

## **Management and promotional projects of sustainable tourism development of Serbia: Case study city of Belgrade**

### **Menadžment i projekti promocije održivog razvoja turizma Srbije: Studija slučaja grada Beograda**

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Received / Rad primljen: 26.12.2023, Accepted / Rad prihvaćen: 02.02.2024.

**Abstract:** The paper aims to point out the importance of the sustainable development of tourism in Serbia. To overcome the shortcomings of sustainable tourism development, the authors present the tourist attractions and advantages of Serbia and the city of Belgrade, the central region, which could have a positive impact on the influx of tourists and the image of the tourist destination. The subject of the work is the consideration of environmental protection, mitigation of negative environmental impacts on tourism, which plays an important role in sustainable ecological development. The authors applied an appropriate methodological analysis of the city of Belgrade, which belongs to the most developed tourist region of the country. PEST(E) analysis describes the political, legal, socio-cultural, economic, technological, and ecological elements of the city of Belgrade to identify factors that influence sustainable development and environmental awareness. The paper also used a survey, in which respondents' answers were processed using the statistical method of the  $X^2$  test. Investing in sustainable tourism means investments at the regional and local level in ecological infrastructure, investments for the formation of an ecological geographic information system, and promotional management activities to improve the rating of the competitive advantage of the sustainable tourist development of the cities of Belgrade and Serbia.

**Keywords:** Sustainable tourism development, Serbian central region, Belgrade city, PESTE analysis, SPSS -  $X^2$ .

**Sažetak:** Cilj rada je da ukaže na značaj održivog razvoja turizma Srbije. Da bi prevazišli nedostatke održivog turističkog razvoja autori predstavljaju turističke privlačnosti i prednosti Srbije i grada Beograda, centralnog regiona, koje bi mogle da imaju pozitivan uticaj na priliv turista i imidž turističke destinacije. Predmet rada je razmatranje zaštite životne sredine, ublažavanje negativnih uticaja iz okruženja na turizam koji ima važnu ulogu u održivom ekološkom razvoju. Autori su primenili odgovarajuću metodološku analizu grada Beograda, koji spada u najrazvijeniji turistički region zemlje. PEST(E) analiza opisuje političke, pravne, socio-kulturne, ekonomske, tehnološke i ekološke elemente grada Beograda kako bi se identifikovali faktori koji utiču na održivi razvoj i ekološku svest. Takođe je u radu primenjena anketa, u kojoj su odgovori ispitanika obrađeni statističkom metodom  $X^2$  testa. Investiranje održivog turizma podrazumeva investicije na regionalnom i lokalnom nivou u ekološku infrastrukturu, investicije za formiranje ekološkog geografskog informacionog sistema i promotivne menadžment aktivnosti za poboljšanje rejtinga konkurentne prednosti održivog turističkog razvoja grada Beograda i Srbije.

**Ključne reči:** Održivi razvoj turizma, Centralni region Srbije, Grad Beograd, PESTE analiza, SPSS –  $X^2$ .

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## INTRODUCTION

The more and bigger interest of countries all over the world in the development of tourism sectors can be explained by the fact that the development of tourism products has numerous positive economic effects (on the social product, national income and their territorial redistribution, activities on the tourist economy, employment, and earnings, etc.); so tourism can be seen as a factor of faster economic development. In the half of the XX century, many tourist countries adopted the concept that led only to the realization of economic goals, aimed to maximize profit.

Based on the fact that the pursuit of economic interests is a priority even nowadays, many countries have increasingly begun to pay attention to the environmental interests of tourist destinations (Bošković, 2008). This is the result of the adoption and implementation of the new concept of tourism development, the concept of sustainable development. Sustainable development implies the harmonization of the three main pillars such as economy, sociology and ecology. Sustainable tourism pursues profit, but not only that; it must be focused on maximum preservation of the environment in which these branches of the economy take place. Sustainable tourism must have the social component of human resources development (Ilic, 2022; Munitlak Ivanović et al., 2023). Human resources in tourism play a major role because the "people" provide and also receive services (Bogunovic, 2007). An important element of modern tourism is destination management. It refers to a particular destination, in other words to a place that one country wants to advertise and offer to the modern tourist consumer (Ilic, Ostojic, 2023a). Many different factors make tourism destination management a very demanding process (Ilić, Ostojic, 2023b). Successful management of tourist destinations especially in the county such as Serbia is reduced to the effective and efficient implementation of tourist projects and through the selection of appropriate forms of development projects (Ilic, Jovanovic, 2017). Destination management must have numerous factors such as the geographical position of the region/city, connections to other major cities (in terms of airline, etc.), accommodation facilities, offering tours of tourist attractions, stable political situation in the country as well as several factors relating to the environment, that directly or indirectly affect the tourist visit. The paper focuses on the capital of Serbia, Belgrade, as well as on the researching of environmental factors that affect the tourism of this city. For the same purpose, the authors in the paper presented the PEST(E) analysis i.e. political, economic, social, and technological factors (plus the environmental factor).

## 1. THE CITY OF BELGRADE AND PEST(E) ANALYSIS

Belgrade is one of the oldest cities in Europe and the only "White City (Beograd, on Serbian)" (as a capital) built on the place where two large rivers - the Danube and the Sava - merge. Belgrade has been inhabited since ancient times. One of the settlements of this city - Vinča, is home to a prehistoric culture of the same name. It is an archaeological site today, created for all lovers of history and the ancient past. Belgrade is a modern European city with about 1.7 million inhabitants, the administrative, political, and cultural center of Serbia. The Assembly, the Government, and the seat of the President of the Republic is in Belgrade. The buildings of these institutions can be also considered cultural monuments, so it can be recommended for tourists to visit. Many nations lived in these areas and gave the city various names - the Celts gave the name Singidunum, and "white city" (translate into English) Belgrade was named by the Slavs (<http://www.serbia.com/>). The long and interesting history of Belgrade is emphasized in the architecture of this city, in the older neighborhoods, where buildings in the Byzantine and Ottoman, neoclassical, and romantic styles can be seen. The rich and varied cultural life of the city is reflected in the multitude of theatres, museums, monuments, and operas, while beaches and rivers attract swimmers, sports enthusiasts, and people looking for a good time, gathering on popular rafts that have been transformed into nightclubs. Belgrade is a city that never sleeps and because of that fact it becomes a symbol of a "good time spending city". Belgrade also offers excellent hotels, apartments, and various other amenities related to accommodation for potential tourists. However, to identify opportunities for sustainable tourism development, and to make specific recommendations for the same, the authors examine environmental factors, namely political-legal, economic, social, technological, and ultimately environmental. The PEST (E) analysis that is applied in the paper is an acronym of the following words: Political, Economic, Social Technological and Ecological environment. As a methodology, it investigates the impact of these factors on a particular sustainability process.

## 2. POLITICAL AND LEGAL ENVIRONMENT IN BELGRADE CITY

The city government consists of the Mayor, the City Assembly of Belgrade, the Secretariat for the Affairs of the Mayor, the City Council, the Secretariat for Administration, the Secretariat for Business Defense from Emergencies, Communications and Coordination with Citizens, the Regional Agency for Development and European Integration. The Mayor,

by his authority, appoints to the City Administration up to five Assistant Mayors, whose task is to provide suggestions and opinions on issues relevant to the development of the city. The city administration has jurisdiction over the business environment, spatial and urban planning, and utilities. Although Belgrade is a metropolis, the mayor and the administration have no competence in financing the local economy.

The City Government applies the Law of Tourism, the Statute of the City, and other legal regulations, by-laws, ordinances, and regulations governing tourist activity. Decisions of the City Assembly passed decisions on the protection of natural resources such as "Avala", "Kosmaj", "Pionirski park". The natural resources create conditions for recreational tourist and cultural facilities. The Tourism Law (2009) envisages the establishment of a tourism organization but does not envisage the establishment of a destination management organization; although the Belgrade City Development Strategy (2008) proposes that the best choice of management is to transform the Belgrade Tourist Organization into a destination management organization. The Belgrade Tourism Organization was established with the task of organizing activities between business and other entities for tourism promotion (Zečević et al., 2016). It also provides reservation services and hotel accommodations and engages visitors with sightseeing guides. The Law also regulates the activity of travel agencies, rules for obtaining licenses, rules regarding general travel conditions; and a compulsory insurance policy is prescribed as a means of security. In addition to the existing institutional concept of tourism, organization management is applied in Belgrade, another management concept that is applied worldwide is the destination management organization (DMO) concept. In this regard, it is the recommendation of many authors for the controlled management of a tourist destination by the destination management organization, which is responsible for coordinating and directing tourism activities in the tourist destination (Mezei, 2009). Considering the diverse services provided by tourism companies marketing tourism products, many interested parties: governments, tourism companies, companies, organizations, and different types of national and regional authorities should participate and be involved in organizations such as coordination, marketing, planning, and lobby activities (Mezei, 2009). Unlike the Belgrade Tourist Organization (TOB), which is the sole carrier of information and promotional activities, the newly established DMO should further encourage the promotion of products and services of Destination Management Companies (DMC), as a strategic leader in destination development (Stajčić et al., 2016).

### 3. ECONOMIC ENVIRONMENT OF BELGRADE CITY

The City of Belgrade has comparative advantages for economic development due to its favorable geographical and infrastructural position. Trans-European corridors, by connecting with European corridors, create the preconditions for Belgrade to become a regional economic center. In Serbia, Belgrade has the most developed economic sector, has a share in GDP of 40% and has socio-economic indicators dominant over other regions, from 41-55% of the average of the Republic of Serbia. Belgrade has commercial zones: Zemun, 146 ha, Highway, 600 ha, Surčin, 245 ha, Bubanj brook, 166 ha, Ibar highway, 132 ha. The first free zone was established with 100 ha. Chinese company Meita has invested 30m Euros to build an auto parts factory, which will employ 1,400 workers. The business environment and investment climate have improved compared to previous years, based on international reports and surveys (Stojanović, 2003). Investment activities and PPP projects benefit from a reduction in the budget deficit. The city of Belgrade has become one of the most desirable investment destinations, a consequence of the financial consolidation of Belgrade and public companies (Stajčić et al., 2016). Economic weaknesses relate to the dynamics of economic growth and unemployment. For large companies such as Ikarbus, Galenika, Mostogradnja, etc., in the process of restructuring, foreign investments are necessary to eliminate large financial losses and eliminate inefficiency and unproductive effects due to bankruptcy. In the further process of restructuring public utility companies, different models of transformation will be applied such as public-private partnerships or concessions. In the long run, a major threat to the economic and social development of the city and at the level of Serbia is the process of "brain drain", both by the population of young people and by health professionals. The indicators of tourist traffic and foreign exchange income indicate that the main characteristic of Belgrade is the unvalorization of many destinations, and the low competitiveness of tourism products about the developed destinations in the region.

### 4. SOCIO-CULTURAL ENVIRONMENT OF BELGRADE CITY

The socially disadvantaged categories of citizens are provided with various types of financial assistance, scholarships and the right to a free meal, as well as subsidies in payment for utilities. Decisions have been made to encourage childbirth and procreation for maternity protection. Assistance programs for refugees and internally displaced persons and

social housing are being implemented. The Secretariat for Social Protection performs activities to eliminate the consequences of social exclusion of groups and individuals through the City Center for Social Work, Center for Accommodation, and Day Care for Children with Disabilities. Shelters for adults and the elderly, Shelter for inpatient facilities for mothers and children, Shelter for children at risk of neglect and abuse. The healthcare sector needs an incentive for more adequate healthcare services and greater financial support for healthcare institutions and professionals. The public health system is becoming increasingly unsustainable due to the departure of specialist physicians and nurses abroad due to low incomes and inadequate working conditions. The strategic and institutional approach in the field of primary health care, as well as palliative care for the elderly, requires harmonization with the criteria of the European Union, due to the inadequate collection of sick persons in health centers, hospitals, as well as immobile, severely mobile and disabled persons.

The city is the founder of numerous theatres, libraries, cultural centers, and galleries. It organizes cultural events such as BITEF, BELEF, FEST,.. Cultural policy is defined and implemented by the Secretariat for Culture, and the implementation of goals and programs is analyzed by both governmental and non-governmental sectors (Račić, Balzarević, 2022). Theatres that are part of the cultural scene require reconstruction and improvement in terms of activity, as well as financial support for the creative work of cultural citizens ([www.eib.org/attachments/](http://www.eib.org/attachments/)). Project culture financing for the promotion of cultural offers is from the budget of the City of Belgrade, as well as by legal entities based on calls for proposals.

## 5. TECHNOLOGICAL ENVIRONMENT OF BELGRADE CITY

The Geographic Information System (GIS) is used in tourism as a means of searching for a tourist destination, for informing tourists about natural features, attractions, accommodation, and cultural content, through interactive maps, digital images, and videos, on mobile phones and iPod. It makes it easier for foreign tourists to orient themselves in the space of a tourist destination during tourist trips by entering certain parameters about the destination, category, type, etc. (Krupa, Zečević, 2003). It is a potential opportunity that does not apply to tourism supply and demand in the city of Belgrade, although it is significant for attracting foreign tourists, and in a broader sense it affirms tourism organizations with the tourist supply of tourism products. Tourism management is more successful if it has adequate

information in GIS bases within the tourism industry (Jovanović, 2017). For marketing branding, presenting a city card is significant. The brochure of the European International Trade Association (Travel Trade Guide for European City Cards) presents city cards from 36 European cities (<https://www.europeancitiesmarketing.com/>). The city card has an attractive offer with discounts at markets, bars, and restaurants, combined with public transport. Belgrade is not a member of the international association "The Association for Tourist Boards, Convention Bureau and City Marketing Organizations in Europe" which organizes international conferences aimed at supporting decision-makers about the development of the tourist destination of the city to increase the number of tourists, locally and regionally. This creates the conditions for the exchange of knowledge, the expansion of internet communication, and the application of good practice principles, competitiveness, and the image of Europe's leading tourist cities: (<https://www.tripadvisor.rs/Tourism-g294472-Belgrade-Vacations.html>). The lack of Belgrade as a tourist destination is reflected in the underdeveloped information and communication technology that can be applied in cultural and historical buildings, museums, temples, and other landmarks. Continuous development of digital technology in a very simple and fast way for tourists to visit museums, temples, and cultural buildings anywhere, anytime, through the interactive media and the Internet, to visually visit a tourist destination (Fernandez et al., 2018). Within the technological innovations achieved and by the concept of a smart city, a multi-channel specialized information system was established, with numerous applications. It provides the ability to manage and manipulate documents, voice, SMS, email, and Smartphone messages. There are applications for parking by mobile phone, paying for public transportation, and traffic situations in the city. In some parts of the city, such as Vracar, citizens have information via info boards on free parking spaces (Development strategy of Belgrade city, 2017).

## 6. ECOLOGICAL ENVIRONMENT OF BELGRADE CITY

There are many different views of sustainable development, but it can be concluded that more effective micro-regional policies are needed in the future (Ilic, 2023). It is not the only policy that considers assessment by planning and developing legislation or international and national views through monitoring and evaluation by the UN, OECD, WB, and ESDN (for Millennium Goals implementation) and developing aspects of each country. In March 2005, the UK Prime Minister at the time launched a UK government sustainable development strategy called "One Future - Different Pats" (DEFRA, 2005),

responding to increasing concerns over climate change, unsustainable consumption, loss of natural resources, and quality of life communities. All government departments make a commitment to producing a Sustainable Development Action Plan (SDAP) based on the strategy. This was especially important for changing the strategic management policy of most communities and districts at the UK micro-regional level. SDAP sets out the five key principles that are shown in Figure 1 and that are

laid down in the strategy and these continue to provide the basis for sustainable development policy in the UK. These principles are: Living within Environmental Limits, Ensuring a Strong, Healthy, and Just Society, Achieving a Sustainable Economy, Promoting Good Governance, and Using Sound Science Responsibility. Concerning each of these principles, each community should try to answer the following question: What does this principle mean for the community in the light of SD vision? (Ilić, 2012).



Figure 1 - The five key principles of SD,  
Source: DEFRA, UK, 2005

What is the situation considering the city of Belgrade from the aspect of sustainable development? In this context, Belgrade can be seen as a micro-region of one region of Serbia or Europe. What is the environmental awareness of citizens living in Belgrade? From the view of PESTE analysis, the ecological environment is one of the most important factors for the future development of Belgrade. Living in harmony with nature nowadays becomes an imperative of every part of the world. Below, the ecological environment of Belgrade will be described to present factors that could influence environmental awareness. The right of citizens to a healthy environment, as well as the duty of citizens to protect and promote the environment, is defined by the Constitution of the Republic of Serbia (Official Gazette of the RS, No. 98/06). The system of integrated environmental management and regulation in the Republic of Serbia was established in 2004, and

a new change of environmental legislation was made in 2009 and 2010. The area of Belgrade, in geomorphologic terms, is very complex. To the north of the Sava and the Danube are plains terrains where, in the morphological sense, the Zemun Forest Plateau stands out, while the peaks of Avala and Kosmaj stand out in the Belgrade hill. The area of Belgrade is located in an area of temperate continental climate with local varieties. The AP of Belgrade protects 44 natural resources by law, of which 36 are sites of the category of nature monuments, three sites are sites of exceptional features, five sites are protected as monuments of nature of a geological character, two sites are nature reserves, while at six sites the environment of the immediate cultural property.

Geothermal resources in Grocka, Koracica near Mladenovac, Obrenovac, Slanacka key, and Ovca also represent an important resource in Belgrade

(Ilić, Mihajlović, 2015). A significant water resource of Belgrade is also the deposits of low-mineral and mineral waters rich in sulfur, sodium, calcium, and magnesium, which are found in the territory of the city in Visnjicka Banja, Rudovci, Krusevica and Cibutkovci (Ilić, Đukić, Nikolić, 2022). The strategic goal of the City of Belgrade in the field of environment, set out in the City of Belgrade Development Strategy (Official Gazette of the City of Belgrade, No. 21/11), is "restoration and improvement of the degraded environment, recycling of construction land and activation of earlier industrial, municipal and traffic purposes, that is, preventive protection against all planned activities that could endanger the existing quality of the environment. To raise awareness of sustainable development and preserve its natural features, the Belgrade City Council established the Environmental Protection Council as its permanent working body. Based on strategic environmental goals, based on the analysis of the potential of the city of Belgrade, the city has a future picture for the next ten years, with the following goals: stop degradation and improve the environment while preserving economic, cultural, and urban values, high standards are achieved that meet the natural capacities and ambitions of socio-economic development, the balance between natural resources and urban functions of the city with rational organization, use and landscaping, established system for the integrated management and rational use of natural resources, incorporating criteria for the continuous development of healthy environments and environmental protection in other sector development policies, Developed citizens' awareness of the importance of preserving and improving the environment with the willingness to participate in the process.

## 7. STATISTICAL ANALYSIS OF ATTENDANCE AND SATISFACTION OF TOURISTS IN THE CITY OF BELGRADE

To prove the claim that better information among tourists about the offers of the city of Belgrade in terms of sustainable tourism leads to greater attendance and interest of tourists, a mini-survey was conducted on a sample of 100 tourists who visited the natural resource near the city, the Avala hill. in the period from the end of May to the middle of June in 2022. The SPSS (Statistical Package for the Social Sciences) statistical method for nominal variables ( $X^2$ , distribution) was applied when processing the respondents' answers from the survey (Babbie, 2020; Bala, 2016). To examine the knowledge of the cultural heritage of the city of Belgrade and the concept of sustainable tourism, actually sustainable development, visitors were asked to indicate the quality and quantity of information about these concepts from the following sources: the website of the Tourist Organization of Belgrade, available brochures as information on the offer of the city of Belgrade, educational courses on sustainable tourism, active participation in conversations with tourists who visited the city. Support of the source of information for tourists is a sustainable economy with ecological goals, while the sources of education are covered in the survey, a sure step towards the advocacy and implementation of sustainability, which would lead to active learning about the concept of sustainable tourism development, as well as about the behavior of tourists that could be called socially responsible. Out of a total of 100 respondents, 64 were female and 36 were male. The average age of the respondents was about 34. Table 1 shows the answers to the way of information about the tourism of the city of Belgrade and sustainable types of tourism offered.

Table 1 - Do you receive information about tourism in the city of Belgrade and sustainable forms of tourism and in what way?

	Empirical answers	Hypothetical answers	Subtraction
Educational courses	2	15,8	-13,8
Website of the city of Belgrade	31	15,8	15,2
Brochures available	11	15,8	-4,8
Informative conversations with tourists who came to Belgrade	18	15,8	3,8
Don't have information	13	15,8	-2,8
Google sources	25	15,8	9,2
Total	100		

Source: authors

### Statistical parameters

Chi-Square-test of concordance	56,2
DF	4
Probability of mistake/error	0,000

The empirical value of the statistical test from Table 1 is highly statistically significant ( $\chi^2_{0.01} = 56.20$ ), which means that the hypothetical framework of equal distribution of the six offered answers from the respondent's survey, i.e. the hypothesis of equal probability of answers for each offered solution, is not accepted. The hypothetical framework for the six proposed solutions in the question is rejected with a 99% probability of certainty, and it is considered that the differences are not accidental, but

real, almost two-thirds of the surveyed respondents get their information from the Internet, Google sources, and these are also the main sources of information, unlike one-third of the respondents who do not receive information, receive a little something through educational courses or brochures.

Table 2 presents answers about what tourists think, and who should most campaign and advertise sustainable tourism in the city of Belgrade.

*Table 2 - Who should advocate and implement tourist information about the tourist attractions of the city of Belgrade and about sustainable tourism?*

	Empirical answers	Hypothetical answers	Subtraction
Tourist Organization of Belgrade	68	19,0	49
Hotel industry of the city	4	19,0	-15
NGO/Non-Governmental Organizations	1	19,0	-18
Tourist Organization of Serbia	20	19,0	1
Private sources	7	19,0	-12
Total	100		

Source: authors

Statistical parameters

Chi-Square-test of concordance	152,00
DF	4
Probability of mistake/error	0,000

The empirical value from Table 2 of the statistical test is highly statistically significant ( $\chi^2_{0.01} = 162.00$ ), which means that the hypothetical framework of equal distribution of the five offered answers from the respondent's survey, i.e. the hypothesis of equal probability of answers for each offered solution, cannot be accepted. The hypothetical framework for the five proposed solutions in the

question is rejected with a 99% probability of certainty, and it is concluded that the differences are not accidental, but real, in other words - two-thirds of the surveyed respondents believe that the tourist organization of the city of Belgrade and the tourist organization of Serbia should inform and carry out campaigns about the city's tourist attractions, as well as sustainable tourism.

*Table 3 - Respondents' answers - how familiar they are with the definition of sustainability and whether they would like to learn more about sustainable tourism*

	Empirical answers	Hypothetical answers	Subtraction
Yes	53	32,1	20,9
No	17	32,1	-15,1
Not sure	30	32,1	-2,1
Total	100		

Source: authors

Statistical parameters

Chi-Square-test of concordance	17,36
DF	2
Probability of mistake/error	0,000

Table 3 presents the respondents' answers about their knowledge of the concept of sustainable tourism and whether they would like to know something more about sustainable tourism. The empirical value from Table 3 of the statistical test is highly

statistically significant ( $\chi^2_{0.01} = 17.36$ ), which means that the hypothetical framework of equal distribution of the three offered answers from the respondent's survey cannot be accepted, i.e. the hypothesis of equal probability of answers for each offered the

solution. The hypothetical framework for the three proposed solutions in the question is rejected with a 99% probability of certainty, and it is concluded that the differences are not accidental, but real - if there is an opportunity for education about sustainable development and sustainable tourism, the respondents

would accept the call for more knowledge in over 50% of cases.

Table 4 shows the answers to the question of how much they would like to learn about the city's tourist heritage and sustainable tourism before visiting a certain tourist destination.

*Table 4 - The desire for education in the area of the city's tourist heritage and sustainable tourism before visiting a certain tourist destination*

	Empirical answers	Hypothetical answers	Subtraction
Yes	56	32,1	23,9
No	17	32,1	-15,1
Not sure	27	32,1	-5,1
Total	100		

Source: authors

#### Statistical parameters

Chi-Square-test of concordance	22,65
DF	2
Probability of mistake/error	0,000

The empirical value from Table 4 of the statistical test is highly statistically significant ( $\chi^2_{0.01} = 22.65$ ), which means that the hypothetical framework of equal distribution of the three offered answers through the respondent's survey cannot be accepted, that is, the hypothesis of equal probability of answers for each offered the solution. The hypothetical framework for the three proposed solutions in the question is rejected with a 99% probability of certainty, and it is concluded that the differences are not accidental but real and that - if there is an opportunity for education and some form of information about the tourist heritage of the city before visiting a certain tourist destination, the respondents would in over 50% of cases, they were happy to answer the call.

## CONCLUSION

Although tourism was previously based on different types of use of natural and cultural assets, it was still, for a long period, treated primarily as an economic branch on the rise, the development of which is based on massiveness aimed at quick earnings. This fact was often synonymous with inappropriate, intemperate, unplanned use of resources and their devastation and degradation. Other activities based on ecology, which, unlike tourism, are non-profit, advocated for the strict protection of heritage, often insisting on its inaccessibility, and thus confronted the expressed aspirations of tourism development. For a long time, these parties were at two opposite ends and did not even try to understand each other and find common interests. However, with the general changes, these relations have

also changed. These changes were caused, on the one hand, by the emergence of a new heritology, which shifts the focus of heritage activities towards popularization and presentation, without neglecting its protection.

Thus, in addition to active care for heritage, and care for visitors, their experience and satisfaction are additionally strengthened. Among the visitors, both before and today, tourists have the largest participation.

On the other hand, there is a new tourism that introduces the practice of sustainable development. Thus, a synergy is created between the two departments, advocating for the same goals expressed by the phrase that becomes a common imperative: to use, preserve, and pass on to future generations, now share the concern for the preservation of heritage, its popularization and presentation, and the satisfaction of visitors. New dimensions of cooperation between tourism and ecology, without severing traditional ties with the economy, become the key to efficient and effective business for subjects from both departments. The tourist industry profits additionally because it enriches its offer of tourist attractions by using the activities of innovative heritology. On the other hand, the institutions of protection, connecting to the extremely profitable tourism department, get opportunities for additional self-financing, which becomes more and more important at a time when the capacities of public revenues are not adequate for the constant growth of public expenditures. In the region of central Serbia, as well as in the city of Belgrade, achieving sustainable development of tourism is possible with the following goals: adoption



of local strategies with the support of the government, institutional and infrastructural development, with the financial support of the state, education, promotion of tourist potential, arrangement of ethnic houses in ethnic places, development of handicrafts and souvenirs that have natural beauty, development of tourist programs of history and tradition, as well as special programs for young people in the form of non-refundable village loans. Bearing in mind the above situation, it can be concluded that with the natural resources it possesses which are certainly important for the tourism of the city, Belgrade must pay the greatest attention to the preservation of a healthy natural environment.

Summarizing the results and responses of respondents from the survey, it can be concluded that the greatest responsibility for advertising and promotion of sustainable tourism in the city of Belgrade, as well as in the state of Serbia itself, rests with the Tourism Organizations, at the level of the cities and the level of Serbia. There is interesting data from the survey that speaks about the desire of tourists to learn more about sustainable tourism and the cultural values of cities and destinations, before arriving at a tourist destination. This data can be interpreted both as an opportunity to raise ecological awareness among tourists and a desire to preserve the natural tourist values and cultural heritage of a place as it is.

Sustainable tourism is necessary for the region of Serbia. Harmonization of all possibilities, taking advantage of economic and ecological opportunities, along with the harmonization of the social element, should be imperative for the development of sustainable Serbian tourism.

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