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В сборнике опубликованы статьи, в которых рассматриваются проблемы развития отрасли туризма и сервиса, а их также влияние на смежные отрасли. В сборник вошли результаты научных исследований и практических разработок исследователей, аспирантов и студентов из вузов России, Румынии, Сербии, Венгрии, Литвы, Польши.

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Faculty of Social and Cultural Service and Tourism

**SUSTAINABLE DEVELOPMENT OF TOURISM
MARKET: INTERNATIONAL PRACTICES
AND RUSSIAN EXPERIENCE**

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У79 Sustainable development of tourism market: international practices and Russian experience : book of proceedings of VI International scientific-practical conference. – Stavropol : SEQUOIA, 2018. – 136 c.

The book of proceedings includes the papers concerned with the problems of tourist and service industry and their influence on the related sectors. The book includes results of researches and practical investigations of authors from Russia, Romania, Republic of Serbia, Hungary, Lithuania, Poland.

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THE ANALYSIS OF MAIN ELEMENTS OF MARKETING MIX IN SERBIAN AGRITOURISM

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Abstract: this paper deals with the core elements of the marketing mix in Serbian agritourism: product, price, promotion and distribution. In order to achieve profitability and sustainability of agritourist products, it is necessary to carry out several activities such as market research and segmentation, purchase as an additional source of income, classification and labeling as quality guarantee. The price as the most important element depends on the attractiveness of the product and its quality. Additionally, external factors on the tourism market (e.g. entire rural area) as well as internal factors (e.g. farm-stay accommodation) at the local level should be taken into account. On the other hand, promotion has an important role when introducing a product on the market. The major forms of promotion are: advertising with graphic, audio-visual and other means (brochures, souvenirs, Internet pages, stock exchange participation etc.), public relations (contact with market participants) and sales promotion oriented towards sales markets in order to improve business. Besides these forms of promotion, the personal selling, publicity, oral advertising and sponsorship are also pointed out. Finally, distribution channels allow the placement of products to end consumers. In this sense, the role of tourist agencies is to unify the offer of Serbian agritourism. Bearing in mind all the above, we can conclude that marketing may influence market positioning of a product. Therefore, in the future we should work on removing the marketing barriers that Serbian agritourism encounters.

Key words: 4Ps, farm-stay tourism, rural setting, Serbia.

Introduction

Well-planned marketing activities represent the compulsory practice in the agritourism of many countries. According to Kotler et al. (2007), the goal of marketing is the establishment of a well-developed and recognizable product or service, and from the standpoint of agritourism, it can be a wide range of the tourist offer in agritourist units. Every marketing strategy starts with four basic elements of the marketing mix: product, selling price, promotion and distribution. Nowadays, an extended marketing mix is generally used, typically comprising 8Ps (Li et al., 2015), made up of the original 4Ps extended by process, people, physical

evidence and performance. Nevertheless, in this study only four traditional elements will be presented in the case of agritourism development in Serbia.

Results and Discussion

The product in the agritourism of Serbia represents a unity of the offer of a farm stay accommodation and self-service beds in a rural area, so that they can comprise all the products and service offer, which are provided to the visitors during their stay. It includes the accommodation, food, drinks and beverages, events, but also the specific forms of tourist services, such as the tour around the narrower and broader surrounding, the organization of professional lectures, creative workshops etc. On the other hand, in order to use the full potential of agritourist products and to create the economic profitability and sustainability, it is necessary to take certain business actions: market research is compulsory for the development of agritourist products of Serbia, so that product was under the dominant influence of the demand (and not the product itself), which primarily mean the following and recognition of preferences and market trends; based on the information, and bearing in mind the available resources, the product of agritourism of Serbia can develop progressively; market segmentation primarily demands the definition of the goal market segments which would be the basis for the positioning of an agritourist product; it means that it is necessary to recognize different categories of potential consumers on the main markets (for instance, families, pensioners, young people, active tourists, tourists with special interests etc.); it starts from the presumption that each of these segments demands the definition of different agritourist products; on the other hand, on the foreign market, they will have to meet much stricter individual demands of every consumer; quality of agritourism of Serbia has to be developed to the highest standard in order to satisfy the consumers' demands and to encourage them to come again, which is important for the insurance of a long-standing sustainability; marking, i.e. labeling, can be used as one of the quality guarantees; purchase is of a vital importance for every host, so local products and services, such as wine, fruit, vegetables, meat, milk, handicraft products, services of tour guiding etc. can be sold to guests and thus it is possible for the hosts and other members of the local community to get additional profit (Petrović et al., 2016, 2017); and classification of products and services is important because guests want to have an indicator or guarantee about the minimal standards before they book the accommodation; there are classification schemes or gradation schemes, which are an important integral part of insuring availability of constant quality of a product for different price categories.

The price is the most dynamic element of the marketing mix and it directly defines the market. The definition of a price is mainly connected with the attractiveness of a product. When defining the price, they should take care of the paying ability of domestic and foreign consumers in tourism. The price has to reflect the quality of the product. When the relationship between a tourist product and a price is concerned, then, as on other markets, there are no ready-made

formulae or universal solutions the implementation of which guarantees the success. Every situation demands creativity and innovativeness of the policy bearers in order to find the best combination of products and prices. Clarke (2005) claimed that the factors, which influence the price of a tourist product, can have an external and an internal character. The external factors include the happenings in the surrounding area, especially bearing in mind the happenings on the tourist market. The internal factors include the motions within the companies of tourism economy or within that tourist destination. In case of the agritourism of Serbia, it can be on the level of an agritourist accommodation unit, or maybe, with a broader view, on the level of a village and the completely rural area. The prices in the Serbian farm-stays range from 650 to 1,600 Dinars (e.g. 1 Euro \approx 118 Dinars) for the services of an overnight stay, from 800 to 1,800 for bed and breakfast, from 1,000 to 2,200 for a half board and from 1,300 to 2,800 Dinars for a full board service. Certain places also offer the services of a one-day or an afternoon stay, but they are usually much more expensive than the regular prices (from 2,000 to 6,000 Dinars). The service prices have to be shown in the price list displayed in a visible place inside the place, usually next to the front door.

The promotion of Serbian agritourism has a task to base their promotional activities on the creation of the awareness about the original tourist product on the market, on the creation of its image and on the better positioning of the product. That is why the promotion has an important role when introducing a product on the market. In this case, it is very important to coordinate the activities of the promotional mix, i.e. the communication with the consumers in order to stimulate and improve the product position on the market. The most commonly used means of the promotional mix in tourism are: advertising, public relations (PR) and sales promotion (Dolnicar & Ring, 2014). Besides these means, in agritourism some of the following may also be present: personal selling, direct marketing, publicity, sponsorship and “word of mouth” advertising.

Advertising is one of the most important instruments of the promotion policy. The efficiency of advertising is closely related with the achievement of the appropriate goals, which have to be defined in advance. The actions should be designed based on the goals, and the means and methods they use are adjusted for the specific demands of the market. In practice, a difference is made between general advertising and commercial advertising. Advertising uses numerous means during its performance on the market, such as graphic, advertising, project and other means (Bakić, 2010). The most important advertising means for the performance of Serbia on the agritourist market would be the following: for the graphic means, they should first make brochures for those destinations and places for which there are still no brochures (which would include photographs of the rural estate, traditional farms, events in the rural area), and all other amenities (with a short description of their position and of what they can offer), authentic souvenirs (products of folk art and craft made of natural materials), postcards, as well as advertisements in the press. Of the audio-visual means, it would be most desirable to make a short tourist film, which would be first broadcast in the

programs about tourism or agriculture etc. Until now, a very small number of the farm stays and self-service beds owners in Serbia have tried to promote their facility themselves. They lean on the tourism clusters or local tourist organizations, which more or less promote them on the Internet pages, as well as on the fairs in the country and abroad. It is also necessary to organize various press conferences, for radio and television, the participation in the fairs and tourist stock exchange markets, where the hosts of a rural resort would present their products. The advertising materials about the agritourist offer should be found in every tourist information center in Serbia, in tourist organizations, restaurants, hotels etc. It is necessary to make guide books by the regions of Serbia, with the list of all the hosts who offer services in agritourism and state in the guide books the precise amenities that each household offers (accommodation, food, activities, etc.). To reach certain farm stay or self-service beds accommodation, a special attention should be paid to the traffic and tourist signalization. The road signs to agritourist places should be noticeable. For every destination, even for an estate, original souvenirs should be designed, and they should be offered both directly in the households themselves, and in tourist organizations or information centers. First, an original logo should be designed, which would describe services and activities in Serbian agritourism in a picturesque way. In the context of agritourism, the logo of a destination or a place is a product of graphic design the purpose of which is to identify the destination. It can be used in numerous marketing activities which subjects in agritourism do, and which would have the aim to establish the brand identity before tourists get an experience in the destination (Figure 1).

Figure 1 - Examples of authentic logos that symbolize agritourism as tourist product or event



Public relations, as communication means are often neglected, even though they represent a very important additional feature to advertising and they can often use limited financial means in the best way possible. Networks should be used for the situations of joining communication campaigns and also for the creation of the price policy (discount promotions) (Londhe, 2014). Public relations mean the contacts of the farm stay owners with reporters with the aim to inform the public about their offer, amenities, certain events in the village etc. However, they also mean the participation in the exhibitions and tourism, food, souvenirs etc. fairs.

Sales promotion in agritourism of Serbia comprises a wide range of various tactic activities, which would directly contribute to better sales of a tourist product. In this promotional instrument, a special attention is directed to: sales segments, sales channels and their own staff. Thus, it is a strategic instrument of the competitive fight, which can contribute to the goals of the promotion policy bearers, usually in a short time. In the case of Serbian agritourism, it is necessary to lower the products and services prices from time to time or, for example, participate in some lottery game etc., with the aim to improve the sales of products or services.

Personal selling means a direct contact of a seller with one or more potential buyers. This is one of the most efficient ways of sales, because it can create closeness between a buyer and a seller, so the buyer is able to get all the answers about the place, agricultural products etc., from the most competent person.

Publicity is relatively the least expensive promotional instrument and it is most often achieved via press conferences and other mass media communication. The aim of publicity is the mass coverage of the market, which can be very efficient in the tourism practice.

Oral advertising (so-called “word of mouth”) is one of the most important information, which the visitors of agritourist accommodation units in Serbia use. Visitors’ personal experiences in an agritourist place, as in a micro-destination, if positive, they contribute to the better position of that destination on the market and vice versa – they can degrade the business if the experiences are often negative.

Direct marketing and sponsorship have a very strong impact on other mentioned instruments. It is especially obvious during the events when that time is used for strong advertising of their products, which raises the level of recognition of the tourist product of the destination. Direct marketing is most commonly used via electronic mail, telephone, fax and other means of communication with potential customers, i.e. services users. In Serbia, insufficient numbers of subjects in agritourism use the Internet facilities, even though the products, which are spatially distant from the market, should use Internet presentations and other information-communication technologies in order to shorten the distance via global electronic distribution and to reduce the use of mediators. The marketing activities which are enabled by the Internet, and which are important for the development of agritourism in Serbia are:

1. Searching for information connected with agritourism: searching the data bases and the appropriate sites, E-libraries, information on meetings, events etc.;
2. Interactive communication: electronic mail, on-line forums, discussion groups;
3. Education and training: virtual training programs, courses;
4. Consulting services;
5. E-business: research of consumers and market, booking, e-payment, etc.

As Čomić (2001) stated, additional advantages of the Internet in (agri)tourism may be: at a relatively low price, in a very short time, a great amount of information can be placed efficiently; information which is on the Internet can

easily and quickly be changed, edited and printed; and all the Internet resources are available 24 hours a day for the clients, and they do not have the usual time, spatial and other limits as conventional mail.

Distribution (Sales channels) comprises forms and methods of the travelling of products and services from producers to consumers. Sales channels are divided into: direct (when there is a direct contact between a producer and a consumer) and indirect (when there is a mediator in the market between these participants). Sales channels in tourism mean “all the business and organizational activities which ensure that a tourist product reaches the consumer in the way, at the time, to a place and at a price which they find most convenient” (Bakić, 2010:189). Sales channels are important for the agritourist product of Serbia, which demands the necessary usage of all the marketing instruments and management procedures in the process of its development planning. Travel agencies that unite the offer from the domain of agritourism of a certain space should present the advantages of every rural settlement in Serbia where agritourism has been established to all the potential clients. When people who want to spend a holiday or a weekend in a rural area are well informed, it contributes to their good choice of a tourist location. The visitor who is satisfied with the services often decides to use the same services again in that rural area.

Conclusions

The whole process of agritourist marketing in Serbia also faces certain problems, which may influence the market positioning of a product of this aspect of tourism. The main problem may be defined as the existence of a discord between the expected benefits by the visitors and the whole tourist product, which contains material and non-material elements. The material elements are possible to test before use, while the non-material feature means that their usage as parts of a tourist product does not result in possessing something, but it is experienced and shaped in certain experience. Based on these findings, we can conclude that the marketing obstacles in Serbian agritourism are still questionable and should be topic of further discussions and regulations.

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REFORMING THE SYSTEM OF LOCAL SELF-GOVERNMENT AS A FACTOR INNOVATIVE DEVELOPMENT OF RURAL AREAS

РЕФОРМИРОВАНИЕ СИСТЕМЫ МЕСТНОГО САМОУПРАВЛЕНИЯ КАК ФАКТОР ИННОВАЦИОННОГО РАЗВИТИЯ СЕЛЬСКИХ ТЕРРИТОРИЙ

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Abstract: currently, one of the priorities of the state policy is the sustainable development of rural areas. This problem is reflected in a variety of government and Federal targeted programmes, but it is not enough to achieve sustainable development and address all problems. The article deals with the main problems of rural areas management, as well as the need for local self-government reform.

Key words: reform, local self-government, rural areas, management system, federalism, innovation.

Аннотация: в настоящее время одним из приоритетных направлений государственной политики является устойчивое развитие сельских территорий. Данная проблема нашла своё отражение в разнообразных государственных и федеральных целевых программах, однако для достижения устойчивых темпов развития и решения всех проблем этого

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МЕЖДУНАРОДНАЯ ПРАКТИКА И ОПЫТ РОССИИ**

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INTERNATIONAL PRACTICES
AND RUSSIAN EXPERIENCE**

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