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TOURISM PLANNING ACCORDING TO THE MAN AND THE SPACE

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Abstract: The current domestic and foreign tourism in our country and in the world is developing in significant natural, rural and urban areas. As such, it is of interest for numerous research endeavours, operational activities and appropriate spatial and social planning in accordance with current legislation and established views on environmental sustainability. In places, regions and countries receptive to tourism, where tourism develops on the basis of tradition and respect for local and regional characteristics, the highest possible harmonisation and planning of development with existing natural and anthropogenic values is required, with particular attention to the views of modern ecology and anthropogeography on the unity of nature, man and society. The planning of modern domestic and international tourism in all its forms must always and everywhere be based on scientifically proven foundations and realistic social reality. The planning of tourism development must always and everywhere be aimed at achieving economic and social effects, i.e. directly at the economic component, since the income from tourism as a type of activity in the sense of unmanageable exports is significant for the country's balance of payments. The need for tourism development planning in harmony with people and nature is emphasised by a number of good experts in this field. Among them, the German sociologist Jost Krippendorf stands out, whose views are often quoted as expressing the need to respect the local and traditional over the universal when it comes to planning the overall tourism activities in a given area. Also of interest are the recommendations of the World Tourism Organisation, which are addressed to the member countries of this leading organisation in the field of tourism and travel (Krippendorf, 1986).

Keywords: Planning, man, space, inbound tourism, outbound tourism, economical effects, local and traditional

Introduction

Modern tourism can be equated with the specific migration of people from their home countries to tourist destinations, both within a country (domestic tourism)

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and between different countries (international tourism). For many years and decades, the number of domestic and foreign tourists in the world has been increasing, which indicates the need for targeted spatial planning for its development. The literature states that modern tourism and human society are two closely and diversely related categories, characterised by their past, their present and their aspirations for the future. Modern tourism is characterised by numerous phenomena and processes that reflect in a particular way the economic and cultural state and development of society, its material and cultural well-being, regardless of the recipe and reception of tourists. With its mass, not only host, but also international tourism, as well as the great power of integration of numerous actions, natural, economic and social activities, tourism has no equivalent on the planet.

Due to a number of peculiarities of modern tourism, it is necessary to plan and organise it in such a way as to harmonise it as much as possible with the needs of the people and the capacities of the space. Only well-planned and organised tourism that is in line with modern positive views of ecology will bring real results in the long term. It manifests itself in the possibility of valorising those natural complexes and social objects, phenomena and processes that are not important for other activities. This is linked to the realisation that tourism expands the human field of work and contributes many times over to the realisation of the economic and social effects of the places, regions and countries in which the hosting and tourism side takes place. For this reason, special attention is paid to this activity in the various territorially and socially organised modern societies.

Tourism as a global process

There are few activities that have taken hold of almost our entire planet like tourism, from traditionally well-visited centres, regions and countries to those that are just entering the large tourism market with their offer. Due to a number of specific features, especially its economic importance, tourism is recognised in most countries directly and indirectly, traditionally and modern, in legislation, the economy, spatial planning, urban development, investment, ecology, the protection of natural and anthropogenic values, human resources training, tax policy, road and transport document regime, but also culture, art, design, general and targeted marketing, the protection and revival of archaeological sites, monumental heritage and the presentation of original traditional ethnographic values. It is also about the training and education of personnel for increasingly complex and diverse tasks in tourism initiative and reception (Stanković, 2009).

Since the first organised tourist trips and the emergence of tourist destinations and regions, tourism has been understood differently in different countries. This

makes it interesting and challenging for a comprehensive study, especially for the spatial and functional planning that contributes to development. Time has shown that many conditions are necessary for tourism to be successful and economically recognisable. The opinion of some authors that tourism will quickly and easily revitalise underdeveloped regions and countries has not been fully realised. Among the ten most developed tourism countries in the world, almost all are among the first in terms of a number of other indicators, such as the material base of tourism, the level of investment in tourism and hospitality facilities and infrastructure, the level of personal and family standards of the population, the high degree of complementarity of tourism with other activities, especially transport, food production, environmental protection, etc. We are talking about the USA, Spain, France, Italy, Switzerland, Germany, Austria, Great Britain, Hungary, but also China, Indonesia and Brazil.

It is estimated that people's spending on international tourist travel accounts for 12 to 15% of the total national product, i.e. 6 to 8% of the value of global exports or 20 to 30% of the value of all services. In addition, investment in the renovation of old and construction of new tourism and hospitality facilities exceeds 15% of total investment. Revenues from global tourism totalled 1.5 trillion dollars in 2019. Now that tourism has recovered from the Covid-19 pandemic, revenues are expected to exceed USD 1.8 trillion in 2024. This situation requires targeted tourism planning by people and spaces to avoid saturation and degradation of natural and anthropogenic tourism values, which are the drivers of tourist movements of varying intensity and duration. If we add the number and characteristics of foreign tourism, which is four to six times greater than domestic tourist flows, things become more complicated, planning becomes more responsible, the tasks more complex and the problems to be solved more numerous and varied. For the constantly growing number of tourists in the world, it is necessary to plan and upgrade existing areas and conquer new ones, to revitalise and build existing and new tourist and catering facilities and all kinds of tourist infrastructure.

Table 1. Number of foreign tourists in the world (in millions)

Year	Tourists	Year	Tourists
1970	166	2000	661
1975	222	2005	808
1980	284	2010	937
1985	238	2015	1.000
1990	456	2020	1.060
1995	534	2025. (forecast)	1.500

Planning process from local to the international level

The planning of tourism must be consistent with the generally recognised definition of this social and economic activity, which has conquered the whole world and is developing faster and more extensively than a number of other activities. It is a set of relationships, phenomena and processes resulting from people travelling from their permanent residence to a tourist location, region or country in order to satisfy one or more of life's needs, the most important of which are recreation, health and culture. Although it has a long, rich and varied tradition, tourism in the modern sense of the word, especially in terms of the frequency and scale of domestic and foreign tourist movements, is characteristic of the period between the two world wars, particularly the second half of the nineteenth century, i.e. the relatively rapid reconstruction of the economy and the rise in living standards after the Second World War. For several decades, tourism has only been able to compete with the most profitable human activities, such as some industries, electronics, banking, transport and trade, both in terms of mass and economic, social and cultural indicators.

From an anthropogeographical point of view, modern tourism represents the most massive form of occasional population migration, both from the place of origin to the tourist destination and from the regions of the countries that initiate tourism to the regions and countries of the tourist host countries. For the ever-growing number of domestic and foreign tourists in our country and in the world, as well as for their ever-increasing and diverse demand, we need more and more original and well-organised and protected rural, urban, continental, mountainous, plain and coastal areas, i.e. manifestations of various types, monuments and memorial complexes that can satisfy health, recreational, excursion, congress, demonstration, cultural, personal, sporting and other needs with their basic characteristics. Tourism planning in terms of people and space extends from the local to the regional and national level, with supra-regional and intergovernmental plans and projects to improve tourism being favoured in many places in recent times. The planning of tourism in terms of people and space differs in some ways from the planning of other activities. This is because the development of tourism requires a lot of original or well-protected space, while tourism is not a constant consumer of it, on the contrary, if it is well planned and organised, it improves the state of the environment, enriches the space with specific objects and, more than other activities, can serve culture, tradition, improvement of the local environment, raising awareness of the need to protect and improve nature and its monumental heritage, as well as improving the economic and social standards of the population of receptive places, regions and countries (Stanković, 2022).

The fact is that tourism is a distinct spatial phenomenon and takes place in almost all climate zones, on all continents, high mountains, warm seas and deserted

islands. Numerous natural and anthropogenic objects, phenomena, processes and events contribute to the development of tourism. Where the appropriate material basis for tourism has been created (accommodation and catering facilities, transport infrastructure and where cultural heritage is well protected, researched and presented or attractive sporting, ethnographic, culinary, musical and other events take place), tourism contributes in many ways to the well-being of the local population, i.e. to the reception of tourists. Planning the development and improvement of tourism is a complex and responsible scientific research and application task. It follows a good knowledge and functional design of the type and scope of accommodation and catering facilities, transport infrastructure and transport, the richness of the content of tourist stays, the problem of year-round operation, as an integral part of tourist movements and the economically and socially justified operation of tourism and catering facilities.

Table 2. Tourists and overnights in Serbia

Year	Tourists			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1955	988,000	60,000	1,048,000	2,805,000	175,000	2,980,000
1965	2,147,000	477,000	2,624,000	6,844,000	1,303,000	8,187,000
1970	2,636,000	687,000	3,323,000	6,540,000	1,136,000	7,676,000
1975	3,179,000	842,000	4,021,000	8,586,000	1,381,000	9,967,000
1980	3,460,000	868,000	5,328,000	10,562,000	1,468,000	12,030,000
1985	3,899,000	847,000	4,746,000	12,424,000	1,473,000	13,897,000
1990	3,060,000	881,000	3,941,000	10,202,000	1,468,000	11,6670,00
1995	2,228,000	204,000	2,432,000	7,481,000	644,000	8,125,000
2000	2,003,000	165,398	2,168,398	7,265,000	430,000	7,695,000
2005	1,536,000	452,679	1,988,679	5,507,000	991,748	6,498,748
2010	1,317,916	682,681	2,000,597	4,961,359	1,452,156	6,413,515
2015	1,304,944	1,132,221	2,437,165	4,242,172	2,409,680	6,651,852
2020	1,374,310	445,711	1,820,021	4,936,732	1,264,558	6,202,290
2022	2,096,472	1,772,763	3,869,235	7,306,219	4,939,394	12,245,613



Figure 1. Palić lake and the shore – an example of well-organized tourist area

Tourism planning and space valorisation

On the basis of the natural sciences of the area under study (geography, biology, ecology, geology, hydrology, climatology, pedology), the development of tourism can be planned on smaller and larger natural or administrative units, regions, states and interstate levels. . The tasks of spatial and functional tourism planning are numerous, diverse and specific. One of the reasons for this is that some objects, phenomena and processes in space that are not of interest for a number of other activities can be valorised through the development of tourism. Only through tourism do they acquire their true value (caves, beaches, snow-covered mountain slopes, swamps, and sunsets), i.e. they expand the sphere of human labour, economy and employment. In planning the enhancement of natural and anthropogenic values, events and phenomena that correspond to production capacities, it is necessary to harmonise and coordinate, always and wherever possible, the existing complementary tourist values of the territory within the limits of an optimal circulation that does not jeopardise the ecological relationships and processes that have been established in the environment over time.

The area as a territorial unit of the municipality, the district and the state can be valorised in an exemplary way through tourism. “In this limited spatial framework,

an all-round spread of all particles of animate and inanimate matter takes place. But in a way that is tangible and controllable. Such an entanglement leads to various spiritual events. In addition to space, time also plays its specific and decisive role in every human action. Time is therefore inseparable from space. It is philosophically inseparable, it is inseparable for every theory and it is inseparable for every practical activity” (Dobrović, 2017). This means that it is inseparable from tourism, i.e. its planning for the present and the future.

Tourism planning differs in some ways from the planning of a number of other activities. This is because tourism aims to create an original, well-preserved or revitalised environment with objects, phenomena and processes that have one or more attributes of tourist attraction. It is the organised activity of the social community to enable economically profitable and socially beneficial operation of the tourist reception based on the existing tourist values. Tourism planning must be based on the fact that processes and phenomena in space that emphasise tourism values are natural and social. They are stimulating and constraining and can be immediate, occasional, periodic, short-term, long-term, permanent, local, regional, controlled and uncontrolled, creative and destructive, historically conditioned but also contemporary, easier and harder to predict and solve. This situation shows the complexity of tourism planning. The environment, i.e. the space based on the direct, indirect and feedback connections of numerous factors with the environment that have developed over time, and in which tourism also develops, is a specific category based on a series of indicators, with elements of zonal and azonal, organised and disorganised, centre and periphery, proactive and receptive.

Tourism, as one of the increasingly important economic and social functions in the territory, is the content of spatial and urban plans of various territorial inventories, basic and special purposes, e.g. for national parks, nature reserves, health resorts, mountain and seaside resorts, islands, monument complexes, as well as for corresponding administrative units such as municipalities, communes, districts, etc. The organisation, design and functional equipment of the tourist area on a human scale are three important tasks that geographers, spatial planners, urban planners, architects, tourism scientists, ecologists and economists have to deal with, taking into account existing facilities and the state of tourism as well as knowledge of contemporary trends in developed countries. of tourism and a positive tourism balance in terms of the amount of income from tourism services for domestic and foreign tourists and the volume and structure of employment in tourism and hospitality.

Tourism as a spatial phenomenon

Due to the constant growth of mass tourism, both domestic and foreign, and the importance of this activity, appropriate attention must be paid to tourism from a planning perspective, bearing in mind that the scientific and practical foundations of the approach to the overall planning of tourism are based on the scale of people and space, and the tasks involved are numerous, varied, often complementary, but also conflicting with a number of activities that have an interest in the area of value for tourism. This is of particular importance, because regardless of the large area of our planet or individual countries and regions, the space cannot be expanded to include almost everything, especially that which has the appropriate attributes of tourist attractiveness, is originally preserved or well protected and improved and as such has tourist value. Of course, only legally protected areas (reserves, national parks, nature parks, memorial sites) are not acceptable for a diverse and economically justified tourism. Tourism seeks wide areas in different geographical longitudes and latitudes, altitudes, islands, seas and continents as well as climatic zones (Stanković, 2023)

Knowledge of space, i.e. the environment in which human society lives, is one of the oldest human endeavours, which has changed and improved with the development of techniques, technology, production forces, human needs and general social relations. For several centuries, scientists, especially philosophers, have been dealing with the problems of coping with the forces of nature and their effects on material and spiritual life. "With the development of society, questions about the sufficiency of the earth's natural resources to meet the suddenly increased demand for energy and natural materials and in connection with population growth and scientific and technological progress have become increasingly topical. Finally, the problem of the fundamental characteristics of the natural environment under the influence of the sharp increase in production has recently become the centre of attention. In a relatively short time, this problem has gone beyond the scope of nature conservation, i.e. the preservation of certain natural systems (geosystems). The task of environmental protection and the activities of human society itself have taken centre stage, both in the present and in the interests of future generations. The character and speed of natural geographic and ecological processes (including the different characteristics of natural systems in terms of their self-regulating capabilities) and the process of demographic, social and economic development." (Radovanović, 1977).

Responsible and sustainable tourism development

In the context of modern trends in tourism, the Agenda 21 for the tourism industry and the General Code of Ethics for Tourism, specific documents of the

World Tourism Organisation based in Madrid, are of interest. Some measures in the positions are of interest for development planning and benefit the member countries. It is about the contribution of tourism to understanding and respect between peoples, about tourism as a means of individual and collective satisfaction, about tourism spatial planning activities based on sustainable development. As a widely accepted international agreement, Agenda 21 has a special significance for tourism, which has been recognised as the most important economic sector at global level for some years now. It is about the actions that the tourism industry must take. Although the recommended activities may seem unrealistic, the consequences of failing to take appropriate action can lead to an increase in the economic damage to tourism reception. (Group of Authors, 2000). This is followed by the positions of the General Code of Ethics for Tourism, which pays special attention to tourism as a factor of sustainable development and as a user of natural and cultural heritage, its conservation and enhancement, the freedom of movement of tourists and the rights and duties of tourism workers. (Group of Authors, 2001). Tourism development planning can be based on the recommendations of the World Tourism Organisation, which has elaborated five main and 27 additional elements for planning and proposed different types of tourism facilities, namely coastal and mountain areas, national parks and reserves, archaeological sites, historically significant places and health resorts, in the short term (1 to 3 years), medium term (4 to 10 years) and long term (11 to 25 years).

The planning of tourism development requires a careful approach and a good knowledge of natural processes, zonal and azonal elements, occasional and permanent processes, connections, conditioning, direct and feedback loops of spatial elements. Although there are universal methods for analysing spatial planning for the needs of tourism, they should not always and everywhere be applied literally. Each space intended for tourism requires the application of appropriate research methods and the communication of the results obtained, because in the tourism market the local and regional, the endemic, the exemplary, has a higher price than the universal. Tourism planning by man and space can be defined as a planned, scientifically based, continuous and practically verifiable activity of man and society, which endeavours to achieve the targeted and proven orientation of tourist-historical and transport facilities, with the help of which tourist traffic in a certain area can be optimised. The facilities and their location are selected according to the tourist values of the area, the type of tourism and the ability of the municipality to invest in the planned facilities to meet the needs of current and potential domestic and foreign tourists.

Succession in tourism planning

The planning of tourism development is approached analytically, with a clear definition of the desired objectives. It is based on an inventory of tourism values, the possibility of enhancing, protecting and improving them, as well as complementarity and competition with the environment. It also involves research into existing and future demand on the domestic and foreign markets, the placement of facilities and activities in the area and the best possible selection of locations for certain tourist activities, which must be suitably equipped. The identification and definition of the desired objectives and the definition of alternative and acceptable methods to achieve them seem to be particularly important. It is also necessary to prioritise the construction and design of the tourist area and its zoning in accordance with ecological principles and local natural and social conditions. Put simply, the best results are achieved by comparing with the existing situation, by analysing priorities and exemplary examples from the country and the world, by properly evaluating investments and their importance for economic and social development, the time, type and extent of use of tourist and hospitality facilities and the impact of tourism on both natural and anthropogenic tourist values, i.e. on living nature and monumental heritage (Stanković, 2021).

All this must be subordinated to the realisation of real benefits of the tourism and hospitality industry in the area covered by the plan. In order to achieve this, planners must start from an inventory of existing assets in the area that have one or more characteristics of tourist attraction, i.e. that enable one or more types of tourism. Of interest is the actual assessment of natural and anthropogenic tourism assets in relation to current and future demand. In spatial terms, it is important to distinguish tourist places and regions from areas that have a different appearance, function and purpose. Particular attention is paid to the placement of infrastructure, equipment, accommodation, catering, health, leisure, sports and conference facilities. The selection of the best locations for specific facilities and purposes seems to be a priority, as it contributes to the extension of the tourist stay, the richness of its content and the realisation of corresponding economic and social effects.

Inventarization and valorizatio of tourism values

Competitiveness and complementarity with the environment must be respected in the full sense, because one category contributes to the improvement of tourism, while the other prevents and neutralizes it (Stanković, 2008). In the process of spatial and functional planning of tourism, in significant tasks, which analysis, synthesis, model, i.e. proven scientific and applied methods, should be solved in the

right way, among others, we include: Defining desired goals for appropriate time periods; Determining acceptable alternative ways to solve set tasks and achieve real goals; A detailed inventory of natural and anthropogenic values with appropriate attractiveness attributes for certain types of tourism; Spatial definition of tourist places, centers, zones, directions and regions affected by planning as clearly as possible; Determining the priorities of arrangement and equipment according to overall and specific tourist values in the area affected by planning; Zoning of space in order to protect rarities and the need for appropriate protection both for tourists and from tourists; Identifying possible tourist attractive, especially, unrepeatable and non-transferable, values, endemics and relics, rare species, archaeological sites and specific monuments; Defining auxiliary and supplementary activities in the area covered by the plan, emphasizing complementarity and possible collision and competition; Legal regulation of the relationship between investors, planners, builders and users; Improvements in the elements of the tourist offer for the domestic and foreign markets, education and employment of the workforce, etc.

Of particular importance are the analysis and insight into current and future tourist flows, insight into the profitability of investments and operations of tourist and hospitality facilities, the functional connection of tourist reception with the tourist initiative, i.e. tourist places and regions with places of permanent residence of people, that is, dispersive zones of native places, according to the contractive zone of tourist places; A well-designed and easily applicable tourism policy at different decision-making levels, as well as the overall effects of tourism on the area affected by the plan. In this regard, it can be stated that spatial planning of tourism, as an integral part of general and special planning, is a complex continuous research and application work, the goal of which is such arrangement, furnishing and organization of space that can achieve positive social, social and economic effects on the tourist market. based on the valorization of natural and anthropogenic potentials.

Tourism planning must be harmonized with existing proven standards and previously achieved positive effects. In the spatial planning of tourism, methods of making plans, geodetic and cartographic bases, documentation, statistics, urban, planning and tourism norms, as well as appropriate models are used. The planning of the development of tourism is temporally harmonized with the existing standards of general spatial planning of the corresponding geographical entities and administrative units. The size of the territory, as a spatial measure for the needs of tourism, is defined as local, regional and national. In addition to all that, the spatial and functional planning of tourism, always and everywhere, should be tailored to man and society, coordinated with relationships, events and objects, the basic aspirations of the social community, the state of the living environment, coordinated with complementary activities, the economy that serves man, with more decentralization than centralization of state policy, etc. (Krippendorf, 1986).

Planning the development of tourism in a certain territory must, among others, include and solve three specific tasks. It is about a precisely defined territory, purposeful furnishing of the space and purposeful arrangement of it. It is significant that tourist-geographic areas of different rank, potential and significance, through tourism planning and development, acquire a specific structure, physiognomy and functions. This means that the integrity, evaluability, systemic organization, hierarchy and overall relations, phenomena and processes with the immediate environment, i.e. tourism complementary activities, must be emphasized, and all this at the level of modern understandings of sustainable development, which we can terminologically identify with domestic, coordinated, designed, scientifically based and applicatively feasible works without violating the basic ecological laws. In addition, the positions of the existing legislation, the principles of the concept of active environmental protection, the existing postulates on water, as well as the way of spatial management must be properly respected (Stanković, 2008).



Figure 2. National and traditional heritage in the function of the tourism

Tourism planning and ecosystem protection

Among the most important research and application actions and works, on the issues mentioned above, the following can be classified: Analysis of ecosystems of habitats and areas of the living world and determination of direct and indirect connections and relationships with existing anthropogenic objects, especially important for tourism; Analysis of tourist demand on the domestic and foreign market, not only by volume and time, but also by social, status, economic and cultural characteristics of tourists; Realistically established and long-term designed cooperation with institutions in the field of environmental protection, i.e. of nature and the monumental heritage in it, that is, with those from the domain of traffic,

forestry, water management, meteorological service, legislation, sports, culture, etc.; Determining the goals of long-term revitalization, reconstruction and protection of nature and monumental heritage, along with defining priorities, zones and operational procedures; Defining the capacity of the tourist area in terms of the maximum load at different times during the year, so that saturation and degradation do not occur; Defining the right proportions between mass and elite tourism, that is, summer and winter tourism, recreational and health, domestic and foreign, commercial and subsidized, stationary and weekend tourism, etc.; Realistic design and appropriate construction of tourist-hospitality and infrastructure capacities, according to existing and possible tourist demand; Designing the contents of the tourist stay in order to extend the tourist season and achieve better economic effects; Maximization of positive and minimization of negative social, economic and social effects of tourism in the planned tourist place or tourist region (Stanković M. S. 2002).

Tourism planning, more than the planning of some other activities in the area, must be in accordance with the views on active environmental protection, i.e. with ideas of sustainable development. Planning, protection, maintenance, revitalization and improvement of the environment, as a tourist value and the basis of its development, is the basis of what the work of the tourist reception rests on. Management of a touristic area is the basis of maintaining it at the level of originality or good protection, as a basis for valorisation. Degradation of the environment in some places, regions and countries causes a decline in its quality and is a limiting factor in valorisation, spatial and functional planning and arrangement. Areas of high ecological value, i.e. true originality and the best possible protection, in many places it is less and less, which makes it difficult to plan, valorise and achieve real economic and social effects. The fact is that legally protected areas, which in the best case make up 5 to 10% of the national territory (Serbia 8%) are not enough for the rapidly growing needs of tourism. There is not enough quality tourism space and it must not be treated as everyone's and no one's, only for one activity and only for today (Pavić, 1987).

Problems must be posed, studied, and practically solved on the ground, according to plans of defined time periods. It starts from the analysis of habitats, areas and ecosystems of the living world and their relationship with non-living nature, that is, anthropogenic creations, which are important for tourism. The volume and structure of tourism demand, which is highly variable in time and space, are investigated. Good results can be achieved by cooperation with institutions in the fields of urban planning, architecture, nature and monument protection, forestry, agriculture, balneo-climatology, gastronomy, health, sports, etc. In many places, it is very necessary to set aside zones of varying degrees of touristic value, but also for purposeful protection, in order to preserve and improve the ecosystem. Determining

the physical capacity of the space for appropriate types of tourism in the season and out of season, in order to prevent saturation which has been current for several years in some tourist places and regions. The best results are provided by the construction of tourist and hospitality facilities adapted to the local environment, materials and traditions, which contributes to the favouring of geographical origin, which is often non-reproducible and non-transferable and therefore has a corresponding tourist attraction and value. It seems that it is extremely important to develop the awareness and improve the work skills of the staff employed in various jobs in tourism.

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