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Faculty of Economic Science from Petroleum – Gas University of Ploiesti, Romania*

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SUSTAINABILITY FROM THE LOCAL PERSPECTIVE: THE EVIDENCE FROM ZLATIBOR TOURIST CENTER (REPUBLIC OF SERBIA)

Stefan Denda¹¹, Jasna Micić¹², Milan Milenković¹³

Abstract: *tourism sustainability is a ubiquitous topic of scientific circles. To this day, there is controversy about the environmental, economic and socio-cultural sustainability of this global industry. Although selective forms are increasingly being promoted, mass tourism is still dominant, with many consequences. Its impacts are especially visible in small and sensitive areas, with many visitors and associated infrastructure (uncontrolled urbanization). Therefore, this paper aims to point out the sustainability of its development in the area of the mountain center Zlatibor in southwestern Serbia. As one of the most visited destinations after the capital of Belgrade and Vrnjačka Banja Spa, in the last two decades have been under increasing pressure that exceeds its capacity. The European Union methodology for comparative indicators of sustainable tourism was used. The survey was supplemented by an analysis of official statistics. The obtained results highlighted numerous problems in terms of environmental sustainability (red zone), while a significantly better situation was observed in terms of a social and economic system. In this way, this research can be a starting point for key tourism policymakers and future development directions.*

Keywords: *sustainability, tourism, indicators, Zlatibor, Serbia.*

Introduction

The concept of sustainable development implies balanced economic, social and

¹¹ Stefan Denda, Ph.D. Student in Tourism, Research Assistant, Geographical Institute "Jovan Cvijić", Serbian Academy of Sciences and Arts (SASA), Belgrade, Republic of Serbia, +381 11 2636 594, *Corresponding author: s.denda@gi.sanu.ac.rs

¹² Jasna Micić, Ph.D. Student in Tourism, Research Assistant, Geographical Institute "Jovan Cvijić", Serbian Academy of Sciences and Arts (SASA), Belgrade, Republic of Serbia, +381 11 2636 594, j.micic@gi.sanu.ac.rs

¹³ Milan Milenković, Ph.D. in Geography, Research Associate, Geographical Institute "Jovan Cvijić", Serbian Academy of Sciences and Arts (SASA), Belgrade, Republic of Serbia, +381 11 2636 594, m.milenkovic@gi.sanu.ac.rs

cultural development with a minimal negative impact on the environment. Although initially launched in 1972 at the UN Conference on the Human Environment in Stockholm, it received its geopolitical endorsement in the Brundtland Commission Report (Maksin, Pucar, Korać, & Milijić, 2009). Since then, there is an increasing awareness of sustainability in various areas of social life, including tourism. Unlike the 1970s and 1980s, when standardized (package) arrangements were dominant, the new millennium brought many changes. We are increasingly striving for an individual approach and offer creation tailored to different market segments (niches). Thus, many selective (thematic, alternative) forms of tourism were differentiated. To this end, the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) define sustainable tourism “as an activity that respects and meets the needs of tourists (demand) and tourist areas (supply) without compromising the ability to achieve the same goals in the future” (Maksin et al., 2009). The global importance of the tourism industry is evidenced by the fact that 1.5bn (2019) participated in the movements, with USD 1.65 trillion of international tourism receipts (2018). During 2018, the total share of the travel and tourism industry in GDP was 10.4% (USD 8.811bn with 78.5% of leisure travel spending, with almost 319 million jobs (10%) (directly around USD 123.0 million). It should be noted that this sector generated capital investments of USD 940.0bn (WTTC, 2019).

Methodology and Research Area

Based on the proclaimed goal of sustainable tourism, several models have been developed over the decades, such as the EU Comparative Sustainable Tourism Indicators (1995), the UNWTO indicators (2004), the VICE model (2007) or the European Tourism Indicator System ETIS (2013). Each of these models has defined a set of indicators that have specific benchmarks and critical thresholds, all intending to separate sustainable and unsustainable types of tourism development. When it comes to sustainability at lower levels (national, regional, local), individual destinations, which are often under intense pressure, have a special role. Among such destinations is the Zlatibor Mountain Center, one of the most visited areas in the Republic of Serbia. It is located in the Dinaric, southwestern part of Central Serbia, in the Municipality of Čajetina (24 settlements covering an area of 647 km²;). Administratively, it belongs to the Zlatibor district, and according to the 2011 census, there were less than 15,000 inhabitants (Zlatibor about 3,000). It has a long tourist tradition (since 1893), and during the '70s and '80s got the contour of a real tourist center. In the last 20 years, it has been characterized by increasing construction and pressure which significantly exceeds its carrying capacity (Денда, 2014). This should not be surprising given that in 2019 it was visited by 237,000 visitors (6.42% of the total in Serbia and 37.1% of the total in mountain resorts), and realized 777,000

overnights (12.8% of the total in Serbia and 40.5% of the total in mountain resorts) mostly domestic guests (79.6%) (SORS, 2019).

This paper analyzes the current state of the Zlatibor Tourist Center development using a set of comparative indicators of EU sustainable tourism (economic, tourist satisfaction, cultural, tourism intensity, social, and environmental state indicators). Based on their assessment, three zones were distinguished: red (critical); yellow (tolerable); and the green (sustainable) zone (EC, 1995).

Table 1. Comparative indicators of sustainable tourism

Indicator type	Indicator	Interpretation
Economic	Seasonal overcome character: % of visits in full season (three months)	< 40% green zone 40–50 % yellow zone > 50% red zone
	The ratio of overnight stays and accommodation capacities	> 150 green zone 120–150 yellow zone < 120 red zone
	The coefficient of multiplication	Not defined yet
Tourist satisfaction	Repeated visits: % of repeated visits for five years' period	> 50% green zone 30–50 % yellow zone < 30% red zone
Cultural	The ratio of accommodation capacities and the number of local population	< 1.1:1 green zone 1.1–1.5:1 yellow zone > 1.6:1 red zone
	Tourism intensity: the ratio between the number of overnight stays (000) and local population (00)	< 1.1:1 green zone 1.1–1.5:1 yellow zone > 1.6:1 red zone
Social	The share of tourism in local net national product	Compare with the share of tourism in local employment
	% of tourists that are not coming in the organization of travel agencies	> 70% green zone 50–70% yellow zone < 50% red zone
Environmental state indicators	Land: % of land with allowed but still not realized building	< 10% green zone 10–20% yellow zone > 20% red zone
	Land use and occupation: % of destination building changes throughout the 5 years	Not defined yet
	Traffic: % of tourists who do not travel by own car	> 20% green zone 10–20% yellow zone < 10% red zone

Source: EC, 1995

Results and Discussion

Economic indicators (effects of tourism economy) in a particular area are estimated through the seasonal character of tourist turnover, *the ratio of overnights and accommodation capacity* and *the coefficient of local tourism multiplication*. **The seasonal concentration of tourists** has significant environmental and economic consequences. The environment is under tremendous pressure (tourist motives), as

well as infrastructure. Therefore, EU experts agreed that unless seasonal turnover exceeds 40% over three months (summer or winter season), such development is sustainable (Јовичић, 2011). Based on the monthly data (SORS, 2019), we conclude that just over 30% of visits (in the June-August period or 55% (May-October) are realized (green zone). It is interesting that although it is a mountain center, it is characterized by almost equal year-round traffic, while a slightly smaller number of visitors is recorded during November and December.

The ratio of overnight stays and accommodation capacities is an important factor in economic cost-effectiveness. The mentioned value mustn't be below 120 nights per bed, while the sustainable value is considered if the indicator value exceeds 150 or more nights per bed (Marković, Perić, & Mijatov, 2016). The tourism organization estimates that there are approximately 30,000 beds (of which about 6,930 in basic capacity), the value of this indicator is 112.1 nights per bed (777,057 overnight stays in 2019). This indicates unsustainable business (red zone), however, this information should be taken with caution as there is a significantly higher number of unregistered visitors.

The multiplication coefficient implies all direct and indirect effects of tourism consumption and employment on the local economy. This coefficient shows the extent to which the local products and services are included in the tourism industry (Marković et al., 2016). In this context, agriculture and transport as closely complementary activities were analyzed. It should be noted that good road and rail connections contributed to higher attendance. At the same time, highly developed agriculture, first of all, livestock and traditional food production have contributed to the local economy. Observed for the first nine months 2019, the bed tax of USD 506.0 thousand was charged (CO ЧАЈЕТИНА, 2019а). The development of tourism and related activities has influenced the municipality of Čajetina position in the 2nd development group (80–100% of the national average).

Repeated visits are one of the indicators of tourist satisfaction. Information is collected from visitors through a survey. These are mostly visitors who have stayed in a certain area for the past 5 years (Jovičić & Ilić, 2010). By working in the field, but also based on previous research, it was concluded that more than 85% of visitors stayed in the mentioned period, many more times a year. This indicates a high degree of visitor satisfaction with the Zlatibor tourism offer (green zone).

Cultural indicators (preservation of the community cultural identity) are reflected in *the ratio of accommodation capacities and population number*, but also *the tourism intensity*. The massive construction of accommodation capacities exerts significant cultural influence, first and foremost, concerning the distortion of the environment (Pavlović & Belij, 2012). The Zlatibor Tourist Center is recognized as a place of marked tourist construction as the value of the mentioned indicator is 2.05

(red zone). The housing stock is dominated by holiday and recreation apartments (approximately 2,482 cottages), or 39% of the total (P3C, 2011). These facilities require significant investments in infrastructure and additional allocations of local self-government. At the same time, *tourism intensity* (the ratio of overnight stays and the number of inhabitants) is an indicator of tourist saturation. In the example of Zlatibor, it shows high values of 5.29:1 (red zone) because the local community is just under 3,000 inhabitants, and over 700,000 overnight stays are realized. Considering the number of excursionists, the negative impact on the local population on the one hand, as well as the quality of the tourist experience on the other, are evident.

Social indicators (subjective well-being of the local community) are visible through *tourism participation in the local net national product*, but also the *independence of the local economy*. The benefits of tourism development are at a high level (approximately 20% of the local net national product in 2005), and with complementary activities (agriculture, manufacturing industry, transport, trade, rental activities) reaches 96% (SORS, 2006). A major contribution is also made to the high level of employment in the tourism sector (23.6%) and over 70% (2018) to other closely related activities (SORS, 2019a). Analyzing the share of visits made through direct booking, it can be concluded that more than 70% comes into its organization (green zone).

The indicators of the state environment are the best mark of the impact on particular media of the environment. The number of building permits has been steadily increasing over the last 10 years. Unlike in 2008 when 78 licenses were issued (139,000 m²), that number reached 176 permits in 2018 (125%). Mainly residential buildings (101; 95,000 m²) and hotels and similar facilities (13; 33,820 m²) (SORS, 2019b). Also, in the same year, 648 apartments (35,000 m²) were completed, while over 1,640 unfinished apartments were recorded (yellow zone). On average, 44.5 dwellings per 1,000 population were built (2.6 per 1,000 inhabitants nationally) (SORS, 2019a). In the area of the tourist center (39.3 km²), almost all the activity takes place, which indicates rapid urban development.

Bearing in mind that except for the settlements Zlatibor and Čajetina, almost 602 km² (93%) are rural areas, the transformation of agricultural into construction land was represented in the previous period. According to the Municipality of Čajetina spatial plan (2010), the total area of agricultural land was 373 km² (57.7%) and forest area 213 km² (32.9%). The limited construction area caused the reduction of other land categories. As confirmation of the construction activity, significant revenues were generated as compensation for the use of construction land of USD 11.03 million in 2018 (CO ЧАЈЕТИНА, 2019б). In order to slow down further devastation in 2017, a decree was issued declaring Zlatibor Nature Park (82.3% of the municipality). It defined the conditions of management and further development in

the protected area.

Tourist arrivals by type of transport are a significant indicator in terms of possible traffic (congestion, parking) but also environmental issues (noise level, air quality, etc.). Although there are several bus carriers and also the Belgrade–Bar (Serbia-Montenegro) international railway line, most visitors opt for private car travel. It is impossible to determine the percentage because there is no official statistics, however, it is assumed that more than 85% use own transport (red zone).

Other indicators are closely related to the previous ones, which include *energy use, drinking water consumption, wastewater treatment, air pollution*, as well as *the way waste is collected and disposed of*. Data show that 3,553,000 kWh of electricity is consumed annually, while 2,217,700 m³ of water from the Ribnica water intake is distributed to consumers. However, due to network age, the losses are significant (over 10%). Also, the sewerage network was developed in Čajetina and Zlatibor settlements, but without wastewater treatment (system construction is underway). The utility collects about 7,900 m³ of solid and 460 tonnes of green waste, which is disposed of at the regional dump “Duboko” (Užice). The municipality does not have a district heating system, and most apartments (floor heating and individual fireboxes) use firewood as energy (4,000–6,000m³) (EI Nikola Tesla, 2013). However, the air quality is high and the concentration of pollutants (NO₂, SO₂, and soot) does not exceed the limit value during the winter months. The introduction of noise monitoring should also be intensified in the coming period, given the intensity of the works, but also the catering activities, especially during the spring and summer months.

Conclusion

Although sustainable development was institutionalized in the early 70s, despite great efforts tourism has not been put into sustainable frameworks. The results of the analysis conducted using the EU’s set of comparative indicators implied that economic indicators (seasonality and multiplication), repeat visits and social indicators (tourism participation in the local net national product and independence of the local economy) could be considered as sustainable. The values of all other indicators – the ratio of tourist overnight stays and capacities, cultural indicators (the ratio of accommodation capacities and the number of inhabitants; tourism intensity), and the environmental indicators are in the red zone. These indicators showed that the development of tourism in the tourist center Zlatibor is still far from sustainability. They are evidence of the dominance of economic factors in the decision-making process and planning of tourism development and neglect of other aspects of development (cultural and environmental aspects). The current situation indicates that these aspects are still overlooked. Although Zlatibor has been declared as a protected area, the results indicated that environmental protection has not yet been adequately

prioritized. Uncontrolled construction and mass tourism endanger the authenticity of the community and disrupt the ecosystem, which are the basic resources for sustainable development. The local community, private, and public sectors (decision-makers) could use these insights for making multilevel partnership as guidance for defining adequate tourism policies.

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ПСИХОЛОГО-ПЕДАГОГИЧЕСКИЕ УСЛОВИЯ ФОРМИРОВАНИЯ ПРОФЕССИОНАЛЬНЫХ КАЧЕСТВ У СТУДЕНТОВ ТУРИСТСКОГО ПРОФИЛЯ

Дрожжина Н. Б.,

кандидат психологических наук, доцент кафедры психологии,
Ставропольский государственный аграрный университет

***Аннотация:** в статье рассматриваются профессионально значимые качества личности специалиста по сервису и туризму, обосновываются необходимость создания психолого-педагогических условий формирования данных качеств у студентов туристского профиля.*

***Ключевые слова:** туризм, личность, профессиональная деятельность, профессионально важные качества, психолого-педагогические условия, образование.*

PSYCHOLOGICAL AND PEDAGOGICAL CONDITIONS FORMATION OF PROFESSIONAL QUALITIES STUDENTS OF TOURIST PROFILE

Drozhhina N. B.,

PhD in Psychology, Associate Professor of the Department of Psychology,
Stavropol State Agrarian University

***Abstract:** the article considers the professionally significant qualities of the personality of a service and tourism specialist, justifies the need to create psychological and pedagogical conditions for the formation of these qualities in students of a tourist profile.*

***Keyword:** tourism, personality, professional activity, professionally important qualities, psychological and pedagogical conditions, education.*

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