. This awesome increase of journeys entailed many unpleasant and sometimes serious «side effect» of tourism, which included the transformation and destruction of the environment as well as the radical transformation of society and globalization problems, thus it became unsustainable.

Having recognized the negative impacts of tourism, the players of the tourism industry began to take steps to

eliminate and alleviate these problems a few decades ago. The hotel industry, referred to by some as the «Queen of the tourism industry», is one of the key players in the travel market. The operation of a hotel can cause damage both to the immediate and the wider environment, and it may transform the economic, social and natural environment of the area as well. By integrating the principles of sustainability, hotels can reduce the harmful consequences resulting from the process and if they apply environmentally friendly technologies, ethical business policy, educational programs and appropriate communication hotels can help the long-term and fruitful development of the tourism industry in all areas.

**Key worlds:** hotel service, sustainable tourism, green energy.

**Dr. Zoltán Bujdosó –**

Director of Institution for Tourism, Regional Development and Foreign Language at the Károly Róbert University College Gyöngyös, Hungary. H-3200 Mátrai str. 36  
Tel.: +36-37-518-300  
E-mail: zbujdosoz@karolyrobert.hu

**Dr. Csaba Szűcs –**

Senior Assistant Professor of Institution for Tourism, Regional Development and Foreign Language at the Károly Róbert University College, Gyöngyös, Hungary. H-3200 Mátrai str. 36.  
Tel.: +36-37-518-300  
E-mail: szucscsaba@karolyrobert.hu

**Gyöngyi Kovács –**

Junior Assistant of Institution for Tourism, Regional Development and Foreign Language at the Károly Róbert University College  
Gyöngyös, Hungary. H-3200 Mátrai str. 36  
Tel.: +36-37-518-300  
E-mail: kgyongyi@karolyrobert.hu

**Discussion**

The questions of sustainability have been a concern for decades for the stakeholders in tourism and the elimination of the unfolding environmental and social impacts inevitably caused by mass tourism as well as the minimization of the negative changes have been the focal points of a number of research. In the 1990s there was a growing demand to offset mass tourism since by then it had become clear that uncontrolled tourism development, a huge increase in volume, the unfavourable socio-cultural changes, as well as the significant pollution caused by tourism could soon threaten the tourism industry itself and its existence. Rosenov and Pulsipher were the ones who first expressed their thoughts of the «new tourism» according to which tourism is within limits of the load-carrying ability of the destination, cities are not damaged, on the contrary, by being presented they educate their visitors and tourists. After the emergence of the idea of sustainable development the demand for it appeared in almost all areas of the tourism industry and thus ethical and less-polluting and destructive alternatives were searched for [11].

The hotel industry was not an exception either as the rapid increase in the number of hotels, the expansion in the number of international tourists,

the service packages and attractions that were designed to serve mass tourism – especially at popular destinations – caused enormous damage to the environment and put significant strain on the receiving area. There were signs of environment protection in the hotel industry as early as the 1980s, but it was the «Tourism and Sustainable Development – The Global Importance of Tourism<sup>9</sup>» that provided an organized framework for the first – mainly independent – actions [15].

The working paper compiled by the World Travel and Tourism Organization and the International Hotel and Restaurant Association describes the consequences of the unsustainable practices of the tourism and accommodation industries outlines the previous steps taken for environment protection, and it draws attention to the relationship between economical operation and the use of energy resources. Since then the largest international organizations such as the International Hotel & Restaurant Association<sup>10</sup>, Green Globe<sup>11</sup>, Online Travel Agencies like TripAdvisor<sup>12</sup>, larger regions

<sup>9</sup> <http://www.gdrc.org/uem/eco-tour/wttc.pdf>

<sup>10</sup> <http://ih-ra.com/biodiversity/>

<sup>11</sup> <http://greenglobe.com/green-globe-certification/>

<sup>12</sup> <https://www.tripadvisor.co.hu/GreenLeaders>



such as Central American Region, the Caribbean Great Green Deal<sup>13</sup> or the predominantly European Green Key<sup>14</sup> which has already honored more than 2,200 eco-friendly hotels, have been awarding businesses of exemplary environmental and social achievements. At the national level the recognition of the Green Hotel has also been on the increase awarded – among others – by the tourism organizations of Hungary<sup>15</sup>, Argentina<sup>16</sup>, Italy<sup>17</sup>, Malta<sup>18</sup> or indeed Tanzania<sup>19</sup>.

The different qualification procedures, voluntary or mandatory commitments affect many areas of the hotel operations. Having analyzed the numerous rating systems we can declare that the five main areas of sustainability in the hotel industry where interventions must be realized, the indicators can be improved, and where the management can create quantifiable action plans in the most effective way are as follows:

1. Energy management;
2. Waste management;
3. External environment;
4. Water consumption;
5. Communication [9].

The main points of intervention can of course be further divided or grouped on the basis whether the economic, social or environmental aspects of sustainability dominate in a given case. In the following parts the alternative and sustainable ways of energy consumption and practical examples are described.

## Results

Tourism relies on and uses a number of resources – fossil energy, land, freshwater, food – and emits CO<sub>2</sub>, methane and waste. A number of researchers –Krippendorf [10], Steffen et al. [16], Buckley [1] etc. – have already analysed the limits of it, when the capacities are exhausted if the present trends of mass tourism are continued in an unaltered way and also if sustainability is applied.

On the basis of relevant research the main consumer of energy and the main polluter in tourism is the aviation industry which is responsible for approximately 40 % of the environmental footprint of tourism. This is followed by cars (tourism purposes), which is about 32 %. The ecological footprint of the accommodation industry amounts to 21 %, while cruise ships contribute another 1.5 % to global inputs and outputs [5]. The emission of different types of accommodation varies greatly between 0.1 and 260 kg of CO<sub>2</sub> per guest night depending mainly on the location and the type of the hotel. Fresh water consumption can also be high as one person uses 130 liters<sup>20</sup> of water per day in Hong Kong (including

cooking, washing, and bathing), in Hungary this value stands at 110 liters per day, while in Mozambique it is only 10 liters<sup>21</sup>. In tourism an average of 350 liters of fresh water is consumed per person per guest night with an additional 20 liters of fresh water per day during other activities [5]. The direct water consumption of an average EU citizen is 150 liters per day, in European hotels an average of 300 liters of water is consumed by tourists, while indirect use of water can reach 800–1500 liters per day by one tourist in the Mediterranean region [12].

The land use of accommodations is greatly depend on the nature and level of the services, thus in a simple cottage land use amounts to only 25m<sup>2</sup> per bed while this value can rocket to 4,500 m<sup>2</sup> in a five-star luxury hotel with a pool and golf-course [13]. According to different scenarios this can go on only for a few more years with the current high levels of food and fossil fuel consumption and with growing numbers of tourists.

The introduction of sustainable technologies, energy and water saving solutions in the hotel industry often fails due to the long payback period since very often there is not enough capital to invest due to fluctuations in the market, seasonality and high investment costs. In general it is also true that the use of environmentally friendly technologies is directly proportional to the increase in size, however, accommodation providers – such as the majority of other service providers in tourism – show a high proportion of small and medium-sized enterprises.

This is particularly true for the developing countries, which is even more problematic because the most visited destinations – especially smaller islands and island countries such as Bali, Goa, Barbados, Zanzibar, etc. – can be found there. In order to maintain their popularity hotels introduce water intensive services and facilities such as swimming pools and golf courses. This results in the fact that on certain islands the major part of the fresh water is used by the tourism industry distracting it from agriculture and from the local population. Considering the wasteful consumption habits of tourists well-designed water management in hotels is of the highest priority [20]. In addition to the environmental impacts hotels must consider the interests of the population and their own profitability thus freshwater management is not only an environmental issue. In business the concept of corporate social responsibility (CSR) became more powerful in the 2000s, and in the last fifteen years the majority of hotels also began to apply it [7].

With the complexity of the theory businesses can strengthen not only the pillar of environmental sustainable but also the social one, which is the responsibility of the management, but the staff, the locals, the not-for-profit organizations and the company itself can profit from it, and a typical win-win situation can be created. The systematization of innovative solutions in water consumption includes education,

<sup>13</sup> <http://www.sellosverdes.com/>

<sup>14</sup> <http://www.greenkey.global/>

<sup>15</sup> <http://www.hah.hu/tarsadalmi-felelossegvallalas/zold-szaloda>

<sup>16</sup> <http://www.hotelesmasverdes.com.ar/>

<sup>17</sup> <http://legambienteturismo.it/>

<sup>18</sup> <http://www.mta.com.mt/eco-certification>

<sup>19</sup> <http://www.rttz.org/>

<sup>20</sup> [http://www.wsd.gov.hk/en/education/water\\_conservation/calculation\\_of\\_per\\_capita\\_daily\\_water\\_consumption/index.html](http://www.wsd.gov.hk/en/education/water_conservation/calculation_of_per_capita_daily_water_consumption/index.html)

<sup>21</sup> [https://hu.wikipedia.org/wiki/lv\\_%C3%BAv\\_%C3%ADzhi\\_%C3%A1ny#cite\\_note-nw-22](https://hu.wikipedia.org/wiki/lv_%C3%BAv_%C3%ADzhi_%C3%A1ny#cite_note-nw-22)

cooperation at all levels, and compensation techniques and known accepted by all the parties [15]. The CSR 'hotel 4R' concept (innovative Reducing, innovative Reusing, innovative Reaching and innovative Recycling) can be applied in all areas of water use such as in toilets, laundries, kitchens and gardens. If water consumption is monitored and assessed in each department and modern water-saving devices are applied 25 % of the water can be saved without causing any inconvenience or damage to the guests [17].

Hotel are large energy users, most of their overhead costs is spent on it. The higher rated a hotel, the more kWh is consumed per guest night, which grows further with higher-level services such as fitness room, sauna, business center, etc. Hotels situated in big cities tend to consume more energy than their rural counterparts. The vast majority of energy is electricity and natural gas, the global spread of alternative energy sources remains to be seen, although there are some good examples on every continent. With the reduction of energy consumption CO<sub>2</sub> emissions can also be reduced, with which the hotel sector can contribute to the solution of the global climate crisis. The use of various energy-saving equipment can reduce consumption by as much as 20-40 %. The rationalization of lights and the air conditioning, the partial replacement and optimized use of energy-intensive equipment (kitchen, laundry, wellness) can result in further savings. It is important to educate the staff (equipment operator) and involve them in the process, as well as to inform guests of the aspirations of the hotel [6].

The great economic transformations, the poles' shift, and the short and medium term trends show the areas on Earth where interventions can now be urgently made, so that regions where intervention is long overdue are not followed.

The bad experiences of the target areas of mass tourism and the means to recover from them can be used as examples for new destinations that are in the "involvement" or "development" phase of Butler's destination life cycle model [2]. The literature on tourism most often refers to the position of Tenerife and Mallorca as the typical case of unsustainable, extreme mass tourism, where it will be extremely difficult to reverse the damage suffered as a result of tourism [4].

The Galapagos Islands are a good example of a destination where mass tourism is becoming visible but which have noticed the dangers in time, as the Government of Ecuador has been protecting the unique ecosystem of the island from excessive tourism since 1998; the number of visitors is limited, the law regulates the distance of the giant cruise ships, and rules protect the interests of the local population [8]. Based on the trends and forecasts Southeast Asia, particularly China and Hong Kong will grow most dynamically over the next decade. Moreover, Russia and the former Soviet states like Kazakhstan, Azerbaijan, Georgia show a massive and dynamic economic and tourist development [21]. China used

16 % of the world energy in the early 2000s which has only increased since then [14].

The hotel sector is only a fraction of the whole but considering the enormous development it produced in the past two decades, they may pose a particular problem. The country had total of 4,418 in 1996 which increased to 13,583 by 2007. According to preliminary calculations the 20 million international tourist arrivals recorded in 1995 will expand to 130 million by 2020. In addition, domestic tourism has also strengthened, which represents a new market of 1.35 billion [3]. In recognition of the upcoming massive pressure the country pays special attention to greening the hotel industry, new houses can be built only according to stringent energy consumption rules. USA, New Zealand and UK standards are used as a model, significant sums are spent on country-specific research and the identification of good practices. Owing to the size of China the analyses must be carried out in all the different regions from the cooler parts of the country through the moderate zones to the subtropical monsoon regions, which may also unveil the differences in energy use and could later be used as a model for other destinations that wish to participate in tourism. Within a short period of time Taiwan experienced rapid growth and development in this respect as well since the guest nights doubled between 2007 (22 million) and 2012 (48 million) and still growing [18]. Having analysed the CO<sub>2</sub> emission of Taiwanese hotels accommodation facilities Tsai et al. [4] pointed out the enormous energy requirement of air conditioners, which produce as much as 23 kg of CO<sub>2</sub> per guest per night. Most of the greenhouse gas emission (88 %) is caused by electricity use, 3 % is generated by natural gas, and the rest is also due to fossil fuels. While this data is region and destination specific and the composition of the energy sources is also determining, the Taiwanese calculations can by all means be used in other tropical regions. CO<sub>2</sub> emission per guest was the lowest in small homestay facilities, followed by the average hotels specialising in domestic tourism, after that came the standard tourist hotels with very high standard deviation but the greatest polluters were the international tourist hotels which composed almost exclusively of the largest chains focusing on international tourism. Different CO<sub>2</sub> reduction pilot methods such as tourist monitoring, behaviour influencing, minor technical alterations, and tightened local rules have been applied in all accommodation types and all of them bore favourable results reducing CO<sub>2</sub> emissions by an average of 5-10 %.

### Conclusions

Environment protection by hotels, a wider use of CSR, ethical business management and responsible tourism can together lead to sustainability in the tourism and accommodation industries. The above examples gave an insight into the size of the problem, stressing the needs for change, and warn about the scarcity of available time.

In addition to water, fossil energy, and land use management all players in tourism must take the integrity of the closer and wider (indirectly contaminated) environment into consideration together with human resources and the interests, needs, and social welfare of the local population. In the 21st century the industry of peace must really serve peace in the long run, which does not mean the lack of armed conflicts but the harmonious co-existence of economic and political actors, local residents, visitors and a sound and healthy environment.

Achieving sustainability, making tourism liveable now is neither a question nor an alternative form, but the only way to ensure that the next generation can enjoy the beauty of tourism. The hotel industry can contribute to this goal by taking the small steps that are fortunately more and more frequently experienced around the world.

Replacing the dripping faucet, installing energy-saving light bulbs, informing the guests about the water consumption washing towels, organizing charitable activities, educating colleagues, planting trees – and many other examples – represent a step towards sustainability.

## REFERENCES:

1. Buckley R.C. Sustainable tourism: Research and reality / *Annals of Tourism Research*. 2012. № 39(2).
2. Butler R. V. The concept of a tourist area cycle of evolution: Implications for management of resources. *Canadian Geographer*. 1980. Vol. 24. Issue 1.
3. Chan W. Energy benchmarking in support of low carbon hotels: Developments, challenges, and approaches in China / *International Journal of Hospitality Management* 31. 2012.
4. Fischer A. Sustainable Tourism. From mass tourism towards eco-tourism. Haupt Verlag. Bern. Germany. 2014.
5. Gössling S., Peeters P. Assessing tourism's global environmental impact 1900-2050 / *Journal of Sustainable Tourism*. 2015. № 23:5.
6. Graci S., Dodds R. Why go green? The business case for environmental commitment in the Canadian hotel industry / *Anatolia: An International Journal of Tourism and Hospitality Research*. 2008. № 19(2).
7. Hess D. The three pillars of corporate social reporting as new governance regulation: disclosure, dialogue, and development / *Business Ethics Quarterly*. 2008. № 18(4).
8. Hoyman M., McCall J. R. Is there trouble in paradise? The perspectives of Galapagos community leaders on managing economic development and environmental conservation through ecotourism policies and the Special Law of 1998 / *Journal of Ecotourism*. 2013. № 12:1.
9. Kovács G. Sustainable Accommodation Providers, Ethical Restaurants / L. Dávid. *Tourism Ecology. Towards a greener tourism – Building sustainable tourism*. LAP Lambert Academic Publishing. Germany, 2015.
10. Krippendorf J. Interview: Jost Krippendorf. *Journal of Sustainable Tourism*. 1993. № 1(1).
11. Rosenov J. E., Pulsipher G. L. *Tourism: the Good, the Bad and the Ugly*. Nebraska: Media Productions and Marketing, 1979.
12. Ecologic final report / Dworak T., Berglund M., Laaser C., Strosser P., Roussard J., Grandmougin B. EU Water saving potential (Part 1 eReport). ENV. Berlin: Ecologic, 2007
13. Ecological footprint analysis as a tool to assess tourism sustainability : *Ecological Economics* / Gössling S., Borgström-Hansson C., Hörstmeier O., Saggel S. 2002. № 43(2-3).
14. The trend in current and near future energy consumption from a statistical perspective / Kadoshin S., Nishiyama T., Ito T. *Applied Energy*. 2000. № 67 (4).
15. The importance of water management in hotels: a framework for sustainability through innovation / Kasim A., Gursoy D., Okumus F., Wong A. *Journal of Sustainable Tourism*. 2014. № 22:7.
16. The anthropocene: From global change to planetary stewardship / Steffen W., Persson A., Deutsch L., Zalasiewicz J., Williams M., Richardson K., Svedin U. *Ambio*, 2011. № 40.
17. Water management in the European hospitality sector: Best practice, performance benchmarks and improvement potential / Styles D., Schoenberger H., Galvez-Martos J. L. *Tourism Management*. 2015. № 46.
18. Tourism Bureau. Tourist hotel, general hotel, and homestay facility operations report form. Taipei: Tourism Bureau, Ministry of Transportation and Communications. 2011.
19. Carbon dioxide emissions generated by energy consumption of hotels and homestay facilities in Taiwan / Tsai, Kang-Ting -Lin, Tzu-Ping – Hwang, Ruey-Lung -Huang, Yu-Jing. *Tourism Management*. 2014. № 42.
20. Eurostat : Medstat II: Water and tourism Pilot Study / Eurostar, European Commission. 2009. URL: [http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-78-09-699/EN/KS-78-09-699-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-78-09-699/EN/KS-78-09-699-EN.PDF)
21. World Travel & Tourism Council: Global Talent Trends and Issues for the Travel & Tourism Sector. Final Report – January 2015. URL: <http://www.wttc.org/-/media/382bb1e90c374262bc951226a6618201.ashx>

---

*Published in the authors' version*

Responsible for issue: A. G. *Ivolga*, E.A. *Grudeva*

Head of the publication department: A. V. *Andreev*

Technical editing and computer-aided makeup by M. N. *Ryazanova*

Passed for printing on 23.09.2016. Size 60x84<sup>1</sup>/<sub>8</sub>. Offset paper. «Pragmatica» typeface.

Offset printing. 11,63 conventional printed sheets. Number of copies 300. Order № .

*Tax concession – All-Russian Product Classifier OK 005-93-953000*

AGRUS publishing house of the Stavropol State Agrarian University 12 Zootekhnicheskyy str., 355017 Stavropol

Phone/Fax: +7 (8652) 35-06-94, E-mail: [agrus2007@mail.ru](mailto:agrus2007@mail.ru)

Published in the printing office of AGRUS publishing house of the SSAU 15 Pushkin str., Stavropol