

TOURISTIFICATION AS ONE OF THE WAYS OF RURAL TOURISM DEVELOPMENT

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Abstract

The problem of tourism development is seen as a problem of choice, first of all goals, then actions that will be taken to achieve those goals and finally the instruments of action on the behavior of participants. Every social choice depends on the criteria of those social groups that are in a position to choose. The selection criteria are not static. Therefore, the tourism development strategy should be viewed as a method of selecting optimal development paths according to the given selection criteria - usefulness and efficiency. Because of that, it should always be borne in mind that the development strategy consists of procedures, methods and ways of realizing the established concept and the production orientations harmonized with it.

Key Words: *tourism, tourism development, tourism potentials*

JEL classification: *A1*

Introduction

Tourism, as an integral part of economic and overall social development, differs greatly from industry and manufacturing in general. These differences stem from the fact that productive activities generate development by producing new values, and tourism primarily encourages development by consuming those values. Modern economies are service economies, and the development constraints of developed economies spring from the sphere of consumption, not production. From these facts, tourism performs developmental functions. Also, it bases its development functions on the complex interdependence of tourism consumption and numerous manufacturing sectors. Therefore, tourism cannot be observed

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and managed by tourism, if it is conventionally defined as a certain branch, within the national classification of activities.

Economic development strategy as a framework for touristification

Regardless of the level of development, it is necessary for each country to define the goals of economic development, methods and instruments that would achieve the set goals, but also the time needed to achieve them. The more stable and organized the state, the easier it will be to achieve the goals. Of course, the effect of international circumstances, which have a significant impact in the era of general connections between countries, should not be ruled out. All these problems must be defined by the economic development strategy. There are many definitions of economic development strategy, but it can be deduced that it is a set of methods by which the basic development goals are achieved. It traces the basic directions of the desired economic flows in a country. The strategy should identify three elements: comparative advantages of the country which are the starting point of development (what is there or what can be created, and what other countries can do); basic strategic goals (what one wants to achieve or what one strives for) and the ways in which one can most easily reach strategic goals from comparative advantages (Arandelović & Gligorijević, 2008).

In such business conditions that have ruled the world for some time, even in Serbia, the question arises whether it is possible to do and, more importantly, implement an authentic strategy of economic development. Authenticity here refers to those to whom this strategy will benefit, not to be imposed. In this sense, it is necessary that each country (large or small, developed or underdeveloped, capitalist or socialist) have a strategy of its economic development for at least a period of five to ten years. In this way, the comparative advantages of a country can be best used (geographical position, structure and qualification of human resources, volume of accumulation, entrepreneurial - innovative spirit, developed service sector, etc.). In the process of creating its own strategy of economic development, each country encounters certain limitations that can be: internal - the social system itself, the structure of society and the economy, etc. And external - positive or negative impulses that come from outside the borders of a particular country (Arandelović & Gligorijević, 2008).

A very important moment in the conception of economic development is time, which at the same time means that it is a necessary element in formulating the content of the strategy itself. Taking a reasonable time interval helps to overcome existing development constraints in the best possible way. Because of that, the extension of the time horizon diminishes the precision and detail in the study and monitoring of key development issues. The time period for which the strategy is conceived is determined on the basis of key macroeconomic goals that can and must be precisely timed. So, the strategy is to turn certain choices in economic development into time-dimensioned actions. It should be said that once adopted, the strategy is not a dogma and represents a dynamic category (Gligorijević, 2008). This is because it contains elements that are flexible and very changeable and it is a document that contains several possible alternatives in order to reach the basic strategic goals. These alternatives are also called development scenarios. A strategy usually has two scenarios. One that has more optimism in it which means that strategic goals can be reached with a minimum of limitations. Therefore, a higher level of quality of economic growth and development is expected. In the pessimistic scenario, the situation is reversed.

The fact that the strategy of economic development is a document of first-class importance is supported by the fact that it is decided by the highest state bodies. The adopted strategy in the parliament becomes an official document of the highest rank, the implementation of which begins immediately. Thus, the state holds in its hands the formulation and implementation of the development strategy, as well as the monitoring mechanisms for the control of the realization of certain tasks contained in the adopted strategy.

Thus, the national strategy of economic development of Serbia is a development document that consistently defines the basic development priorities of the country (Stefanović, 2017). The main points of reference from which it starts, some of which may be valid even after this time interval are: numerous material and systemic limitations in the economy; there must be strong state institutions and the rule of law; raising the competitiveness of the economy; implement and complete the privatization process in an optimal way; more efficient operation of market economy institutions; respect for knowledge as a long-term competitive advantage, etc.

This shows that the key or basic strategic goal of Serbia is the dynamic and sustainable development and increase of the living standard of the population. This basic strategic goal can be achieved through a series of specific or partial goals. The most important are: dynamic economic growth, stable and efficient market system, reduction of unemployment, completed transition process, increase of competitiveness, increase and restructuring of exports, higher efficiency of human resources, etc (Vujić, 2004). And in order to achieve this in an optimal way, certain actions must be carried out, and since they are mostly carried out by the state, then they are called policies. At the same time, three policies are fundamental: monetary, fiscal and income policy. All these efforts should lead to faster adjustment to European standards of business and integration into the European Union, which is one of the key strategic goals of Serbia.

Touristification strategy

The management of companies, industries and the entire national economy implies optimal development solutions called strategies. They can be developed at all management levels, and can be focused on the use of certain potentials (finance, human resources, natural resources, etc.), but also on the development of certain areas (mountains, spas, etc.) or activities (tourism, agriculture, education, etc.). In that sense, it is very difficult to talk about the management of a tourist complex without the existence of a tourism development strategy, since it is complex by itself, and necessarily corresponds to other activities. The Tourism Development Strategy valorizes: national and international environment of importance for tourism; ways and means to achieve efficient use of resources; instruments for the realization of the set goals which would make the management of the tourist complex more successful, and the possibilities of tourism to contribute to the overall development (Stefanović & Azemović, 2012).

Therefore, the tourism management strategy is defined as a program or set of coherent actions aimed at adapting the tourist complex to environmental conditions and criteria for efficient use of development resources, with the aim that tourism development makes an optimal contribution to national development goals (Stefanović & Azemović, 2012). The strategy is achieved by taking appropriate actions, ie. certain tactics. In this case, the concept of tourism development and the behavior of actors in the environment are crucial. The assumptions of a strategic approach to tourism development are based on a professional and scientific basis which

provides answers about the factors of influence and limitations, the behavior of development actors and the laws of functioning of the tourist complex (Medojevic & Punisic, 2011).

It can be concluded that the strategy of tourism development is not projecting the future, but examining the possibilities and evaluating the selection criteria of those who make development decisions. Choice, in itself, necessarily generates some social conflicts and causes other consequences. Therefore, a strategic approach to tourism development means measuring, managing and evaluating the results (consequences) of different choices. The development of a tourism development strategy takes place through several interrelated and conditioned phases.

The first phase. Before starting to define the strategy, it is necessary to know the concept of development in general, but also tourism in particular. This means that it is necessary to know the behavior of all actors in the development process, as well as the functioning of the economic system, i.e. defining the assumptions that are used in shaping the strategy of tourism development.

Second phase. Based on the knowledge about the behavior of development actors and the defined initial state, an analysis of the impact of all relevant entities and actions on the development process is performed. On this occasion, the possible consequences of different development scenarios for achieving the strategic goals of tourism should also be considered.

The third phase of the development of the tourism development strategy contains a number of goals that can be realistically achieved, as well as instruments and paths that lead to the optimal realization of the strategy. Of course, the issue of selection criteria should be especially relevant here.

The tourism development strategy, although adopted and drafted as a document that directs the development of a specific area, is only one of the strategies developed to manage the entire social system (Jovičić, 2002). That is why it must fully correspond to the goals of social and economic development. Because of that, the tourism development strategy is a guiding document, both for economic entities and for development policy. There is not a single area of economic and general social life whose development cannot be directly or indirectly linked to the development of tourism. This is a special challenge in defining a national tourism development strategy. Of course, it should always be borne in mind that the

strategy is not a management document of formal content and structure, but a document in which the intentions of the appropriate management structure are synthesized and confronted with the objective possibilities and laws of social and economic development.

The goals that have a general significance in the tourism development strategy set the basic principles and framework in which the development of tourism will be directed. In that sense, the tourism development strategy should set the following general goals: growth of the social product through economic efficiency (qualitative sources of growth) and through additional engagement of factors (quantitative sources) in activities that produce tourist services, and valorization and preservation of natural and development resources.

These goals in the tourism development strategy have a general character, because they are set at the level of the national economic structure and are aimed at raising the efficiency of the economic process, regardless of where the development takes place. Therefore, the tourism development strategy sets goals and takes actions aimed at changing certain economic categories such as: production, investments, personal consumption and its structure, balance of payments, employment, etc. This changes not only economic categories, but also the relations and connections between them. The tourism development strategy does not elaborate the instruments of development policy, but investigates the relations between individual instruments and economic categories (Milisavljević, 2003). Because of this, the task of strategy as a management instrument is to find the most efficient ways, but also the means to the desired goal. In other words, development policy uses many different instruments, so the strategy determines which of the individual types of instruments can best encourage actions with which strategic goals are effectively achieved. These instruments can be analyzed at three levels.

First level. Instruments of institutional significance are those that shape relations between categories such as ownership relations, value system, management system, market and other institutions and their impact on development, general business conditions, etc.

Second level. Instruments for using the resource basis of development in the broadest sense of the word, which include instruments for the allocation of production factors, instruments for direct control and protection, etc. These instruments operate in accordance with the principle of rational use

of resources, which in tourism practice is measured by the relationship between the use of development resources and the achieved development goals. From the resource-goal relationship, the measures of efficiency of resource use, and thus the efficiency of achieving development goals, are derived in the economic analysis. Efficiency of development is achieved when the set goals are achieved with the least amount of resources, and the efficiency of development is achieved by achieving the goal itself, regardless of the victims.

Third level. Instruments of action to achieve the functions of the goal of the subjects of consumption and production of tourist services and they have the importance of management parameters. Therefore, they act on the subjects of consumption in order to force them to the optimal combination of factors of production, which leads to the formation of the category of costs, income, accumulation, financing of development and the like. But, at the same time, they act on the subjects of consumption (tourists), shaping their functions of personal and tourist consumption.

Finally, for a strategy to be an instrument of tourism management, it must answer several key development questions, such as: which assumptions are made by those who want to define strategic changes (government, line ministry, specialized agencies, etc.); the need for development policy makers to have not only a precise assessment of the initial situation, but also a vision of development based on the concept of tourism development; the goals of change must reflect the interests of both the creators and implementers of the strategy, and the paths of development show how the set goals will be reached (Stefanović & Azemović, 2011).

Choice of touristification strategy

The tourism development strategy should be observed as a method of choosing optimal development paths towards given selection criteria - usefulness and efficiency (Dragulanescu & Drutu, 2012). The success of a tourism development strategy depends on knowing the criteria by which development actors make a choice of actions. And the behavior of economic entities, development priorities and expected development effects undoubtedly have the strongest influence on the formation of selection criteria. Economic entities that influence the formation of criteria are: producers of tourist services and goods; visitors or consumers of tourist

services; the state and its institutions at different levels of interest, and the population (Milenković, 1999).

Factors influencing the strategy selection criteria related to development priorities are a direct consequence of each country being able to compete best in the international division of labor. Precisely because of that, many countries give priority to the tourism economy within the framework of development policy. Thus, they usually expect alleviation of the problems of employment, exports, development of less developed areas, etc. Factors that shape the criteria for choosing the strategy come down to a common concept - the expected development effects. (Vuković, 2006).

Tourist resources are not spent in the process of producing a tourist product, but are being developed. A tourist product becomes commercially ready only with the participation of two or more companies. In that way, strategic management of tourist resources gives results at the national, regional, local, but also international level. Regardless of the level of strategic management, it must relate to three segments, which are: basic costs of tourist resources; environmental costs incurred by other, but also tourism companies themselves and must not exceed 5% of the total investment of tourism companies or 1.4 - 1.8% share in national income if it is a national strategy, and the costs of external economy are the result of inadequate use of tourist resources (Stefanović & Azemović, 2012).

Strategic management in tourism should, above all, unite the process of planning tourist resources, as well as make decisions on their use. Of course, it is assumed that only it can establish optimal organization and control over the execution of set goals. At the same time, the strategic management of tourist resources should start from the condition of resources, and from the condition of tourist companies' funds as well (Ceken, 2014).

Strategic management of tourism resources must fit the tourism product of each country in all the requirements of the domestic and especially foreign tourism market (Vujić, 2004). In doing so, there must be adequate use, development and preservation of all relevant resource elements, both in total and for individual tourist destinations. Therefore, strategic management synchronization at all spatial and organizational levels must be taken into account. And that requires educated and managerial and executive human potential. It must always be borne in mind that strategic management of tourism resources implies modern management

knowledge, skills and modern decision-making technology. It is a very complex activity composed of several sub-activities such as: forecasting - the process of making various forecasts about future development; diagnostics - current condition picture; the process of making a plan as a central link of strategic management, and making or choosing strategic decisions (Schwaninger, 2010).

The formulation of a strategy for the management of tourist resources is possible by applying the product portfolio model and has the following phases: analysis of market attractiveness; analysis of relevant competitive advantages; analysis of the company's current portfolio; setting strategic goals; development of alternative strategies for achieving goals; evaluation of strategies and decision analysis, and formulation of strategic target portfolios, selection of strategies and resource allocation.

Both strategic thinking and strategic planning are important for the strategic management of tourism resources. The purpose of strategic thinking is to discover new strategies that will redefine the rules of the competitive game and see the future significantly differently from the present. The purpose of strategic planning is to operationalize strategies created by strategic thinking. What is the natural basis of tourism development? This question will be answered differently by geographers, economists, sociologists, spatial planners or some other profession. For economists, a natural resource is what is able to produce useful goods and services for a person. If these goods or services can meet the needs of tourism then these resources represent the natural basis of tourism development. The use of resources depends on the production conditions and the ability of the economy to be able to use it, and not on its physical properties. This means that natural resources are a factor of production and have their own cost of use. However, the usual division of natural resources is into: public and private goods. Public goods are those that serve the entire community, they are indivisible and directed towards each individual, regardless of whether they want to buy and use them. Many services of state institutions have the significance of public goods. Private goods refer to an individual, and the benefits and harms of goods or services are always related to a specific natural or legal person. For the analysis of the natural resources function in the process of the tourism development, a division that emphasizes their economic contribution in the production process and formation of the tourist services value is more appropriate (Keane, 2014).

Each of the groups of natural resources participates in a specific way in defining the comprehensive concept of the natural tourist factor. Some goods participate as free natural goods, because their supply is not limited, so they can satisfy any demand. Others, on the other hand, participate as limited natural goods that are offered to the development process in limited quantities, so the increase in demand for such goods increases their price. There is also a difference in the way in which natural goods reflect the external influences of different production resources. Free natural resources are the most important for tourism development. The crucial importance of entrepreneurship has been noticed by many authors. The essence of entrepreneurial behavior is the ability to combine all the influences (factors) on development, i.e. to achieve maximum performance, whether it is production or services. The key question, both theoretical and practical, is how to determine the amount of entrepreneurial input and measure its contribution to a product or growth. So, the entrepreneur is the one who decides on how to direct capital, i.e. what to produce, what technology, i.e. in what company, at what location, how to manage the company and how to finance the investment. It is all a combination of production factors (Stefanović & Azemović, 2011).

Entrepreneurship cannot be quantified and valued, nor can it be bought or borrowed. It, therefore, shapes the most productive combinations of other factors. The entrepreneur decides, chooses according to the economic as well as their own selection criteria, respecting the fact that there is no homogeneity of production factors (Stefanović & Azemović, 2011). In doing so, the point is to engage factors whose price is lower than their productivity. Only in that case is it possible to realize an income that is above the price, i.e. costs, which is the contribution of entrepreneurship. Innovative work creates new technology, improves the properties of products and services, creates a new organization, management and control systems, finds new market opportunities for both new and existing products and the like. In a word, it opens up new possibilities for development. If a favorable innovative climate is created in the company, it is possible that all employees, to a greater or lesser extent, participate in innovative work. Most often, innovative work is reflected in the form of new, more productive technology, in better organization and management, more efficient market research. The state is also an active participant in efficient entrepreneurship, so it must pursue macroeconomic policy which encourage entrepreneurs to make long-term investments (Knowd, 2013).

Tourism economy - the essence of touristification

Modern economies are economies of service, and the developmental constraints of strong economies come from the sphere of consumption, not production (Pesonen & Komppula, 2012). With a sufficient fund of free time, a certain level of quality of life and material resources, people are motivated to travel. The moment when they decide where and in what way they will travel, it is necessary to have the means to travel and the facilities where they will stay when they arrive at the tourist destination of their travel destination. It is not enough to provide them with only a place for accommodation and food, but they need much more, that is: entertainment facilities, services, security services, etc. The operator (immediate executor) who sees things in the short run believes that the business starts when the customer enters the front door. The manager realizes that there is a huge world in front of the front door called travel and tourism, which provides the scope of work that someone is interested in. By understanding what travel and tourism require on the part of the one who runs the business and who relies on the visitor to be in a better position, they take a role in advance in securing that after for themselves (Stefanović & Azemović, 2012).

International tourist connections are an integral part of the general process of internationalization of world economic connections. In the conditions of scientific and technical revolution, continuation of development of international economic integration, further deepening of international division of labor, growth of cultural, scientific, sports and other interstate contacts, aspiration of people for contacts using experience of other countries in creation of material and other values, finds its reflection in strengthening travel. Therefore, in recent years, the tourist economy has been developing steadily in many countries, which has a huge material base and which provides employment for millions of people and which interacts with almost all industries.

Tourist economy that realizes the production of services in tourism - it is an economic complex that includes passenger transport (air, water, land and rail) with its extensive network of technical services, as well as a wide range of services that tourists need during their trip. In order for the tourist activity of people to bring economic results at three different levels: global (national level or the country as a whole), framework (regional level) and

functional (local or tourist place, locality, a complex), the following services should be incorporated into the tourist activity:

Accommodation of tourists (hotels, motels, campsites, boarding houses, sanatoriums, tourist bases). Tourists can be accommodated in private apartments, houses rented from the local population, tents, houses - trailers, on boats, trains, yachts, etc. ; Food supply services for tourists (restaurants, cafes - restaurants, vending machines, cafes, bars, taverns, etc.); Relocation services for tourists in the country they visit and in other countries by different types of passenger transport (trains, ships, sea and river charter lines, buses). The development of transport has made it much more accessible for tourists to travel to distant destinations, both in terms of forms of funds and time. The choice of means of transport depends on the geographical position of the country being visited, its distance from the country of exit and is conditioned by the social position of the tourists. The role of advertising in the sphere of tourism is very large, although it shows a direct impact on the character and dimensions of demand. It is advertising that determines the level of information of the population about the market offer and tourist resources of this or that territory. The problem of increasing the influence of tourist advertising is one of the current contemporary problems in the whole world. Services for meeting the cultural needs of tourists (visits to theaters, cinemas, museums, galleries), tours of attractive natural and historical sites, and visits to sports competitions and other institutions that present various sights and cultural values; services for satisfying business and scientific interests of tourists (participation in congresses, scientific conferences, symposia, conferences, seminars, fairs and exhibitions); services of trade companies, both general and special purposes (sale of souvenirs, postcards, slides, etc.); services of control-administrative bodies (border, currency, quarantine, police services, as well as bodies that provide document formulation services - passports, visas, etc.); media services (newspapers, magazines, literary publications); services of state tourist authorities, etc. (Stefanović, 2017).

When assessing the development of the tourist economy, the following is important: first, determining and identifying the ownership relationship at the disposal and use of tourist resources, the impact of the public, private and mixed sectors on its development; second, the systematization of the model of development and growth on the basis of collected and purified information, in order to achieve the optimal relationship between the existing and desired level of development of the tourism industry; third, identification, systematization and ranking of relevant information on the

economic possibilities of efficient use of tourist resources, in order to optimally achieve all the tasks of the planned tourism development; fourth, the distribution of the basic elements of tourism development by spatial units, which are most suitable for the development and deployment of the tourism economy, should be so arranged and verified in order to achieve integrated tourism development throughout the national territory; fifth, determining the basic principles of tourism development and their effect on the use of all available tourist resources; sixth, the creation of such a concept of tourism development that must include elements of progressive growth (Stefanović & Azemović, 2011).

The development of a large-scale tourism project includes the private and state (public) sectors. Public sector coverage is important for two reasons. First, due to the discrepancy between the amount of required investments and the expected income, it is unlikely that the main projects will be able, initially, to finance themselves in the private sector and second, the profits made in tourism cannot cover the volume of public sector investment. The public sector is most often involved in drafting the master plan, providing land, marketing the development project to potential stakeholders, developing and determining the infrastructure, and monitoring the development of the private sector. The private sector conducts analyzes of the economic possibilities of specific projects and plans, builds and cooperates with projects that are assessed as financially favorable. The development process begins with the analysis of the potential market, planning and consideration of socio - economic and legislative conditions of business. Areas ready for development are selected first. Basic principles, goals and standards are developed and prepared for the master plans of the whole area. The impact of the environment is assessed together with the overall development costs. From the above, a preliminary assessment of economic opportunities can be made. If the project is favorably evaluated, a multi-annual plan is prepared based on detailed financial and economic analyzes. Marketing and administrative plans are prepared to help selected projects. One of the initial preconditions for the optimal development of tourism is considered to be a good and long-term analysis of the existing and potential market for the placement of tourist resources. The purpose of market analysis is to provide an assessment of long-term tourist flows to the destination. This is done by examining the tourist resources of the area, which is compared with specific areas of existing and potential tourist requirements.

Trends in the growth and development of tourism also condition the new philosophy of future treatment of tourism. Different trends and new forms of tourist demand were the reason that tourism was viewed as: an industry resource, i.e. the adaptation of available natural and anthropogenic resource values needs of growing demand for preserved spaces. This is how the concept of social value and economic price of these activities was created, which are very high in developed tourist countries. This opens the need for new, cheaper, tourist unexplored resources, which will achieve a higher price faster through valorization in tourism, than if they were used for other industries. The tourism industry, as the highest degree of economic valorization of tourism, is based on knowledge, creativity, desires and adequate opportunities to meet three basic goals of growth and development of tourism: global or the goal of a country's national economy is to make tourism one of the leading economic activities and its development with the inflow of foreign funds and the factor of balancing commodity-cash flows in general; the second goal assumes the tourist development of certain areas with the most complex structure of tourist resources, as well as their rapid transition from undeveloped to developed, and finally, the third goal is to move the local population of small rounded units to their reorientation from unprofitable activities to profitable services (Stefanović & Azemović, 2012).

A new way of distributing working time, which is increasing with the increasing progress of technique and technology, conditions the multi-purpose creation of tourist demand. Thus, free time can be used for tourist trips for rest, entertainment, acquisition of knowledge and prestige. On the other hand, the same free time can be a segment of business tourism, which brings double profits - both to tourists and those who serve them. Finally, free time can be used as a direct tourist activity in additional tourist activities. Structural changes in tourism are a complex process that requires knowledge of all inputs of tourism development. However, in the tourism literature there are considerations about the different consequences of unplanned growth. These consequences have been addressed through the characteristics of different groups of tourist consumers. The allocentric group is viewed in this way as they affect the growth and development of tourism. They believe that every tourist destination has one life cycle curve, along which they go through the process of appearing in different market segments. Allocentrics are confident, frequent passengers, who prefer to fly. They also prefer destinations that are uncrowded and where they are looking for experiences that are unusual. They are more interested in

meeting people and exploring new cultures. They are similar to innovative people, who are the first to buy a new product, precisely because it is new.

The group of mediocentrics, or those with optimal requirements for tourist destinations, is practically the most developed tourist group and with the most constructed consumer mentality. Allocentrics are moving to discover new destinations. Those who come after them show the characteristics of mediocentrics. However, there are more and more mediocentrics in the population that are close to allocentrics. Most Europeans fall into this category. From the point of view of this group, the tourist destination goes through several phases, which is known in marketing as the "production cycle curve". This means that each market-oriented tourist place has its own period of growth and development. In this way, destinations must, from the beginning of the penetration of tourism, take into account possible destructive movements. The next group of potential tourists consists of the so-called psychocentrics with erratic and insecure desires and habits, so the offer must be adjusted on a case-by-case basis. Psychocentrics are insecure and have a low socio-economic status. They do not like to travel by plane much, prefer to travel by car and usually look for a close friend in the destinations they choose. They prefer round trips and the types of restaurants they are used to at home. As more development takes place, the destination begins to be similar to the area in which the tourist lives. The rate and degree of development seem to be a destination, even to that group of tourists called medocentrics, those who have the greatest tourist desires, like it. (Stefanović & Azemović, 2012).

Structural changes in the tourism industry are taking place in several phases. The first phase is to consider the tourist needs of a particular destination. There are several reasons why a destination decides to develop tourism. This can contribute to the development of all other activities, provide an increase in income, help stabilize the negative trends of the population, or improve the standard (quality) of life of the local population. The assessment of regional potentials should include the identification of regional tourist resources and their quality. Factors such as: man-made resources (rooms, restaurants, etc.), natural resources (rivers, lakes, mountains, beaches, historic sites), infrastructure (roads, airports, etc.) and so-called general resources (human, cultural, technological, etc.). The second phase involves involving community support. Successful long-term development of a tourist destination requires the support of people both inside and outside of it. It is very important to take into account the needs of the population. Often the negative effects of tourism - noise, rising prices

and the like are more visible than the benefits. Assessing community support should serve to identify problems in a timely manner. The third phase of structural changes in tourism is the harmonization of the development of a potential destination with the legal regulations of the state. Laws can make development easy, as is the case with permits, or slow it down, as is the case with prohibitions. Laws and other regulations at the tourist destination should be well known. The fourth phase implies hierarchical harmonization of individual activities in order to provide a faster and more productive development of tourism. The development of a tourist destination requires many activities of different intensity, some of which take place at the same time, some that last or follow others. They can be short-term or long-term. Long-term activities are those that take place over a longer period of time, while short-term activities include operations over a period of up to one year. Short-term changes tend to maximize productivity based on existing opportunities. Fifth, as a component of structural changes, the knowledge and experience of those who are engaged in tourism should be considered. Their goal is not to do any job, but one that satisfies the goal function of overall development. The efficiency and effectiveness of tourism development on a profitable basis means that the management of tourism resources implies the flexibility of structural changes. They are a constantly open system, with an influx of new, better ideas and information, with constant refinement and finding more efficient and fruitful solutions.

Instead of the conclusion

Tourism is related to special interests and includes several types of tourism for which there is a corresponding demand and which show constant growth, with the expected tendency of even faster growth. The development of rural tourism, in an unpolluted natural environment, with a pronounced individualization of tourist demand and its significant focus on non-standard tourist products shaped by tourism of special interests or selective forms of tourism is one of the bases for applying such a concept of tourism development. Rural tourism is a significant component of sustainable tourism development and rural revitalization. The special importance of rural tourism is reflected in encouraging the development of local markets for agricultural and non-agricultural activities in the countryside, greater employment of local people, as well as the involvement of local people in tourism trends and raising their awareness of social, economic, cultural and other importance of rural tourism. Rural tourism includes not only tourism in rural households, but also certain

vacations in nature, trips to rural areas, visits to events, festivals and the like. Tourists are usually most attracted to those rural areas where agriculture is a marginal activity and which are sparsely populated.

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