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THE INFLUENCE OF POLITICAL ATTITUDES ON THE TOURIST DESTINATION PREFERENCES: A CASE STUDY

Abstract: This paper explores the relationship between geopolitics and tourism, and the asymmetric correlation between these two phenomena. First, a definition of geopolitics is given, as well as its classification: formal, practical and popular. Bearing in mind that popular geopolitical representations in the collective consciousness of the people are formed mainly under the influence of media, the mass media impact on the formation of national and ethnic stereotypes and prejudices, as well as cross-cultural misunderstandings, is discussed. Then the relationship between popular geopolitics and tourism is examined, that is between "geopolitical knowledge" that people possess of different countries and their consequent tourist attraction or repulsion. The main part of the work is a case study: a survey of attitudes of 60 first year students of the College of Hotel Management in Belgrade to a selected group of 13 countries. The qualitative part of the research is related to the spontaneous association of three words related to each country. The quantitative part is the evaluation of friendship/hostility of each of the selected countries to Serbia, and the successive evaluation of their tourist attraction/repulsion. Based on the processed data, the correlation between the geopolitical attitudes and travel preferences of students is calculated and appropriate conclusions drawn.

Keywords: tourism, geopolitics, the media, attitudes, correlations

Introduction

The global political and economic crisis, international and inter-ethnic conflicts, international terrorism, religious fundamentalism, the Clash of Civilizations, and the struggle for redistribution of natural resources constitute a sufficient cause for raising, in the domestic expert and scientific literature, the question of the relationship between politics and tourism, i.e. the influence of geopolitics on tourism. So far, the political dimension of tourism has been neglected as a subject of scientific researches in Serbia, although there are more and more papers on this topic in the literature of other countries. For us, this issue is especially important, because of the unfavorable geopolitical position of Serbia at this moment in history, as well as inherited and still unsurpassed negative political and global tourism image. Bearing this in mind, the impact of popular geopolitics on tourism will be the focus of the analysis, because it directly affects the formation of public opinions and political attitudes of ordinary people in different countries, and at the global level, as well. These political attitudes also produce a range of prejudices and stereotypes associated with certain countries as potential tourist destinations, which inevitably affects their tourist attraction or repulsion for tourists from gravitating and emissive countries. Today, in the global information society, more

than ever in history, "ordinary people" in every country have "knowledge" of all other countries on the planet.

In this context, Flint (2010:85) points out that "we have the knowledge without knowledge", i.e. we have certain ideas of certain phenomena even "without thinking or asking questions". To empirically verify this view, he proposes a simple research on this kind of "geopolitical knowledge". In order for such a survey to be carried out successfully, he gives the following instructions: "First, write a column of numbers from 1-12. Second, be prepared to look at a list of countries that has been prepared in advance, but do not look at it yet. Read the name of each country respectively, and write the first words, associated with the country, that come to your mind without thinking, whatever they may be. The key to this test is not to think too deeply and not to worry about what we write. During the test, do not write the name of the country on the paper, just move quickly according to the number order".

In the table entitled "Geopolitical word associations," Flint has listed 12 countries that are relevant, according to his respondents: the United States, South Korea, France, Colombia, Afghanistan, China, Turkey, Iraq, Japan, the Democratic Republic of Congo, Pakistan and the United Kingdom. According to the research by *Polling Report.com*, performed in February 2012, the greatest enemies of the United States in the world, in the opinion of the respondents, were: Iran 32%, China 23%, South Korea 10%, Afghanistan 7%, Iraq 5%, Russia 2%, Pakistan 2%, other countries 6%, no country 1%, and 11% of the respondents were not sure. In contrast, using a slightly different methodology, the respondents were asked: what countries have friendly or very friendly relationship with the United States, and what countries are hostile or very hostile to the USA (the percentages of respondents who believed that certain countries were friendly

or very friendly-minded are given in front of brackets, while the percentage of those who believed that these countries were hostile or very hostile to the United States are given in brackets): Canada 96% (3%), Australia 93% (2%), the United Kingdom 90% (5%), Germany 86% (9%), Japan 83% (13%) and so on. Similar studies have been carried out in Serbia by "Faktor Plus" agency (the Politika newspaper, Jan 3rd, 2012). To the question: "What country had the greatest influence on Serbia in 2011," the following replies were obtained: the USA 28%, Germany 20%, Russia 17%, the UK 15%, Turkey 7%, France 5%, China 4% and some other 4%. Also, according to The Press newspaper (Jun 7th, 2012), Serbia's greatest friends in the opinion of 4,900 respondents conducted over the internet ranked as follows: Russia in 1376, Greece 942, Japan 371, Montenegro 359, Cuba 207, Belarus 190, China 185, Bosnia 172, Romania 135 and Germany 116.

A correlation between political attraction of selected countries and their tourist attraction – a case analysis
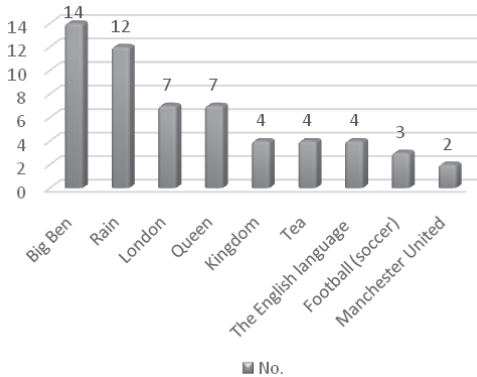
Starting from the above theoretical concept and presented results of empirical researches, we have conducted an analogous study of geopolitical opinions of a group of respondents in Serbia (first year students of The College of Hotel Management in Belgrade). The core methodology proposed by Flint has been applied; however, given the specific political and tourist position of Serbia, the methodology has been extended and the list of countries has been modified, so 13 countries have been selected. In the selection, we have included major global powers (the USA, Russia, China), major European countries (Germany, France, the United Kingdom), significant receptive tourism countries (Spain, Italy, France), culturally close countries (Greece, Russia), as well as neighboring and geographically close coun-

tries (Hungary, Croatia, Greece). The base method has been extended with another two key criteria: first, the respondents have been asked to make their own evaluation of the intensity of hostility/friendship with Serbia on the scale of 1-5 (1-extremely hostile, 2-hostile, 3-neutral, 4-friendly, 5-extremely friendly), and then to evaluate their personal tourist repulsion/attraction to each country, also on the scale of 1-5 (1-extremely repulsive, 2-repulsive, 3-neutral, 4-attractive, 5-very attractive). The aim of this approach is to obtain qualitative and quantitative insights, as well as to determine a correlation between geopolitical attitudes of the students and their travel preferences.

The survey was conducted on November 16th 2011, when 60 male and female students gave their answers. Since each student was able to give a maximum of 5 points for every country in two specific categories (geopolitics, tourism), the maximum score for each country is 300 (60 x 5), and on the basis of that, the percentages of points have been calculated successively and tabulated (e.g., 109 of 300 is 36.3%, etc.). Based on the collected data, we came to the following qualitative and quantitative results, which have been tabulated successively by a predetermined sequence of countries:

Table 1: *THE UNITED KINGDOM*
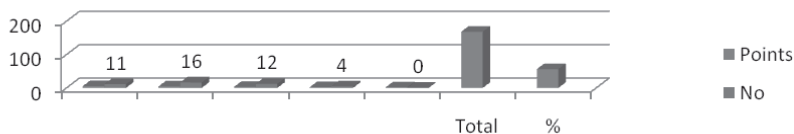
Verbal associations

Verbal associations	No.
Tony Blair, Lady Di, island, double-decker, red bus, pub, accent, colony, standard, glamour, Jamie Oliver, sea, Olympic Games 2012, Stonehenge, Parliament, bread, sesame seed, yogurt, pound, Rolls Royce, Chelsea, hooligans, Thames, Amy Winehouse, Top Gear Show, fog, Il Divo, culture, water, Wales, England, Aston Martin, alcohol, whiskey and 'Allo'Allo.	1

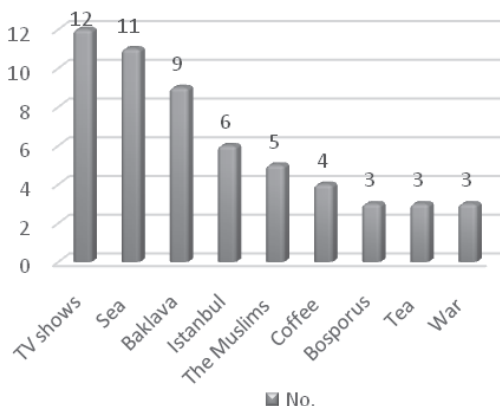**Geopolitical repulsion/attraction (1-5 points):**
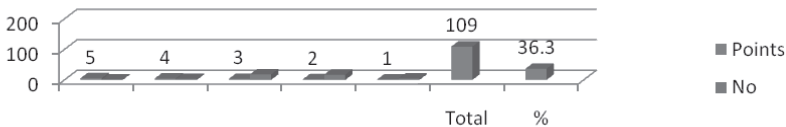
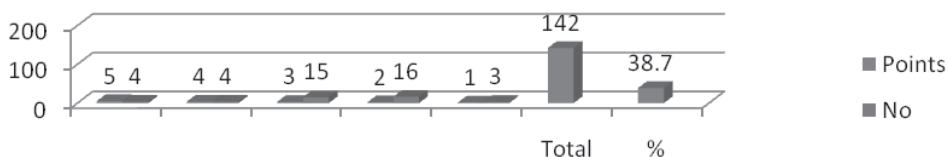**Tourist repulsion/attraction (1-5 points):**
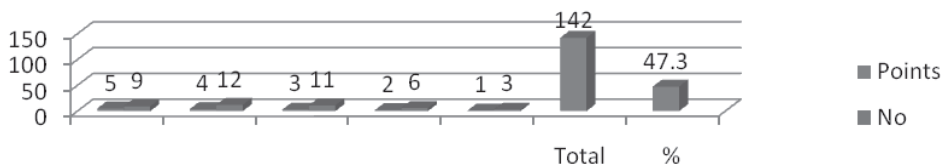

Table 2: TURKEY

Verbal associations

Verbal associations	No.
Hagia Sophia (2), slavery, Ottomans, wars, turkey, stew, kebab, red, *burek* (cheese or meat pie), food, culture, 500 years, dirty, ugly, religion, cigarettes/smokers, history, the sun, accidents, drugs, tobacco, desert, the Janissaries, basketball, *sarma* (cabbage rolls), *Beşiktaş*, Trabzon, Efes Pilsner, prison, flea market, *halva*, pistachios, goods, hospitality, turban, carpet, hookah and tourism.	2 or 1

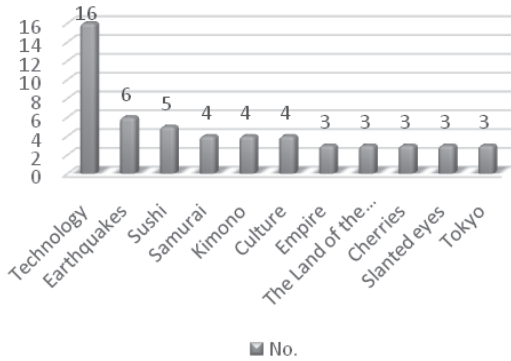**Geopolitical repulsion/attraction (1-5 points):**

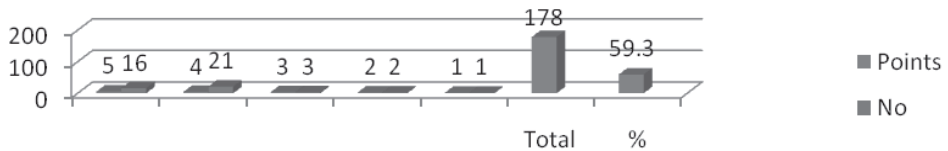**Tourist repulsion/attraction (1-5 points):**
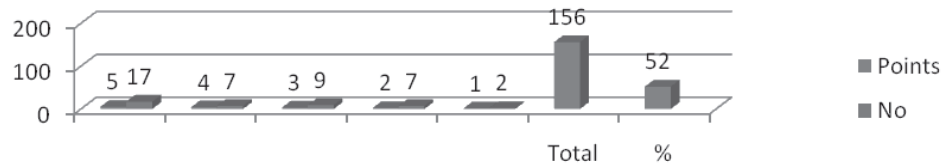
Table 3: *JAPAN*

Verbal associations

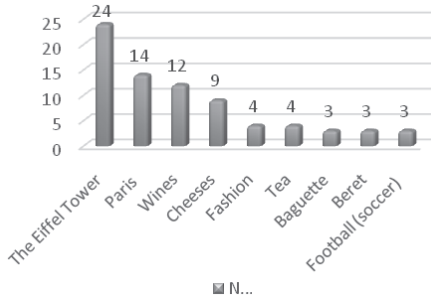| Verbal associations	No.
cuisine (2), Hiroshima (2), bus 23 (2), hustle (2) Toyota (2), the atomic bomb (2), yellow race (2) people (2), history, fish, modern, sticks, Fukushima, radioactivity, intelligence, work, machinery, tea, flip-flops, Buddhism, karate, fish, Nagasaki, war, art, island, cars, the Japanese language, series, graffiti, color, circle, Mitsubishi, bus, meditation and geisha.	2 or 1

Geopolitical repulsion/attraction (1-5 points):

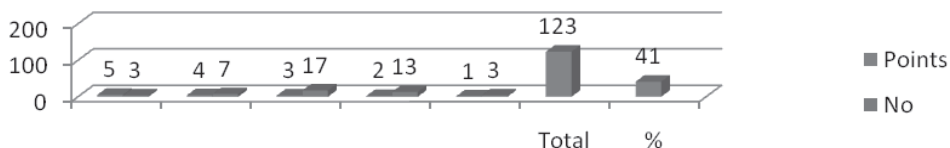**Tourist repulsion/attraction (1-5 points):**

Table 4: *FRANCE*

Verbal associations

Verbal associations	No.
perfumes (2) The French Riviera, Côte d'Azur (2) Louvre (2) Peugeot (2), champagne, jasmine, frog, colonies, cuisine, mustache, nature, romance, Mona Lisa, nightlife, Nice, Normandy, Zidane, Lion, tourism, transport, arrogance, sea, beach, water, love, Festival de Cannes, bicycles and chansons.	2 or 1

Geopolitical repulsion/attraction (1-5 points):

Tourist repulsion/attraction (1-5 points):

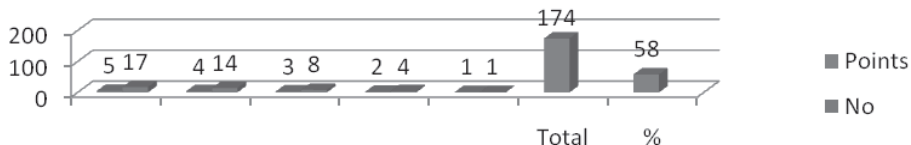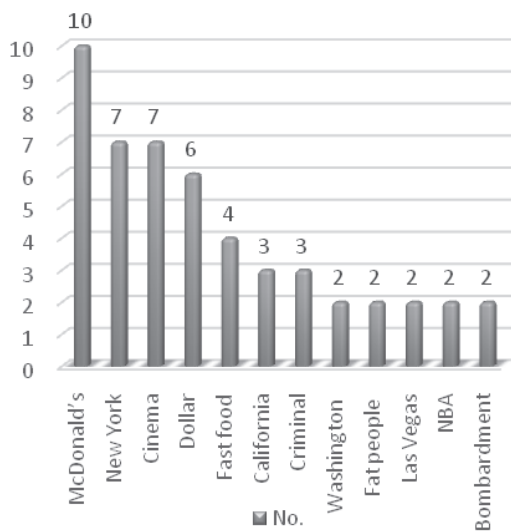*Table 5: THE USA*

Verbal associations

Verbal associations	No.
tall buildings (2), army (2), war (2), the Statue of Liberty (2) money (2) power (2) music (2) politics (2) Barack Obama (2), George Bush, the best country, industry, universities, Florida, hamburger, MTV, the Empire State Building, standard, crowded, diseases, NATO, history, the Indians, culture, cell phones, wealth, bombs, evil, Work & Travel, Texas, the White house, black people, plastic, music, hip-hop, American football, street, people, shouting, Coca Cola, Los Angeles, Columbus, success and NFL.	2 or 1

Geopolitical repulsion/attraction (1-5 points):
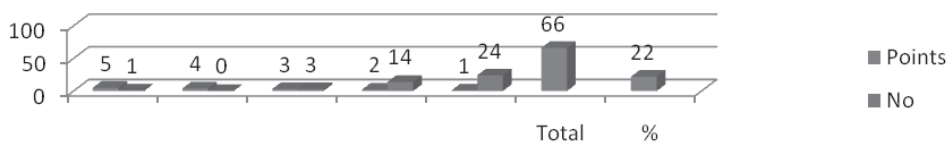
Tourist repulsion/attraction (1-5 points):
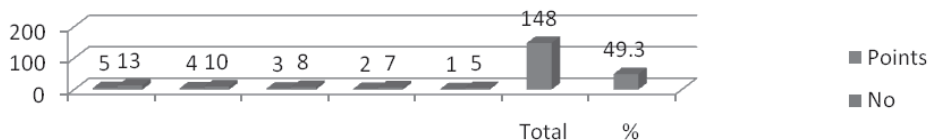

Table 6: SPAIN

Verbal associations

Verbal associations	No.
sombrero (2), palm trees (2), armada, mariachi, bulls, Basque Country, dance, flamenco, tradition, matadors, wine, hotel, dance, beautiful women/men, history, crime, Costa del Sol, holiday, tequila, salsa, painting, sophisticated, responsible, white, tacos, red color, churros, the Gypsies, food, simplicity, basketball, Ibiza, Dali and castanets.	2 or 1

Geopolitical repulsion/attraction (1-5 points):
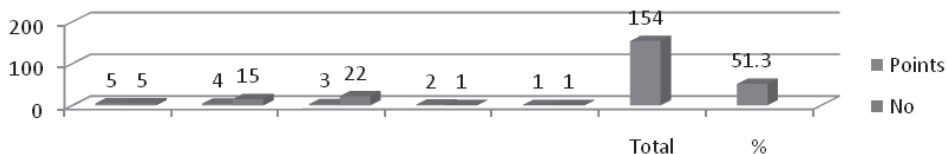
Tourist repulsion/attraction (1-5 points):
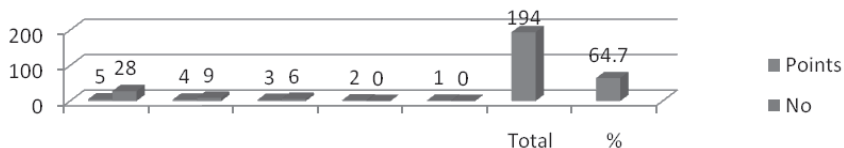
Table 7: GERMANY

Verbal associations

Verbal associations	No.
Nazis (2), *Haribo* (2), chocolate (2), Mercedes (2), Berlin Wall (2), killings, the Jews, tennis, army, industry, organized system, uniform, practice, cold, the law, the Alps, mountains, laws, nature, music, practice, relatives, the German Mark, VW, Audi, Bayern Munich, World War II, the Euro, ports, cheese, relaxation, Hamburg, football and the Baltic.	2 or 1

Geopolitical repulsion/attraction (1-5 points):
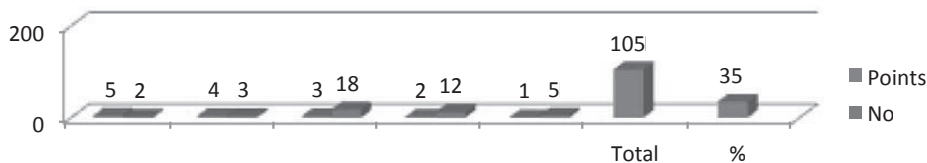
Tourist repulsion/attraction (1-5 points):
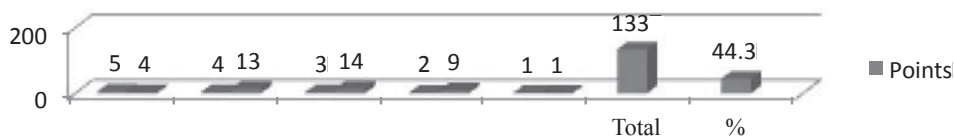
Table 8: ITALY

Verbal associations

Verbal associations	No.
Florence, tourism, lakes, Leaning Tower of Pisa, culture, monuments, music, brick, orderliness, football, crime, prostitution, love, architecture, cheese, Verona, Ferrara, football, Alfa Romeo, the Italian language, men, Godfather, fraud, Juventus, gondola, Monica Bellucci, St. Mark's Square, pigeons, coffee, song, the Colosseum, the Eternal City, Naples, Vatican, fun, ice cream, cappuccino, and Eros Ramazzotti.	1

Geopolitical repulsion/attraction (1-5 points):
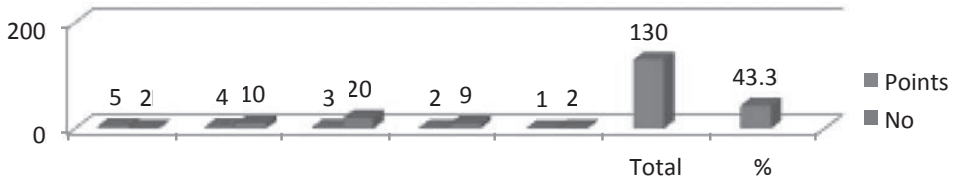
Tourist repulsion/attraction (1-5 points):
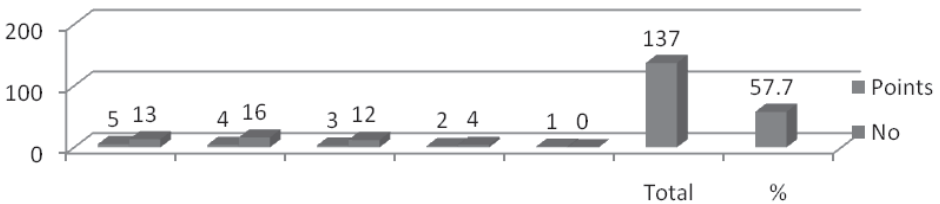
Table 9: CHINA

Verbal associations

Verbal associations	No.
Beijing, commerce, inventions, Bruce Lee, cheap clothes, dragons, samurai, color, interior, many people, copy, value, hustle, work, trips, industry, people, labor, grasshoppers, mafia, the yellow race, cars, a billion of people, cheaper than two Euros, clothing, tourism, toys, the Forbidden City, Yangtze, slanted eyes, Chinese restaurants, Mortal Combat, transportation, large, dense, food, whatnots, accuracy, two billion, Hong Kong and clothes.	1

Geopolitical repulsion/attraction (1-5 points):
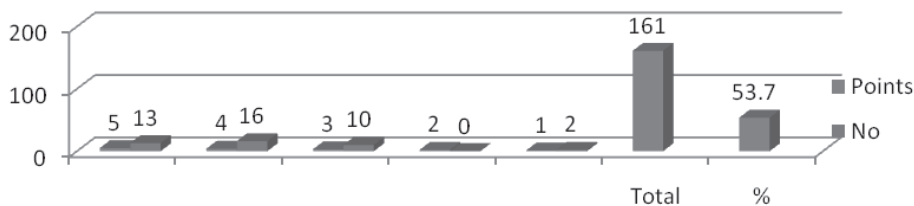
Tourist repulsion/attraction (1-5 points):
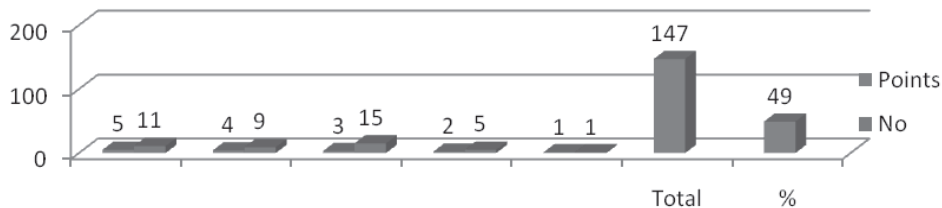
Table 10: GREECE

Verbal associations

Verbal associations	No.
Ouzo (2), food (2), Aristotle, gods, poverty, the Orthodox religion, entertainment, mythology, islands, *tzaziki*, white, view, savings, Salonika front, chaos, drug addicts, soldiers, Corfu, basketball, kebab, shopping, summer, practice, the Parthenon, pistachios, baseball cap, summer holiday, Meteora, donkeys, friendship, the Holy Mountain and beaches.	2 or 1

Bar chart (Verbal associations, No.):
Sea 19, Crisis 9, Gyros 8, History 5, Athens 4, Bankruptcy 3, Olives 3, Salonika 3, Holiday 3, Syrtaki 3, Strikes 3, Feta cheese 3, Blue 2

Geopolitical repulsion/attraction (1-5 points):

Points/No: 5 — 15, 4 — 18, 3 — 5, 2 — 0, 1 — 2, Total 164, % 54.7

Tourist repulsion/attraction (1-5 points):

Points/No: 5 — 11, 4 — 16, 3 — 12, 2 — 3, 1 — 0, Total 161, % 53.7
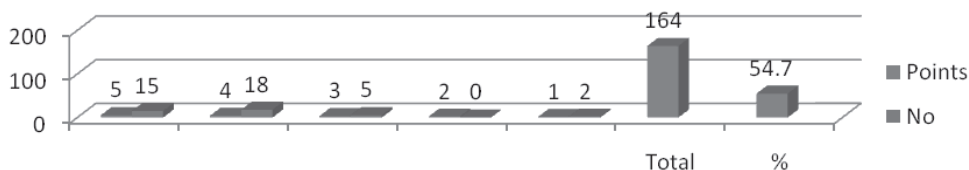
Table 11: RUSSIA

Verbal associations

Verbal associations	No.
metro (2), Russian fur cap (2), ballet, Yesenin, Pushkin, gloomy, sharp, cheerful, monasteries, space, nature, fur, gasworks, army, Russian fur cap, Anna Karenina, money, world power, power, mineral resources, time, beard, Ural, Arctic Ocean, St. Petersburg, potato soup, Arbat, brandy, women, entertainment, architecture, Tolstoy fraternity.	2 or 1

Chart data (Verbal associations):
- Winter/coldness: 17
- Vodka: 16
- Siberia: 9
- Moscow: 8
- Putin: 5
- Gas: 4
- Babushka: 4
- Mafia: 3
- Red Square: 3
- Stalin: 3
- The Orthodox religion: 3
- Communism: 2

Geopolitical repulsion/attraction (1-5 points):

	Points	No
5		26
4		11
3		2
2		1
1		3
Total		185
%		61.7

Tourist repulsion/attraction (1-5 points):
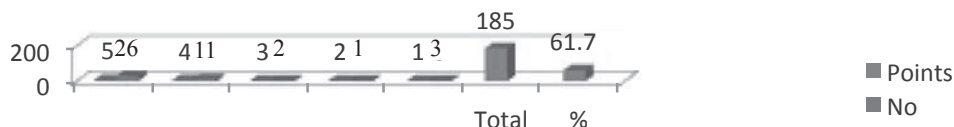
	Points	No
5		17
4		12
3		6
2		4
1		3
Total		162
%		54
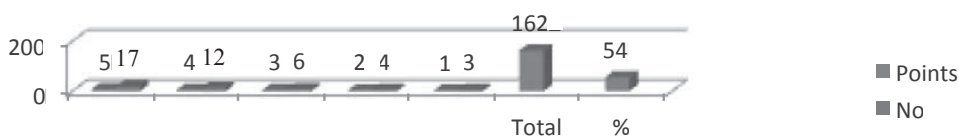
Table 12: CROATIA

Verbal associations

Verbal associations	No.
Split (2), Plitvice Lakes (2), *seaside* (2) Tudjman (2), the Bosnian Serb Republic, "Storm", the copy of the Serbs, singers, discomfort, coast, disintegration, chauvinism, Rab, Hvar, hostility, beauty, Opatija, Adriatic Sea, Dalmatia, Dinamo, Hajduk, *bok* (hi), blockade, culture, music, cold, black, Pula Arena, Brioni, *Kraš*, tourism and intolerance.	2 or 1

Geopolitical repulsion/attraction (1-5 points):
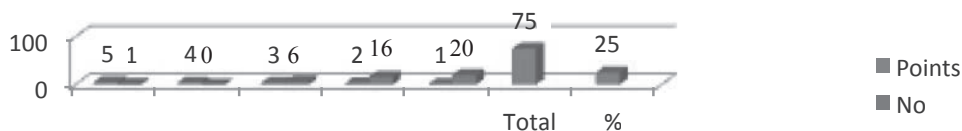
Tourist repulsion/attraction (1-5 points):
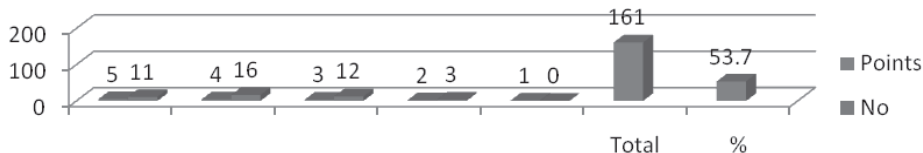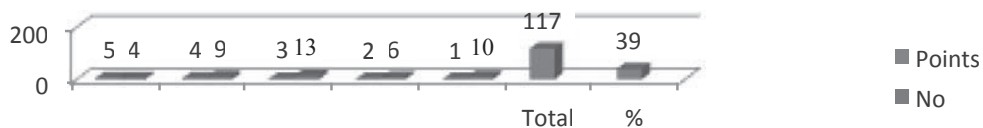
Table 13: HUNGARY

Verbal associations

Verbal associations	No.
Balaton (2) flat land (2) advertising, Szentendre, red boots, Csardas, inhospitality, bad people, cuisine, the Gypsies, flat land, lakes, the EU, Ferencvaros, Kingdom of Hungary, water polo, Szeged, duty free shop, wine, *Gyor*, hotel, kart racing, red color, entertainment, the Austro-Hungarian Empire, cayenne pepper, Heroes' Square, ugly language.	2or 1

Geopolitical repulsion/attraction (1-5 points):
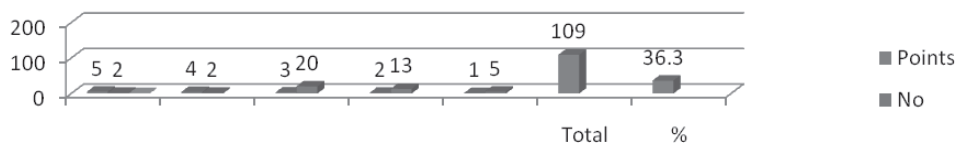
Tourist repulsion/attraction (1-5 points):
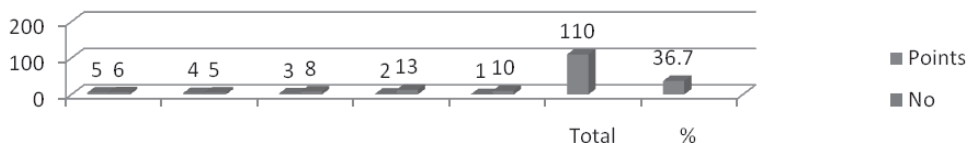
Table 14: A correlation between geopolitical attitudes
and tourist attraction of selected countries

Country	3 most frequent associations (frequency)	No.	Geopolitical evaluation	Rank	Tourist attraction	Rank	Correlation B/C
	A		**B**		**C**		
The UK	Big Ben	14	109	9	168	4	0.64
	rain	12					
	London	7					
Turkey	TV shows	12	116	8	142	9	0.81
	sea	11					
	baklava	9					
Japan	technology	16	178	2	156	7	1.1410
	earthquakes	6					
	sushi	5					
France	Eiffel Tower	24	123	7	174	2	0.70
	Paris	14					
	wines	12					
The USA	*McDonald's*	10	66	13	148	8	0.44
	New York	7					
	cinema	7					
Spain	Barcelona	10	154	5	194	1	0.79
	football	9					
	sea	8					
Germany	beer	12	105	11	133	11	0.78
	Adolf Hitler	10					
	cars	6					
Italy	pizza	15	130	6	173	3	0.75
	pasta	14					
	Venice	7					
China	rice	9	161	4	147	9	1.09
	Chinese stores	9					
	The Great Wall of China	7					
Greece	sea	19	164	3	161	6	1.02
	crisis	9					
	gyros	8					
Russia	winter/coldness	17	185	1	162	5	1.1419
	vodka	16					
	Siberia	9					

Croatia	Dubrovnik	9	75	12	117	12	0.64
	sea	8					
	war	5					
Hungary	Budapest	15	109	10	110	13	0.99
	goulash	10					
	stew	4					

Based on the processing of the survey data, a comparative calculation of correlations shown in the table above, and the analysis of qualitative and quantitative results, it is possible to formulate certain comments and derive important conclusions.

In the first place, as a "very friendly country," is Russia, with an overall score of 185 points (61.5%). Some key historical and geopolitical factors, such as the Orthodox religion, Pan-Slavism, the communist past, the opposition to Kosovo's independence, the support for Serbia during the NATO bombing, the planned construction of the South Stream Pipeline, etc. have certainly contributed to this score. However, this high geopolitical score has not automatically affected the ranking of Russia as the most desirable tourist destination, because with 162 (54%) points, it is located on the 5th place. Despite this, Russia has the highest level of correlation between the geopolitical and tourist dimensions (1.14).

In the last place, as an "extremely hostile country", is the USA with 66 (22%) points. Most recent historical events between the USA and Serbia (NATO bombings, sanctions, the support for Croatia in the civil war, the Hague trials, the support for the independence of Kosovo, etc.), but also the communist legacy of anti-Americanism that has been maintained and strengthened by some nationalist movements and parties in the local political scene, as well as by certain right-wing intellectual circles and the media, have contributed to this score. Despite this, the geopolitical unpopularity is not proportionally followed by tourist repulsion, given that the USA is the 8th on the attraction list,

with 148 (49.3%) points, and the correlation coefficient of 0.44 (the lowest of all countries), which practically means that, in this case, a negative geopolitical score had the smallest effect on tourist attraction.

Greece is the country in which we observe the biggest balance between the geopolitical position towards Serbia (164 points (54.7%)), on the one hand, and tourist attraction (161 points (53.7%)) on the other hand, which is confirmed by the correlation coefficient of 1.02.

When it comes to "tourist attraction itself," the most attractive country for tourists is Spain, with 194 (64.7%) points, although it is in the 5th place when it comes to the geopolitical evaluation, with 154 points (51.3%), while the correlation coefficient is 0.79. France is in the second place with 174 (58%) points, while its geopolitical position received 123 (41%) points and reached the 7th place, and the correlation coefficient is 0.70. In the third place, right after France, there is Italy, with 173 (57.7%) points, and it is in the sixth geopolitical position with 123 (41%) points and the correlation coefficient of 0.75. It is indicative that the first three places are held by three most attractive tourist countries in Europe; thus, relatively unfavorable geopolitical ranking in the collective consciousness of the respondents did not have any significant effect on the tourist attraction of these countries.

Based on the comparative analysis of the respondents' identified associations, referring to each of the mentioned countries, it is possible to create a certain classification, relevant for this research (number of associations is in the brackets): *Tourism asso-*

ciations (74), *Geopolitical associations* (56), *Gastronomic associations* (43), *Climate and geography associations* (20), *Celebrities* (20), *Popular and high culture* (19), *Sport and sports clubs* (17) and *Trade and industrial products* (15).

From the above classification of associations, it is clear that the most numerous are the ones related to tourism (74) and geopolitics (56), which is not surprising, because the research has been based on these two key dimensions. Gastronomic associations (43) are in the third place, which is partly due to the fact that the respondents were students of The College of Hotel Management, among which the most numerous were those studying Gastronomy. It should also be noted that some associations are not unambiguous, so there is a dilemma of whether they should fall into one category or the other, or they should be a part of two or even three categories simultaneously. Thus, for example, Siberia may be a geographical area, a tourist attraction, but also a notion with a highly negative geopolitical connotation, related to the history of the Gulag. On the other hand, McDonald's and Coca Cola can be classified into culinary associations related to food and drinks, but, at the same time, they can be classified in the category of geo-political associations, because they represent symbols of American power, domination and globalization (anti-American and anti-globalization movement most frequently attack the embassy and McDonald's windows). In Germany, the Berlin Wall (or what has left of it after demolition) is a tourist attraction, but also, at the same time, a powerful geopolitical symbol of the Cold War and the confrontation of capitalism and communism. There are other similar examples, and therefore individual categories within this classification may not be clear-cut, because the terms and their meanings overlap and inevitably become mixed up. Finally, in certain cases, incorrect associations have appeared; for example, a sombrero and mariachi have mistakenly been attributed to Spain, instead of Mexico, while sushi and samurai have erroneously been associated to China, instead of Japan and so on.

It is also interesting to determine the correlation between qualitative geopolitical associations with each country and the quantitative evaluation of its geopolitical position with respect to Serbia. When it comes to top-scoring Russia, none of the three major associations (winter, vodka and Siberia) have a very positive geopolitical dimension that would justify the highest score. In fact, winter/cold together with Siberia (that is also related to cold and desolation), often have a negative connotation, especially if we take into account that Siberia is the symbol of the exile of million political prisoners to gulags, where they died en masse; and in this sense, Siberia has, without a doubt, a negative political connotation. In this context, vodka can be seen as a kind of counterbalance, and a "cure" for coldness and depression caused by life in an icy plain. Depending on the value system, vodka can have a positive connotation in the context of "having a good time" or a negative connotation in the context of the "Russian tendency to drink excessively" stereotype. In contrast, the dominant associations related to the USA, which is in last place with 66 points (22%), do not have a negative geopolitical connotation, considering the fact that McDonald's, which is in the first place, is very popular in Serbia, especially among young people. New York is in the second place, and it is a very relevant tourist association, an iconic megalopolis of the global popular culture, that most students have probably met through American films and series that often take place in New York City. The American cinema (Hollywood films), which is one of the most popular cinemas in the world, is in the third place, and it is the most important cultural export product of the USA, but there are critics who, in accordance with a

"conspiracy theory" believe that it is also a form of cultural imperialism and a means of American global dominance.

As expected, bearing in mind the above-mentioned causes, according to most respondents, Russia is at the top of the list, as the biggest geopolitical friend of Serbia. However, quite unexpectedly, in the second place, as a friend of Serbia, is Japan (instead of "Orthodox, friendly Greece", as one might have expected). The causes of such high rank of Japan can be found in the popularity of the buses donated by the Japanese people, the media promotion of Japan as a friend of Serbia, and possible sympathy with the Japanese because of earthquakes, tsunamis and the disaster at the Fukushima Daiichi nuclear power plant, as well as in a fascination with Japanese technology. At the other end, also expectedly, the greatest geopolitical enemies of Serbia are the United States and Croatia. Recent historical events related to the NATO bombardment, and the civil war in Croatia, in which the Serbs were driven from Krajina, and the recognition of Kosovo by these countries, have certainly contributed to such low scores. The above reasons are objectively rooted in the collective consciousness. However, they have continuously been upgraded by the media, and enhanced by a repetition of a series of universal stereotypes and prejudices against the Americans and America, and the Croats and Croatia. Little is done in the local media and the political arena to stop the inertia of negative attitudes, rhetoric and clichés, and to arrive at objective assessments of these countries and their people. Tourist trips are an important instrument to overcome these prejudices, because they enable direct face-to-face meetings of members of "enemy" nations. It is also known that the Americans and Croats have analogous biases against the Serbs, so this phenomenon is relatively symmetrical, which further increases the need for mutual efforts in order overcome hostility via the media and direct encounters between people. In this context, the follow-ing example from the article entitled "From hate to love of an American," published in the Politika on Oct 23rd2011, is illustrative and indicative. Charles Cutter from Illinois was intrigued by mutual hatred between the Americans and Serbs, which had been dominant on the Internet networks and other media. He decided to "check out" the Serbs on the spot and became assured that the reality was quite different. The young American established his first contacts with the Serbs via a Facebook group called "I hate America," and to extend the debate, he uploaded videos in which he mostly praised Serbia, or as he said, revealed the truth. For the Politika, he stated: "Last year, I took two weeks off and decided to come to Serbia. When I told my friends I would visit some guys who hated America, they told me I was insane. Surely, it is because stereotypes are often used – that you are the major and only culprit, that you committed genocide, and the like." Cutter further said that he was most pleasantly surprised by the Serbian people. Wherever he came, in every home, he was accepted as a family member. They discouraged him from his intention to book a hotel, and offered accommodation in their homes. This example, therefore, clearly indicates the geopolitical potential of tourism, i.e. the power of influence of tourism in overcoming inter-ethnic intolerance, stereotypes and clichés that rely on some earlier historical events and wrong decisions of the political elite.

Conclusion

Based on the presented analysis, the question of cause and origin of the dominant geopolitical attitudes of respondents arises. From where do geopolitical attitudes of one nation towards another come? What are the sources of representations and acts that are behind the associations which the surveyed students wrote? Are those films, news, reports, books, journals, magazines,

jokes, songs that influenced the creation of the image of a particular country, positive or negative? Do these images reflect the views of certain political groups in the society, whether derived from elitist or populist social groups, parties or the media? What are the consequences of such representations on the international politics of Serbia? Do those characteristic images and reactions they cause in our minds facilitate or hinder a certain policy of the Serbian government ("Kosovo and Serbia" or "Kosovo and Europe"). Finally, what are the geopolitical terms and keywords obtained by this study, which affect the repulsion or attraction of certain countries for Serbian tourists? The power of this "knowledge" comes from the fact that it is taken "for granted," as a form of generally accepted "common sense", so it can easily be used and abused in geopolitical actions, political and tourist (anti)propaganda.

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LIFESTYLE HOTELS – NEW PARADIGM
OF MODERN HOTEL INDUSTRY

Abstract: The practice of modern hotel industry introduced to professional community the term "lifestyle" hotel. The paper deals with the essential meaning of this term. This raises the question of the difference between the lifestyle and boutique hotels which are in practice often identified. The paper aims to resolve the basic dilemma – whether lifestyle hotel can be treated as a special type of hotel, or all types of hotels under certain conditions can fit into a group called "lifestyle". Closer defining of the term "lifestyle" is a starting point for further discussion. This paper makes an attempt to overcome the uncritical use of the term "lifestyle" in tourism and hospitality practice. Providing a clearer definition is necessary to establish standards for the typology of lifestyle hotels. These standards are primarily based on the criteria of market segmentation. Among them, psychographic criteria occupy a special place. To make lifestyle hotel more than a promotional slogan, it is necessary to confirm its market position. This means identifying specific target groups differentiated according to the main features of the lifestyle.

Key words: "Lifestyle" hotels, defining, standards, typology

Introduction

The growth of cultural tourism is direct result of the rising interest in art, culture and history. From the point of tourist demand, some demographic, social and cultural changes have taken place. One aspect of cultural tourism development is the new forms of hospitality industry. After decades of brand standardization, in which brands provided consumers with products that were consistent across the marketplace, there is growing attention to more differentiated products offering in the lodging sector. The strong increase of senior citizens in the Western world has significantly extended the market for different types of hotels. The senior tourist market segment consists of a growing number of retired, active, wealthy people of excellent health. Older people dispose of leisure time and money which they like to spend for holidays and travelling.

New demographic trends indicate less children per household, a growing number of independent working women, more singles. Those are symptoms of the individualization within the Western society. People are higher educated. They travel more frequently and they show wider interest for history and culture. Being well-informed and critical consumers, familiar with travelling, they want value and quality for their money. Quality and safety are preferred choice criteria for senior citizens. For them price is of secondary importance, but they expect to be respected in the principle "Value for money".

Young employed people have busy lifestyle. They suffer from chronic lack of time. That is why the leisure time is so precious