

VARIOUS SOURCES OF FINANCING THE DEVELOPMENT OF RURAL TOURISM IN THE REPUBLIC OF SERBIA

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Abstract

Despite the great potential and numerous comparative advantages, rural tourism in the Republic of Serbia is still underdeveloped. One of the main limitations of this development is the lack of appropriate financial resources at both national and local level. The aim of this paper is to explore development and current state of rural tourism and present different sources of its financing in the Republic of Serbia. The research concluded that current financial support is not adequate and that new and alternative modalities of financing rural development are crucial for further development of this sector. Based on the analysis authors identified and suggested other possible sources of financing and course for reaching sustainable growth in the industry.

Key Words: *Rural tourism, Sources of financing, Republic of Serbia, Agriculture*

JEL classification: *R51, L83, Q12*

Introduction

Rural tourism is a significant and growing form the tourism sector that generates a positive effect on rural areas and overall economic performance. It is seen as one of the main drivers of the advancement of rural areas especially in the developing countries and countries with big regional inequalities. According to Kusen (1995), rural tourism can refer to many possible kinds of tourism like: tourism on a farm, residential tourism, homeland tourism, sports and recreational tourism, adventurous tourism, health tourism, camping tourism, cultural tourism, religious tourism, hunting tourism, fishing tourism, wine-tasting tourism, gastronomic

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tourism, eco-tourism. Rural tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation, marketing and information systems (Sharpley & Sharpley, 1997). Besides of the positive economic aspect, it is important for preserving the regional culture and national identity as well as improving social wellbeing of the local population. Therefore it requires strong government support, concrete development strategy and funding schemes in order to become sustainable and reach its full potential.

Lack of financial support has been identified as one of the main obstacles of rural tourism development in Serbia. According to Drabenstott and Meeker (1997) the ventures operating in rural areas, particularly in tourism, face higher difficulties in accessing finances compared to similar urban businesses. They get less competitive financial offers; there are few suppliers of funds and thus fewer financial products and services adequate to local particularities.

There are several sources of financing rural tourism in Serbia and the most common are government sources, pre accession funds of the European Union and self-financing. The state of rural tourism in Serbia clearly indicates that there is a need for the systematic approach to this problem and alternative sources of financing. There are other potential ways of financing with very good results in other countries which should be explored, further developed and introduced.

Rural tourism in Serbia

Based on the Organization for Economic Cooperation and Development (OECD) classification, around 85% of the territory in RS is considered rural where almost half of the total population of Serbia lives. Leading activity with a long tradition within this area is agriculture which plays an important role in the economic structure of the Republic of Serbia. In 2018, the sector of agriculture, forestry and fishing made 6.3% of GDP and out of total employed in Serbia, 17.4 % were deployed in agriculture (Statistical Office of the Republic of Serbia, 2019).

Despite the obvious significance of this sector to major macroeconomic aggregates, in the past decades rural areas and agricultural activities in Serbia suffered a constant decline. Basic problems and trends that almost all rural regions share are migrations towards urban areas, poor diversification of economic activities, extensive agriculture, high level of unemployment,

lack of employment possibilities, poor and underdeveloped infrastructure, low GDP per capita in comparison to the urban regions and unpolluted environment faced with potential threats (Medojević et al., 2011).

Table 1: *Number of agricultural holdings in the Republic of Serbia by region*

	Total	Belgrade	Vojvodina	Sumadija and West Serbia	South and East Serbia	Kosovo and Metohija
Total surveyed	104,922	100,93	23,214	40,200	31,415	-
Not engaged in agricultural production	7,770	761	2,034	2,026	2,949	-
No longer engaged in agriculture but was engaged in the period 1.10.2017-30.9.2018	398	34	70	113	181	-
Abandoned house-extinguished farm	3,227	264	755	1,226	982	-

Source: *Statistical Office of the Republic of Serbia, 2018a*

In Table 1 we can see that there are 3,227 deserted agricultural holdings as well as 8,168 holdings that are not involved in agriculture. We can conclude that 2.7% of deserted agricultural holding means that every 37th holding is deserted. This is a very significant number and it confirms the trend of depopulation and dying out of the villages. The core economic and social problems of rural regions failed to be addressed and no mechanisms were created which would encourage the potential of those regions. However, the experience from a number of countries shows that agriculture can no longer be seen as the "engine of growth" for rural development; instead a wide spectrum of activities based on the broader potential of rural regions must be initiated and nurtured (Bogdanov, 2007).

Economic diversification is a strategic objective which will lead to economic growth in light of global economic conditions especially within

countries with predominant economic activity in decline. (Stakić et al., 2019). This data (Table 1) clearly indicates that Serbia faces the same problem and needs program followed by an action plan for the diversification of rural economy. One of the most promising strategies to overcome this problem is the diversification of rural economy with very significant role for tourism and combined entrepreneurship activities. The main purpose of rural tourism is to generate additional income of rural population, covering range of tourism attractions, services and secondary activities provided by the rural population and private household (Vukosav et al., 2018). Further, it will directly contribute to enhancing the overall economic performance of the country and reduce inequalities in the distribution of resources between urban and rural areas. Also, rural tourism can propel self-employment, lower the poverty and encourage entrepreneurship especially among women and young people. One of the main obstacles for faster growth and development of the economy of Serbia is the lack of utilization of the female labor force. (Tosovic-Stevanovic & Jovancai-Stakic, 2018) .

The advancement of rural tourism, mainly village tourism sector started in the 1970s while Serbia was a member of a former SFRJ. Only several rare cases of rural tourism occurred since other types of tourism were popular and in high demand. In the next decades political and economic situation was unfavorable and it had a negative effect on the overall economic performance, infrastructure and social movements. After the political changes in Serbia in late 2000, there was an increase in GDP, decrease in public debt which created a positive environment for government investments and it lasted until the second half of the year 2008, when due to financial and economic crises it recorded a decline. (Gnjatović et al., 2013). During this time rural areas and tourism came back in focus and legal and regulatory framework has begun to develop. In the Strategy for Tourism Development (2016) rural tourism has been identified as one of the priorities. In 2011 the UN Joint program "Sustainable Tourism as a Function for Rural Development" significantly contributed to the further development of rural tourism. The key activities of this program were: advising on public investment in order to create national and international partnership between public, civic and national organizations; strengthening the capacity of rural tourism entrepreneurs, tourism organizations and NGOs; supporting local projects through the UN Joint Fund for sustainable Rural Tourism. (UNDP, 2011) As the result the Government adopted Sustainable Rural Tourism development program with the aim to develop rural tourism for the purpose of diversifying the rural economy through

poverty reduction, improving the quality of life, preserving the country's cultural wealth, protecting the environment and more balanced regional development. In the same year The National Rural Tourism Master Plan was developed as the key component of the UN program.

Currently, the main strategic document for rural development is the Strategy of Agriculture and Rural Development 2014-2024, and for rural tourism are: Strategy for Tourism Development of the Republic of Serbia 2016-2025; National Master Plan for the Development of Rural Tourism; Strategic Master Plan of Destination; Program for Development of Sustainable Rural Tourism in the Republic of Serbia; Tourism Development program of the Autonomous Province of Vojvodina 2018-2022.

We can conclude that rural tourism plays an important role in development of tourism in general. However, despite significant legislative and regulatory transformation, Serbia is still very far from using its full potential in this sector. The current state of rural tourism cannot be compared with this type of tourism in European countries with a similar length of development period. The reasons for this are numerous factors on both sides-the supply and the demand side. These are, above all, political, economic, social, legal and regulatory, institutional, organizational and management factor. (Radović et al., 2018).

It is challenging to analyze the development of rural tourism in Serbia due to insufficient information and data on capacities, number of tourists and overnight stay and contribution to tourism and economy in general. Based on the latest data (Table 2) we can conclude that there is no steady growth of rural tourist households.

Table 2: *Rural Tourist Households and facilities in the Republic of Serbia for the period 2014-2018*

Year	Total	Spas	Mountain resorts	Other tourists resorts	Other Resorts
2014	502	-	-	26	476
2015	383	98	92	141	52
2016	583	104	98	331	50
2017	675	104	120	390	61
2018	616	23	155	391	47

Source: *The authors, based on: Statistical Yearbook of the Republic of Serbia, 2015, 2016, 2017, 2018b, 2019.*

According to the Strategy for tourism development (2016), out of total 18 tourism destinations, 15 of them were identified to have rural tourism as the key product: Western Serbia, Kragujevac and Pomoravlje, Upper Danube with Bačkanals, Lower Danube, Arandelovac and Topola, Golija, Novi Pazar and Ivanjica; Divčibare and Valjevo; Niš and Niška Banja, Vlasina, Vranje and Vranjska Banja, Stig and Kučajskeplanine; Banat and Vršac; Staroplanina; Podrinje, Loznica and Banja Koviljača. All identified destinations have a great potential for developing rural tourism by offering different key products like cultural thematic routes, ecotourism, ethno tourism, health tourism, sports tourism, wine and gastronomic routes and other.

By analyzing resources required for the development of rural tourism we can conclude that natural resources are the main factor promising success. There is a great diversity and high attractiveness of natural resources including the pristine nature, clean air and unspoiled landscape. Serbia is also well known by the cultural content including different manifestations and festivals followed by great opportunity for staying in authentic accommodation and experiencing traditional Serbian hospitality. Despite the great natural resources as the most important precondition, rural tourism is still underdeveloped in Serbia.

Based on the latest tourism development strategy one of the main weaknesses is the absence of effective cooperation between ministry departments in the planning and implementation of development programs in the tourism industry, especially in terms of coordination in the development of road and utility infrastructure and rural tourism.

Also, it is necessary to mention that rural tourism in Serbia still lacks adequate human resources that are up to date with the needs of modern rural travelers. Particularly low educational structure of human resources involved in the provision of services in rural tourism can be considered as one of the most important factors that hinder the economic development of rural areas as it is in it reason for the low entrepreneurial potential of rural residents. In support of this statement speaks official statistics according to which 97% of the rural population has not attended additional training programs and 54% have no specific knowledge and skills, as well as the fact that in Serbia there are still no systematic training programs and education of the rural population in the provision of services in rural tourism (Premović, 2016).

Another limiting factor for the development of rural tourism is underdeveloped infrastructure in rural areas. Primarily, there are accommodation facilities followed by communal and transport infrastructure and tourist signalization as well as telecommunications and electricity supply in some remote areas. The most serious identified problems are lack of alternative roads, poor municipal infrastructure, water supply, sewage network, local roads, cycling infrastructure and waste management system.

For the further advancement of main factors for development rural tourism in Serbia, it is necessary to have continuous sources of financing for all mentioned categories. It is necessary to define the method of financing of rural tourism offer in the narrow sense (accommodation and hospitality) and infrastructure, education of rural tourism operators as well as the development of tourist attractions, promotions and sales channels. (Radović et al., 2018).

Sources of financing rural tourism in the Republic of Serbia

Financing is the essential component and precondition for successful development of any economic activity. Investment and financing has an important role to play in the development of sustainable rural tourism in Serbia. The most conventional and popular sources of financing rural tourism in Serbia are:

1. Self-financing
2. Pre-accession funds of the European Union
3. Donations, grants and other international sources of finance
4. Government financing
5. Commercial bank loans

Self-financing is the most popular and frequent way of financing rural tourism in Serbia especially agritourism as a predominant form of rural tourism. This means that house holding or a firm generates capital from its own income instead of acquiring it from external sources such as investors or lenders. There is also a possibility of combining self-financing with other sources like bank loans and government subsidies.

In this case it is important to highlight the causality between the financing the agriculture and rural tourism, especially village tourism since they are complementary economic activities. The idea is that agricultural activity

will provide primary funds for self-financing the development of rural tourism and later can be the other way around.

Self-financing is the simplest way to finance a project without complicated procedures and it will allow the investor to retain full ownership of the business and control over the finance options. But there is also a disadvantage of this model firstly because the entrepreneur is the only one at risk and also because limited resources can obstruct the growth of the venture.

The Republic of Serbia admitted a status of candidate on March 1st, 2013 and won the right to use Pre-accession funds of the European Union. The instrument for Pre-Accession Assistance-IPA is the mechanism created by EU to efficiently deliver aid to the Western Balkans and Turkey.

Currently IPA II program is active for the period of 2014-2020 with funding of 1.539,1 billion euros allocated for Serbia. One of the priority sectors for funding is Agriculture and rural development (IPA, 2020).

Cross-border cooperation program is an instrument of the IPA program for support of cross-border cooperation between candidate countries, potential candidate countries and EU member states. It provides financial assistance in their efforts to encourage political, economic and institutional reform. The main target of this projects are economic cooperation, development of sustainable tourism and agriculture, youth and education. In IPA II period Serbia takes part in eight cross border and transnational cooperation programs with following countries: Hungary, Romania, Bulgaria, Croatia, Bosnia and Herzegovina, Montenegro. Also, the first call for proposals under the Serbia-Northern Macedonia cooperation was presented in July, 2019. Serbia is also a member of Adriatic-Ionian transnational program and Danube transnational program. Since 2004, there have been over 3,500 projects proposals submitted. Over 800 projects, implemented by some 500 Serbian organizations, have received funding. Over e 91 millions have been contracted (Cross Border and Transnational Cooperation in Serbia, 2020).

Many of these projects are focused on development of rural tourism. One of the successful project is "Eco Tamiš" as a result of cross border cooperation with Romania. The main objective of the program was to define and develop new touristic product "Eco Tamiš" by improving the infrastructure, building capacities of stakeholders and promoting new

touristic product. The value of the donation was 827,745 euros and leading partner was Centre for volunteers and nature conservation movement of Pancevo (CSB Romania-Serbia, 2020).

Part of the Instrument for pre-Accession assistance (IPA), designed to support reforms in countries in the process of joining the EU, the instrument for pre-accession assistance for rural development (IPARD) focuses on rural areas and agri-food sectors of those countries. Through this tool, the EU provides the beneficiaries with financial and technical help with the aim of making their agricultural sector and rural areas more sustainable and aligning them with the EU's common agricultural policy.

Financing of rural tourism is implemented via measure 7 "Farm diversification and business development" intended for rural business and farming families seeking to develop non agricultural activities. Far reaching goals of this measure is diversification of economic activities in rural areas followed by creation of new jobs and overall increase in quality of life of rural communities. Incentive funding program for rural tourism development from the EU IPARD program will provide 18 million EUR for the development of rural tourism (IPARD, 2020). Assets from the fund can finance up to 65% of the planned investment. The first call for measure 7 was planned for the end of 2019, and postponed for the beginning of 2020. In the meanwhile, a broad promotional and educational campaign has been organized in order to inform, incline and encourage potential users and help them to apply for funds.

During the past years Serbia received different types and volumes of financial aid for the development of rural tourism mostly in form of donations and grants. The donors were various international development agencies and financial institutions.

The US Agency for International Aid (USAID) invested over 350,000 USD through the economic security program in development of private tourist offer and tourist potential of Prijepolje. The aim of the program was to improve competitiveness of the prospective small and mid-sized enterprises and tourist organizations and to promote it as an attractive tourist destination.

One of the successful examples is Program "Rural and Regional Development Support to Serbia" implemented from 2015 to 2019. Program strived to pilot functional approach to rural-regional development in

targeted regions: Sremski and Macvanski Districts and Kolubarski and Sumadijski Districts. Program was financed by the Swiss Agency for Development and Cooperation – SDC and implemented in close cooperation with the national key partners Ministry of Agriculture and Environmental Protection (MoAEP) and Ministry of Economy (MoE). Overall budget was 3,699,700CHF, out of which 1,620,000CHF is allocated for financing of rural-regional initiatives. (RRDS, 2020). Official strategy of cooperation between Switzerland and Serbia for the period 2018-2021 identifies rural development as one of the main goals.

Donations provided by the Millennium Development Goals Achievement Fund of the Government of the Kingdom of Spain within the UN Joint Program Sustainability in the functioning of Rural Areas. The fund provided four million US dollars for the implementation of the program which began in December 2009 and lasted until the end of 2012. It was implemented in parts of the Central and East Serbia and South Banat region. At national level the goal was to develop a legal framework and policy for development of rural tourism while at the local level aim was to link all stakeholders and align their capacities (UNDP, 2011).

The role of the government is essential and it needs to provide encouraging environment as well as adequate and continuous financial support. Public sector involvement in financing sustainable tourism development is essential to unlock finance, provide incentives and build capacities. Government support for rural tourism in Serbia is realized through non-repayable financing and stimulating macroeconomic policies. The organized financing process went through certain stages and it was allocated through several institutions mainly Ministry of Agriculture, Forestry and Water Management and Ministry of trade, tourism and telecommunications.

The Ministry has the authority and responsibility to manage most of the resources for rural development and rural economy, including rural tourism. Mainly, the reason for this is the causality between the financing the agriculture and rural tourism since they are complementary economic activities. Recognizing the interdependence of these two branches of economy and the need for diversification of rural economy Ministry of Agriculture introduced the support for rural development in the structure of agrarian budget. For this purpose, in 2004 Ministry introduced a budget line and in a next few years supported several projects and investments including those targeting rural tourism.

In 2013 the Government of Republic of Serbia introduced the rulebook for the Incentives for improving rural economic activities through support for non-agricultural activities and this was the new instrument for the development of rural tourism. The rulebook was supplemented in 2019 and incentives included investments in sector of rural tourism like: investment in construction; upgrading, adaptation, investment and ongoing maintenance of infrastructure; procurement of equipment for the provision of catering services in authentic catering establishments or rural tourist households according to regulations governing tourism and catering. Also, incentives include investments in sector of arts and crafts, or domestic crafts like procurement of equipment and tools for performing activities that are considered to be old and artistic crafts (Official Gazette of the Republic of Serbia, 2019b). Incentives are realized on the basis of the competition announced for each year by the Ministry of Agriculture-Directorate for Agrarian Payments. After the two year break the competition was announced again in 2019. Incentives were determined in the amount of 50% of the value of the investment minus the value of value added tax funds or 65% of this value if the investment is performed in an area with difficult working conditions in agriculture. The maximum amount of incentives per beneficiary for investments in the rural tourism sector is RSD 3,000,000 (Official Gazette of the Republic of Serbia, 2019b).

The support from the Ministry of trade, tourism and telecommunications to the development of rural tourism, in addition to favorable loans for which farms can apply offers grants to the local governments. These funds are allocated for the purpose of construction of access roads, land development intended for general recreation in tourist places (pedestrian, training or bicycle paths), erection of tourist signs in tourist areas, as well as construction of communal infrastructure (water supply, sewage, parking lots, etc.). Also, Ministry allocates funds for encouraging the quality of tourism by announcing a public competition and it is implemented through the Development Fund of the Republic of Serbia. Some of the main goals of the competition are: improving the quality of tourist offer and intensifying its use by restoration of rural facilities and their conversion into tourist facilities; construction of tourist infrastructure; harmonization of tourism capacities with the law governing tourism and catering. The share of the loan funds in the project cannot exceed 50% of the total project value. Credit can be used to finance working capital. The loan repayment period is 72 months after the grace period of 12 months. The minimum amount of credit granted to farms, entrepreneurs and micro-legal entities is

RSD 500,000 and for the other companies it is RSD 2,000,000 (Official Gazette, 2019a).

Provincial Secretariat for Economy and Tourism of autonomous province of Vojvodina allocates grants to economic entities to co-finance projects of the national interest for the development of tourist potential and tourist offer of Vojvodina. The funds are intended for: Improving the level of quality and capacity of tourism infrastructure, services and additional tourist content, improving the quality of services and capacity of hospitality facilities.

Long-term loans for the development of rural tourism subsidies for the holders of a commercial family agriculture household in 2018-2019 was from 300,000 to 10,000,000 dinars with 1-4% annual interest rate, 7 years repayment period and 2 years grace period (The Official Gazette of the Autonomous Province of Vojvodina, 2018)

Although sometimes inevitable, commercial bank loans are another available but not very popular source of financing rural tourism in Serbia. Interest rates, long and costly application process and collateral requirements of the banks providing loan can be very discouraging for the borrower.

Other possible sources of financing

Current sources and the quantity of funds for the development of rural tourism are neither adequate nor sufficient for Serbia to reach its potential in this tourism branch. It is necessary to explore, introduce and further develop other sources and modalities of finance and based on the available literature (Njegomir et al., 2017; Radović et al., 2018) there are many options.

Business angels are investors who place their capital in new businesses/start-ups and in that way help the entrepreneurs who are not able to provide funds in different way. These investors can also help with professional expertise and adequate contacts that can propel certain business or project in exchange for co-ownership. This modality of financing is not yet fully developed in Serbia and rural tourism can be very interesting economic activity for this type of investors both national and international.

Microcredits are another source that gave excellent results in developing rural tourism in many countries. The main goal of microcredit is to associate social and economic objectives and help new entrepreneurs who cannot access to the traditional banking system. Microcredits can enable borrowers who lack collateral, permanent employment or a credit history to proceed with their business venture. Microcredit organization usually gives very small loan and provides follow up with a client often followed by education and consulting services.

Financial Securities are another possible way for financing rural tourism. Serbian financial system is bank-oriented system with more than 92% of financial assets concentrated in commercial banks. Thus, development of financial markets, especially stock exchanges, is on the low level of implementing basic functions of transferring, allocation and optimal price determination of borrowing. One of the fundamental problems is very low liquidity, lack of qualitative stocks and bonds and insufficient role of institutional investors (Stakić et al., 2016). Considering one of its strategic views related to capital markets' development (part of the Chapter 4 of EU Accession Negotiation), Serbia has to adequately consider issuance of various types of financial securities which will serve as a necessary financing source for rural tourism. Municipalities with rural tourism prospects should use the macroeconomic environment of ultra-low interest rates to bolster the financial market development. This can be achieved by issuing municipal bonds, with tax-exempt status, in order to attract the capital needed for local investments, primarily in the communal and touristic infrastructure. Furthermore, companies with solid financial performance and credible credit history might be given the incentives to issue corporate bonds, as a replacement for traditional banking loans. In that way, investors will directly align their interest with the development of rural tourism in their regions and, at the same time, they can earn higher yields than placing their surplus in time deposits.

Tourism is growing industry that needs to adjust to new technological trends not only in tourist offer but also in ways of funding. Having in mind that rural tourism is not sufficiently supported with previously mentioned financing schemes there is a growing need for more innovative and efficient financing strategies.

Joint ventures between Communities and Tourism Investors are getting more and more popular all over the world. A joint venture is a business entity created by two or more parties characterized by shared ownership,

shared returns and risks and shared governance. Joint venture between a community and tourism investor it is a business arrangement between a private company and rural community for commercial utilization of an area's natural resources like land or culture. This is an emerging trend in tourism where partners can achieve synergy and better use of resources. Venture capital can also include managerial and technical expertise which can be excellent solution for the gap in demand for adequate human resources for rural tourism in Serbia.

Equity/Reward based Crowdfunding gives an opportunity to investors from the "crowd" or investing community to invest in a project or a household in exchange for shares. Sometimes a part of service, or a hole service (free holiday, discounts) can be offered in exchange for investment and in this case we are talking about Rewards-Based Crowdfunding. This new and modern method is generally facilitated online by the intermediary and it allows user to collect funds from many investors while diminishing transaction costs in a shorter time than bank loans.

Peer to peer lending is a form of debt crowdfunding also known as crowd lending. It matches people who want loans with people who are potentially willing to fund those loans. Borrowers list the details of their request like the needed amount and the intended use on a peer to peer lending website. Lenders browse the website to decide which loans to invest in.

According to OECD (2017) although not yet much used in tourism these models offer considerable potential as a source of capital for rural tourism. This innovative finance techniques creates a network of investors and spreads the financial risk. These approaches are also serving the double purpose of providing finance and supporting local development: people invest in project they care about and help local businesses to create jobs.

Conclusion

Rural areas in Serbia are facing major challenges in overcoming a problem of decline in agricultural activities, poor diversification of economic activities, unemployment, devastated infrastructure and many more. Rural tourism has been identified as one of the main drivers for the development of rural areas and social wellbeing of local communities. Although it has gone through several stages of development and has the great potential, rural tourism in Serbia is still undeveloped. The main limitations for further development are inadequate human resources

involved in rural tourism, devastated infrastructure and the lack of financial resources. Based on the analyzed data there are several sources of financing that entrepreneurs or local governments can use to improve tourist offer but mostly used is still self-financing. The reason for this is inadequate offer of favorable financial sources for this sector, lack of continuity in government financial support and insufficient quantity of funds.

There is a great opportunity in long expected IPARD funds for the development of rural tourism through measure 7 but it is not permanent solution. Serbia needs a systematic approach to this sector followed by a financial support and capacity building. New and alternative ways of financing need to be explored by the government and empowered by legislative in order to further support development of rural tourism. All of the mentioned sources of financing have been giving very good results in many countries especially in rural tourism. Having in mind that Serbia is doing great efforts to modernize the financial sector good results and more financial options for rural tourism development are expected in the near future.

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