

1<sup>st</sup>

**International  
Scientific  
Conference**

2-4 June, 2016

Vrnjačka Banja, Serbia

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**TOURISM  
IN FUNCTION OF DEVELOPMENT  
OF THE REPUBLIC OF SERBIA**

**Spa Tourism in Serbia and Experiences of Other Countries**



**THEMATIC  
PROCEEDINGS**

**II**



**UNIVERSITY OF KRAGUJEVAC  
FACULTY OF HOTEL MANAGEMENT  
AND TOURISM IN VRNJAČKA BANJA**



# INTERNATIONAL TOURISM SECURITY THREATS

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## **Abstract**

*The paper analyses the impact of security threats on the development of international tourism from the theoretical conceptual point of view. We start from the hypothesis that the escalation of security crises in the world endangers seriously the development of international tourism and by the same token the world economy in general. The frequency of armed conflicts, civil and political unrests, terrorist attacks on tourist premises and various forms of criminal in tourist destinations lead to the need of empirical generalizations on the relationship between security threats and tourism on a global scale. The aim of this paper is to investigate how such empirical generalizations could serve as theoretical grounds that could become a basis for the creation of defense policies against tourism security threats in global, regional and national framework.*

**Keywords:** *security threats, international tourism, tourism security, policy of tourism security*

## **Introduction**

Tourism as an industry holds enormous development potential, especially in the regions whose destinations are attractive for tourists during whole year. In another words, tourism can be strong economic impetus. The tourism industry can make profit in myriad ways by the construction of hotels, tourist facilities, cable cars, gondolas, water parks, city tourist towers. In addition to the tourist capacities, an extremely interesting travel content that is expected from a modern tourist offer is needed.

By building the necessary road and rail infrastructure, airports for small aircrafts, construction of marinas intended for nautical tourism, the states may increase their budgets in different ways. Naturally, to make such

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investments to pay off quickly, sound organization is needed, primarily from those who work in tourism industry to be able to fill fully those capacities. All these facts are important but not sufficient conditions for quality tourism environment.

The states and their governments are particularly responsible for, namely, they have to be in a condition for creating secure and safe spatial environment that is needed for sustainable development of tourism.

### **International tourism as a part of the concept of sustainable development**

The concept of sustainable development is one of main economic concepts. This concept today has a central place in the consideration of long-term prospects of survival and progress of mankind. That is an essential precondition and final goal of effective organization of overall human activity on the whole planet.

The concept of sustainable development has been institutionalized on the global level. Specifically, the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro, which was held in 1992 adopted the United Nations Framework Convention on Climate Change and the Convention on Biological Diversity (Milanović et al., 2008).

In addition, in Chile, on October 1st, 1999, General Assembly of the World Tourism Organization (WTO) adopted its Global Code of Ethics for Tourism. Article 3 of this important international document has marked tourism as a distinct factor of sustainable development:

*All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations (UNWTO, 1999).*

Article 3 of the Statutes of the World Tourism Organization confirmed the objectives of this organization, which has been recognized by the General Assembly of the United Nations in promoting and developing tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for and preservation of human rights and fundamental freedoms for all without distinction as to race, sex, language or religion (UNWTO, 2009).

## **Global crisis as a threat to international tourism**

The crisis is an unexpected undesirable phenomenon that happens to a person, group, organization, a society, ethnicity or members of a particular religion. As such, the crisis can reach global proportions. In this case, the world's most responsible political elite must react immediately in order to observe primarily a crisis and then promptly confront the threats and challenges posed by the crisis (Boin et al., 2005).

Plato, in his definition of state stressed that all the responsibility is on the state or responsible political elite. In fact, Plato says that the state is a perfect human society when it reached the goal of full self-sufficiency. The country has emerged from the necessities of life and the ultimate goal to provide the best life for its citizens. In fact, Plato believes that man can live in prosperity only if the country is well organized (Aristotel, 1960).

However, countries in the modern world are often not strong enough to confront the challenges of the contemporary crisis. In fact, the crisis may be caused by natural factors and those which are the expression of human action or negligence (Rosenthal & Kouzmin, 1993). We can also add economic, social, demographic and war crises and disasters, to which the modern world and major international institutions and organizations do not have adequate response.

According to the Report of United Nations Population Fund from 2011, the world will face a shortage of drinking water already in 2030 (United Nations Population Fund, 2012). Natural resources at the global level are spent faster than they most ominous forecasts could predict. The food needs of the world population, whose number is approaching the figure of eight billion, destroyed 13 million hectares of forests that were converted to farmland. The consequence of deforestation are tectonic ground movements and floods of catastrophic proportions (Simeunović, 2015).

To all this we must add the demographic expansion, especially in the area of Africa, Latin America and some countries in the Asian continent. In fact, in 1950, Africa had only 9% of the world's population, or 244 million people. Today a billion and two hundred million people live in Africa and according to the forecasts of the

United Nations, the African population of the year 2100 will reach the figure of four billion inhabitants (Simeunović, 2015).

With such a large global population growth, most of the states are not able to fulfill the basic social expectations of their citizens. Statesmen, governments and the political elite do not have an answer in terms of employment and achievement of a minimum standard of living in different countries, and even in the regions.

The wars in the Middle East and North Africa, especially those which have culminated in 2011, have significantly escalated in 2014 and 2015. The United Nations indicated in its documents that the growth rate of migration movements on a world scale is far greater than planned. Particularly noticeable migrations are to Europe and North America (UN, 2015). As long as there are wars, migrations will be present. Despite the best intentions of the most responsible political elites, the world organization of the United Nations and the particular engagement of the Security Council as the most responsible international institution, who are constantly advocating peace, hotbeds of war are increasingly flaring. The world actually has no adequate response to the current global crises.

In modern history, brave and bold move was made by the Russian Emperor Nicholas II Romanov when he founded the Permanent Court of Arbitration in The Hague. Predicting war threat and the upcoming political crisis, with the establishment of this international institution he has tried to talk the world's imperial powers to sense. In fact, his ideas were for any international disputes to be resolved by peaceful, diplomatic means, finding the most objective solutions. Such an approach should have provided prosperity and lasting piece for all peoples and nations. In addition to diplomacy as the principal form of resolution of interstate conflicts, Permanent Court of Arbitration has encouraged the creation of a whole system of peaceful settlement of international disputes and limiting the development of existing armaments (Vitorf, 1938). After the Founding Conference, on 29 July 1899, the Convention on the Peaceful Settlement of International Disputes was adopted. However, regardless bold ideas and wise policy, only fifteen years later the largest armed conflict ever called the Great War broke up.

The end of the Great War, or as the world now knows it as *the First World War*, resulted in huge human casualties, material destruction but also territorial rehash. It is then the seed of future political crises and new war hotbeds had been actually planted.

Before the Great War, between Vienna and Istanbul, two empires strached, Austro-Hungarian and Ottoman ones. With geopolitical rehash, after the war ended, just between these two capitals eight new countries had been created. In the north of Europe, Poland was newly restored to its historical territory. In the area of the Baltic Sea three new states were created, Denmark has spread to the territory of Germany and Finland became independent. Headquarters of European political, social, economic and cultural life became the states that have emerged from the war as winners. In the first place those were France, the United Kingdom and the United States. In addition to these countries, Germany, although defeated, continued to impose itself by political solutions (Ljubojević, 2015a).

In order to avoid disagreements between the leading countries of the world, after the Paris Peace Conference in 1919, new international organization: *The League of Nations* was created. The aim of this newly established international organization has primarily been the global disarmament, then creating the lasting peace and prosperity, addressing future international disputes by peaceful means and raising the standards of the population especially in countries that were completely destroyed in war operations (Mitrović, 1974).

Only two decades after the creation of this important international organization, the Second World War started as a result of imperial aspirations. Karl von Clausewitz defined war as the continuation of politics by other means. In fact, the war is a complex political process that is the most complex form of political violence that has been started with non-violent means. In fact, according to Clausewitz, the war starts in the moment when social contradictions become tense to the limit that all other political means become insufficient for their solution. (Simeunović, 1989). On the other hand, Herfried Münkler makes a distinction between state and empire under a different logic behavior. The states are integrated according to their own standpoint bounded within their sharp, clear and conspicuous borders while empires do not know so precisely their border line separation. Imperial borders do not separate equally political units, but they are

an expression of the degree of power and influence, not only in political but also in economic, social, cultural sense (Minkler, 2009).

Some countries got out of the Second World War as winners and others as defeated. However, the real losers were the inhabitants of the whole world. Those who disappeared and got sick were in millions; devastated territories, too. And rich and poor alike were affected. The world was once again searching for some new permanent peaceful solution. A new international organization was founded once again. Namely, after the suspension of the international organization League of Nations in 1945, representatives of fifty one country founded the Organization of the United Nations, again in order to create lasting peace and prosperity. Today, the United Nations has 193 member countries working together in the field of international law, world security, economic development and social equality.

At the Conference in San Francisco on 24 October 1945 a draft of the Charter was adopted, and as such, it came into effect in January 1946. The United Nations Charter is a multilateral treaty but at the same time it is the most important and most powerful international legal document. The principles of the United Nations are defined in Article 1 of the UN Charter (Krivokapić, 2014). The Charter consists of 19 parts, a total of 111 articles within which the objectives of the Organization of the United Nations are presented. The Charter also regulates issues related to membership, responsibilities and powers of the most important organs of the UN.

The issues of peaceful settlement of international disputes, the jurisdiction and activities of the Security Council, as the most important UN body in cases of threats to world peace, breaches of peace and acts of possible aggression acts are defined. An integral part of this Charter is the Statute of the International Court of Justice, as the highest legal body of the UN. The contribution of the International Court of Justice is the development of international law on a completely new grounds, the absolute prohibition of war and the introduction of a completely new system of collective security.

Up to now, the United Nations Charter has been revised three times. However, the emerging crises and threats to world peace imposed to the need to access to new revision of the Charter. The proposals

coming from various sides are different, but the most frequently mentioned provision is one in Title XI, which deals with non-self managed territories. In fact, Articles 53 and 107 speak of the enemy states. In addition, there are proposals to increase the number of Security Council members, particularly the number of permanent members and to provide mechanisms to control the legality of acts of the Security Council (Krivokapić, 2014).

As the youngest international organization, whose greatest achievements are the realization of human rights and human freedoms, the European Union was created. In fact, the forerunner of the European Union is the European Coal and Steel Community, which was later transformed into the European Economic Community and the Maastricht Treaty, signed in 1992 created the European Union in the present context.

At the moment, the European Union has 28 Member States and its legal grounds are based on the equality of the community of member countries, the common foreign and security policy and cooperation of Member States in the field of justice and interior affairs.

The objectives of the creation of the EU are *to safeguard the interests of the Union and common values, the preservation of world peace and contribute to international security, promotion of international cooperation, the development of democracy and the rule of law.*

Namely, article 2 of the Treaty on European Union states that the Union shall encourage a balanced and lasting economic and social growth and a high level of employment, in particular by creating a space without internal borders, strengthening economic and social cohesion, the establishment of economic and monetary union, whose ultimate objective is the single currency (Turčinović, 2012).

In accordance with the provisions of the Treaty on European Union, this international organization confirms its identity on the international scene, especially in the conduct of a unified foreign and security policy and there is also a plan to create the common defense. The Treaty also protects and strengthens the rights and interests of all citizens of the Member States, with the establishment of *the rights of citizens of the European Union.*



The main objective of the Union is to strengthen human rights and freedoms, with the highest level of security and rights. Free movement of people, goods and capital is ensured with the adoption of a number of appropriate measures in the field of external border control, asylum, immigration policies and the fight against criminal (Keković & Kešetović, 2006).

Despite human ideas and good conceptions, the European Union, although the most organized part of the world, is not able to fully confront all the challenges of modern times. Only one of the challenges, *migrant crisis* that began in 2011 and culminated in 2014, showed a level of vulnerability of some EU member states (Симеуновић, 2015). The natural reaction and one of the internal questions of vulnerable EU member states and the EU itself, as a supranational international organization was whether the nation-state and discarded national sovereignty can be restored overnight in the political life of a united Europe. Migrant crisis has shown organizational weaknesses despite all globalist ideas. That was only a trigger to reiteration of national state in the global society, especially in the EU Member States which have pointed out to the necessity for the preservation of proclaimed goals and common interests.

### **Tourism and the security policy of the European Union**

The process of globalization has long ago entered the international flows occupying all social spheres. The most responsible international organizations, leading states in the world, sovereign states as interstices in the spheres of imperial demarcation, especially their political elite have the task to reveal the dangers and possible impending crises in the geopolitical processes. In the modern world, the differences between rich and poor have become disproportionate. However, as consumers of tourism they are both an important part of the tourism industry (Ljubojević, 2015b).

Contrary to this fact, security challenges, threats and risks are completely identical to those that are rich and the poorest strata of the population. The most important task of the international organizations in the last two centuries was the preservation of lasting world peace. The idea of creating a safe and secure space gave birth to the European Union as a supranational creation. It is built on the idea of humanism and with the aim of preserving human rights and

human freedoms. In order to preserve these values, the security aspects of the Union are considered as the pivot of a common policy (Crnobrnja & Trbović, 2009).

The World, Europe, and therefore the Republic of Serbia as part of the old continent must provide an appropriate contribution to the preservation of world peace. There is no doubt that security threats still exist. Security challenges have become part of everyday events. The world economy, climate change, lack of natural resources, terrorism and population explosion are just part of the security threats of the modern world.

European strategists confront the crisis with the help of serious scientific analysis but also institutional solutions. The Lisbon Treaty of 2007 introduced innovations in the area of collective security. The most significant change is reflected in the different conceptual definition of the common security and defense policy which imposed really a higher level of engagement of all Member States of the European Union in the field of their own security capacities. This change has been legally regulated by Article 42 of the Lisbon Treaty and refers to the clause of mutual assistance (Đurđević-Lukić, 2010).

In the aforementioned Treaty it has been explicitly stated that in the event of an attack on one of the Member States, other EU Member States are obliging themselves to give assistance to the country who had been exposed to the aggression. In addition, the aforementioned Treaty sets out in detail the manner of cooperation of Member States in relation to the fight against terrorism (Zito & Schout, 2009). Criteria for the application of clauses on mutual assistance and permanent structural cooperation, are also defined and relate to the military capabilities of all Member States of the European Union (Gueguen, 2009). This type of cooperation is reserved for other countries too, those are future members aspiring to be part of the program of European military partnership (Savković, 2010). In this way, all Member States make available all their combat units ready for immediate military action.

The said novelty means also giving assistance to the European Union Member State in the case of an eventual terrorist attack. The European Security Strategy also points out to common solidarity

which puts the spotlight on what is most important - the preservation of lasting peace and prosperity for all citizens.

### **The Republic of Serbia and security challenges of international tourism**

The Republic of Serbia builds its politico-geographical relationship with the world into the European geopolitical process. This process is affected by external and internal factors, as a rule, intertwined and connected by common interests and goals. The essence and character of the factors of influence may vary in space and time. They are almost impossible to be predicted, thus they go beyond the archaic understanding of the relations between states. Initiators and implementers of the political-geographical processes are often atypical entities that exploit political developments primarily for their own goals (Stepić, 2001).

Despite the fact that tourism in the Republic of Serbia is far behind the developed countries of the European Union, the interest is mutual when we talk about the development of the tourism industry in the Republic of Serbia. Especially interesting are the common interests when it comes to security challenges.

The Republic of Serbia is in the process of joining the European Union and what sets it apart is the fact that it is located on Corridors 10 and 11, which are extremely important European routes. In order to implement the policy of accession, the Government of the Republic of Serbia is actively involved in the realization of the plan of implementation of the Joint Overall Strategy for the Danube Basin.

The Serbian side has formed a working group in 2009 to adopt a document entitled *Position of the Republic of Serbia in Respect to Participation in the Preparation of a Comprehensive EU Strategy for Danube Region* (Working group of the Government of the Republic of Serbia, 2010) The strategy is divided into four main sections, where the first relates to the integration of countries in the Danube Region. The second part refers to the protection of the environment, the third on the policy of sustainable development and the fourth part refers to the economic empowerment and integration of the entire Danube Region.

As the security is one of the unavoidable factors of tourism development, the contribution of the most responsible Serbian political elite should not only be the creation of a common security policy of the EU and the Republic of Serbia. Particular attention should be devoted to raising the level of common security. Security structures of the Republic of Serbia have enough experience, especially from the time of the breakup of the former Yugoslavia. Security threats always exist, but the oncoming crises have to be timely noticed, analytically observed, monitored in security manner and adequately addressed.

In the context of the most important decisions of the leaders of 28 EU Member States, in Brussels, on October 20<sup>th</sup>, 2015, the right of Hungary to erect a wall against Croatia had been confirmed. This act strengthened the idea of fencing the EU Member States.

On the other hand, security structures of the Republic of Serbia had significant results in securing its borders without fencing boundaries. In addition, the Government of the Republic of Serbia addressed special attention to human rights and freedom within the entire duration of the migrant crisis and thus remained an attractive tourist destination.

The territory of the Republic of Serbia is certainly on one of the most attractive routes. There are various paths that intersect, thus, along with well-meaning tourists, terrorist groups with the darkest intentions in the European countries can pass through Serbia. In this sense, institutionalized common security policy of the EU and the Republic of Serbia would significantly reduce security risks, where each of the parties would have clearly defined security tasks. With system solutions and joint actions overlapping jurisdiction would be avoided and human and technical resources could be utilized most effectively.

By achieving the highest level of collective security, the security of the entire region would be increased, which would be a joint contribution but also progress in connecting all the countries in the region (Todić & Grbić, 2014).

When crises are on the horizon, the risks are emerging. The fear arises, insecurity is growing, uncertainty is rising and the demand for

the tourist products decreases. The demand is not declining only in the country where the crisis occurred, but in the entire region. The result is not only the deterioration of the tourist season, better to say that such a condition may have long-term negative impact on the tourism industry of the country as a whole but also on the economy of the entire region. In fact, the high level of security is the main argument for choosing travel destinations and tourist products.

Eventual threats to tourism are not easy to predict. That is the reason why crisis management on all tourist destinations is often a very complex process which calls for the engagement of social organizations and institutions of wide spectrum. In newly created crisis situations the media of mass information are often aggravating the situation. They spread fear and they question permanently those who are responsible estimating their impact (Jerotić, 2000).

Besides keeping up with the pressure of the public, those involved in crisis management have an obligation to communicate with the actors and creators of the threats and crises (Radić, 2010). When solving the crisis, those who are responsible have to create a sense of normal functioning of the community, to reveal systemic mistakes and to improve the existing security systems.

The attacks that can happen in an international hotel could endanger not only a hotel chain but also, for sure, the state and not rarely the whole region. For those reasons, the security systems of the states in the region have to cooperate actively. Their task is not only in the field of security but also in the field of diplomacy and international politics (Milašinović & Milašinović, 2007).

Large international hotels are often hectic as some cities. For that reason they become easy targets. Namely, although they are under high security measures, such hotels are almost impossible to protect. On the other side, the increased security measures have a counterproductive effect on hotel guests and tourist, making them feel uncomfortable.

In the last few years, international hotels in tourist destinations in the countries with the crisis areas have been suffering the most. Besides usual necessary protection of all guests hotel employees undertake preventive security measures where security is treated as a

corporative institutional and legal obligation prescribed by strict rules, along with the traditional security measures, hotel staff implement the most modern technology with the aim of increasing security, in order to respond to the threats and challenges of modern times (Ljubojević, 2015b).

## **Conclusion**

Modern world is exposed to various security threats which affect negatively tourism industry in international dimensions. Now a days, these threats do not recognize any limits. All the people are equally exposed to security risk regardless them being among rich or poor segments of population.

The governments of the states as well as relevant bodies of international organizations have recognized those threats but they still did not develop common standards for their prevention. Taking into account the fact that international tourism is one of the fastest growing industries in the world, employing more and more people and resources, this fact gains especially in its specific weight.

Decisions of potential tourists are very much under the influence of their perception of the past and possible future security risks such as terrorist attacks, natural disasters and global contaminations.

Although most of different crises cannot be predicted, responsible entities can make certain prevention and reaction plans in order to avoid catastrophic events or at least to minimize human and material losses. Such behavior would send positive message to potential tourists who hesitate to travel to certain destinations if they are not well informed about the care of those who are responsible for their safety.

In the period to come, relevant international authorities will have to create a whole set of procedures for the defense from security threats on regional, international and supranational levels. Taking into account the importance of international tourism for country's economic development, the Republic of Serbia has an interest to participate in the task of the standardization of risk management procedures in the case of emerging crisis threats.

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