KOMPARATIVNA ANALIZA UPRAVLJANJA RAZVOJEM RURALNOG TURIZMA ZEMALJA ZAPADNOG BALKANA

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Apstrakt

Predmet istraživanja rada su raspoloživa sredstva za razvoj ruralnog turizma na području Republike Srbije i Republike Hrvatske

Cilj istraživanja jeste utvrđivanje veličine i značaja postojeće podrške razvoju ruralnog turizma u ukupnom ruralnom razvoju posmatranih država kao i i predlaganje mjera za njihovo unapređivanje. U radu su korišćeni rezultati dosadašnjih istraživanja iz ove oblasti.

Objekte posmatrane zemlje imaju komparativne prednosti za razvoj ruralnih područja, povoljan geografski položaj, bogatu kulturnu i istorijsku baštinu. Razvojem i unapređivanjem ruralnog turizma posmatranih zemalja ostvariće se dodatni prihodi koji samim tim doprinose razvoju ruralnih oblasti. Istraživanje je provedeno metodom ankete, na reprezentativnom uzorku stanovništva. Nakon završenog anketnog istraživanja, empirijski podaci su obrađeni statističkim programskim paketom za društvene nauke SPSS 22 i StatPlus 2009.

Svrha ovog istraživanja bila je odrediti uolikoj mjeri na prostorima RS i RH postoji zainteresovanost za ovakav oblik turizma. Istraživanje je obavljeno tako da se na odabranom uzorku može ispitati sljedeća hipoteza: H0- Ruralni turizam može da bude okosnica održivog razvoja.

Ključne reči: razvoj, turizam, upravljanje

COMPARATIVE ANALYSIS OF THE MANAGEMENT OF RURAL TOURISM DEVELOPMENT

Abstract

The subject of this research are funds available for the development of rural tourism on the Republic of Serbia and the Republic of Croatia.

The aim of the research is to determine the size and importance of the existing support for the development of rural tourism in rural development as well as the observed state and propose measures for their improvement.

Both the observed countries have comparative advantages for the development of rural areas, favorable geographical location, rich cultural and historical heritage. Development and improvement of rural tourism observed countries will achieve the additional revenues thus contribute to the development of rural areas.

In the study the results of previous research in this area. After completing the survey research, the empirical data were analyzed by statistical software package for social sciences SPSS 22 and StatPlus 2009.

The purpose of this study was to determine the extent to which the premises of Republic of Serbia and Republic of Croatia there is interest population in this form of tourism.

The research was carried out so that the selected sample can be examined following hypothesis: H0- Rural tourism can be the backbone of sustainable development, the research was conducted in 2017.

Key words: Management, Development, Tourism

JEL codes: D83

INTRODUCTION

Temptations we face are increasing as a more and increase as the benefits of progress and prosperity of mankind greater. All seek relief from her past and keep only what allows them to soon step into the future, and even if it seems rather uncertain. From the earliest times, people are trying to defend themselves from the dangers of an uncertain future, with a number of new dangers and risks that characterize the world in which we live. The direction of change or transformation from one state to another, according to our wishes from lower to higher stages, from poor to better, from the state of disorganization and chaos to a state of harmony and certainty, is crucial.

From a development point of view the debate on revitalization began in the mid-1980s and accelerated in the 1990s with a range of destinations committing both politically and financially to the need to manage change. [1]

Globalization offers great opportunities for sustainable development on an ongoing basis. The expansion of trade, the introduction of new technologies, greater inflow of foreign investments, form the basis of the dynamic economic growth and development, but open and prospects for improving the welfare of the population.

According to [2] European Community Commission states that rural tourism is a "tourist activity conducted in rural areas, consisting of integrated offer relaxation, pointing to a request whose motivation is contact with the local environment and networking with local society.

The common characteristic of agriculture in neighboring countries, a significant number of small farms with small holdings, and such high-frequency share significantly reduces the productivity of agriculture, and therefore agricultural production, which has a negative effect on income households. Low income of agricultural holdings reduced standard of living, not only farmers, but also rural area as a whole. Rural and sustainable development high on the scale of priorities in modern society. Trend exodus of young people from rural to urban areas and the withering away of the village, is a significant social problem.

Rural tourism is the fastest growing business, which increase foreign investments and earnings. [3, p.p 190-198]

LITERATURE REVIEW

Refer to the changes that occur in the structure of the country's economy through tourism and transient receptive areas that usually occur as a result of tourist movement and tourist spending, which actually represents tourism development.

When speaking about the economic effects of tourism are divided into:

- physical and financial effects;
- direct and indirect effects;
- positive and negative effects;
- registered and unregistered effects;
- visible and hidden effects;
- measurable and immeasurable effects;

Tourist spending is defined as non-productive expenditure aimed at meeting the needs of individuals who are related to tourist travel.

Economic impacts of tourism have a huge impact on the economic development of countries in the region. In order to do valorization of tourism and tourist offer must determine the correct methodology, which is not an easy job. Basically all economic impacts can be divided into direct economic impacts, indirect and induced economic effects depending on the amount of money that circulates at a given moment in the market. [4]

Factors that affect the achievement of the economic impacts of tourism are:

- Population - customs, traditions, habits;
- Leisure - able in the holiday period;
- Tourism needs - the level of pollution, the development of socio-cultural needs;
- The image of the destination;
- Media representation - promotional campaigns, travel books; [5]

In the European Union there are two different visions of regional rural development. The first is facing "inward" and is focused on improving the lives of the local population (that is primarily the creation of new jobs), this model in favor are: Denmark, Belgium, Luxembourg and northern parts of Italy. Another concept, which apply predominantly agrarian regions of Spain and Italy, based on the development of the tertiary sector (tourism, development of handicrafts, information technology). This development is accompanied by a strong material support from three key structural funds: European Fund for Regional Development (EFRD), European Social Fund (ESF) and the Guarantee Fund (EAGGF), from which financed rural development programs. [6]

Another concern to be considered by the tourism actors is demand-supply proposition. Tourists visit a place to get benefits from the products or services that they need and that are offered by the marketers with desired profit outcome. [7, pp.1-7]

Sustainable development is interpreted as a development that meets the needs of current generations without threaten the ability of future generations to meet their own needs. [8, pp.1-22]

For this purpose, many studies have been concentrated around the rural tourism. I mention here only a few of them: (Cheia G., Marici M. 2012; Stojanović Žaklina, Mandić Emilija, 2009; Ielenicz Mihai, Simoni Smaranda, 2013).

According to the authors [9, pp.1-8] "The fact that tourism becomes a system accepted in the rural environment as a real opportunity for economic development with multiple social consequences".

If the community decides that rural tourism is the chosen direction of development, it is necessary to carefully plan and manage the development of a particular area, which

should not only meet the needs of tourists, but also to ensure the sustainable development of the local community. [10, pp.1-20]

According to the author [11, pp.1-4], when choosing a tourist destination in the rural area, the variety of offers is of crucial importance for this type of tourism. Small so-called "mini vacations" in rural areas are highly appreciated. The development of rural tourism in rural areas should be supported by the state and the local authorities.

FEATURES OBSERVED RURAL AREAS REPUBLIC OF SERBIA AUTHORITIES RURAL

Rural areas in Serbia affect 70-85% of the territory and are inhabited by 43-55% of the total population. Rural areas are abundant in Serbia, primarily in natural resources (agricultural land, forests, water), but also preserved cultural and historical heritage. [12] However, the economic characteristics of these areas indicate insufficient utilization of available resources. "Plan Strategy for Rural Development of Serbia 2009-2013" was created by the Ministry of Agriculture, Forestry and Water Management of the Republic of Serbia, with the aim of improving the environmental situation in rural areas. Among other things, the plan proposes a "strategy of improving the quality of life and promoting diversification of activities in rural areas". Because any plan developed for rural areas and particularly for indigenous community cannot be successful unless it is completely in line with the local people views and concerns. [13]

Tourism is an activity that can be used as an additional factor in the economic development of these areas, as evidenced by the European experience. It is necessary to stimulate the development of rural tourism and, above all, the provision of financial support by the state. [14] Rural areas of the Republic of Serbia is very grateful for the progress but in recent years constantly record the negative demographic trends.

Negative trends are related to the following categories:

- ☐ The share of urban population in the total population was 33.3% and share of agriculture in total population of Serbia 66.7%
- ☐ The age structure - the share of the elderly population is higher in rural areas compared to urban places as a percentage expressed as a percentage of 17,50% in rural territories according to 15.40% in urban areas. The conclusion is that the process of population aging more pronounced in rural areas.
- ☐ Serbian Rural areas are also characterized by unfavorable educated structure of the population compared to urban areas. Percentage of population with only primary education makes 28.10%, while the percentage in urban areas 14%.

In Serbia there are about 4,600 villages in 86% of them there is a decline in population. It is estimated that in year 2225 Serbia will be villages. The reasons for the extinction of the villages and reducing the number of farmers said not accepting youth to continue their parents' work and going to other sectors, due to the inability to compete on the market with the current level and method of production, i.e. due to low revenue on a small farm and a better socio-economic conditions in the city. [15] However, despite nominally high share of agriculture in total employment, it is expected that the existing production structure, especially in parts of the Republic of Serbia, in the

future be compromised due to lack of manpower. This is corroborated by the fact that approximately 50% of the employed rural population has a formal engagement, which indicates that this is a significant contingent workforce which is only formally one of the agricultural labor force and that every opportunity to work outside the sector given priority. [16]

Rural areas have a favorable geographical position, preserved traditional village architecture, specific ethnic characteristics, and rich historical and cultural heritage. The main reason for these unused benefits is the underdevelopment of agriculture, causing farms do not have the financial resources to develop rural tourism. [17]

RURAL BRANCHES THE REPUBLIC OF CROATIA

Tourism is today one of the world's most expansive social and economic activities, with an extremely dynamic growth in the share in the national GDP, and is the case in Croatia. [18, pp. 60]

Rural areas in Croatia for the purpose of monitoring the impact of rural development measures make up 99.24% of the area where it is defined as rural, and mixed area, while only 0.76% as the metropolitan area of urban agglomerations. According to the census of 2011 in the Republic of Croatia lived 4,284,889 inhabitants, of which 24.92% of the population lives in the metropolitan area of urban agglomerations, and 75.08% in rural and mixed area. The level of education in rural areas is, on average, much lower compared to urban areas.

The share of persons who have completed only primary school at the age of 15 years and over in the total population in rural areas two times higher than in urban areas, reflecting the regional differences. In most counties, the percentage of people living in rural areas and who have completed only primary school (age 15 years) varies between 20 - 35%.

According to the Strategy is estimated that rural tourism, including mountain areas, to participate in international voyages with the total share of payroll of about 3%, with an annual growth of around 6%. Faced with underdeveloped domestic demand and unsupportive environment, the Croatian offer of rural tourism is developing very slowly. The only exception is Istra, a somewhat Osijek-Baranja County. As mountain tourism is concerned, the existing mountain resorts such as Bjelolasica, Platka and Begova Razdolja have so far not made major strides towards the year-round operation. [19]

RURAL DEVELOPMENT AND TOURISM

RURAL DEVELOPMENT POLICY OF THE REPUBLIC OF SERBIA

Rural development policy Serbia is in line with current EU rural development policy which is based on the principles of multi functionality of agriculture, multi-sectorial and integrated approach to the rural economy, diversification of activities, creating additional sources of income in rural areas and the protection of rural resources. Documents prepared by the state following the "Draft Strategy for Rural Development of Serbia 2010-2013", drafted and published in 2009 the Ministry of Agriculture,

Forestry and Water Management. In this document it is stated that based on the analysis of the current situation and the SWOT analysis of rural Serbia, was made "The vision for rural Serbia" by 2013. In this vision states that there are three types of one relates to the agricultural sector, the other for the food and marketing and the third vision for the rural economy of Serbia.

The vision for the rural economy is the development of rural communities, where there is a demographic balance, adequate income, employment opportunities, keeping the population in rural areas and other goals for the maintenance of rural areas of Serbia.

On the basis of demonstrated vision, established the following objectives: improving the competitiveness of the agricultural sector and forestry sectors of the food industry; protection, preservation and improvement of the environment. The following document talks about the set goals of the Republic of Serbia is the National Rural Development Program from 2011 to 2013. In this program lists three priority axis of the strike called by the model of the European Union.

1. Axis 1: improving market efficiency of farms and application of high national quality standards;
2. Axis 2: preparatory activities for the implementation of agri-environmental measures;
3. Axis 3: Development and diversification of the rural economy (basic objective of diversification of employment and the creation of additional sources of income). [20]

RURAL DEVELOPMENT POLICY OF THE REPUBLIC OF CROATIA

Rural development policy of the Republic of Croatia in line with EU rural development policy and as such made the Rural Development Program of the Republic of Croatia for the period 2014 - 2020. According to this program in November 2012, the Central Agency for Financing and Contracting Unit, conducted a tender for FC project IPA 2009 "Support for preparing Rural development Program 2014-2020", under which the planned activity of ex-ante assessment of the Rural development Program 2014- 2020 ex ante evaluation is carried out in three phases: bilateral meetings with the employees regarding the MP chapter and measures PRR and the workshop on programming; data collection and interviewing potential users and other stakeholders; periodic submission of recommendations and reporting (including the presentation of the draft report), then finding strength weaknesses, threats and opportunities and SWOT analysis and identification of needs. Needs Assessment referred to the better exploitation and construction of the following: construction of access roads in agriculture and forestry, better risk management in agriculture, maintaining the quality of air and soil, the method of financing, the elements required for the assessment of state support.

Croatia occupies 75 place in global competitiveness. The main strategic target for 2020: entry among the 20 leading tourist destinations in the world. [21]

RESEARCH METHODOLOGY

The research was conducted by survey on a representative sample of the population of the Republic of Serbia and the Republic of Croatia aged between 18 and over 36 years, males and females. The questionnaire was, except for the information on the respondents, comprised 6 and scaled questions. Specifically, respondents level of agreement with statements offered 7 measured on a five-point Likert scale (rating of 1 indicates I agree, 2 = agree, 3 partly agree, 4 = disagree while grade 5 is fully respondents disagreed with the statement).

The purpose of this study was to determine the extent to which the premises of RS and RH there is interest in this form of tourism. The sample according to the type of system among the sample group included a 80, but it was found 8 of the questionnaire was not right, and they are rejected, this kind of research is a type of qualitative research. This structure allows the sample and subsequent filtering attitudes of respondents with additional information related to gender and age as well as socio-demographic characteristics. The sample of surveyed 72 respondents, over a period of 90 days. The research was carried out so that the selected sample can be examined following hypothesis:

H0- Rural tourism can be the backbone of sustainable development.

The basic research questions which I dealt with in the work relating to the following:

1. Development of rural tourism should be based on the principles of sustainable development?
2. Respect the "ecological principles"?
3. The impact on quality of life of the population (recreation, rest, leisure, etc.)?
4. List the benefits that this type of tourism brings the local community?
5. Creating a real rural experience, in order to familiarize tourists destinations?
6. To educate the local population and support the development of tourism?

EMPIRICAL ANALYSIS RESULTS

The paper focuses on the results of empirical research of sustainable development in the context of rural development. The results of the empirical studies will be displayed in tables and will be shown in the accompanying text analysis, and the main results of the study obtained in the poll. After completing the survey research, the empirical data were analyzed by statistical software package for social sciences SPSS 22 and StatPlus 2009. Since the variable in this study contained the non-parametric scales, therefore, it was necessary to transform the scale of a higher order, and it is precisely these needs applied analysis of variance (ANOVA).

If we analyze the demographic and socio-economic structure of the respondents were found to be 39 female subjects (54.167%) and 33 males (45.833%). From the Republic of Serbia there were 40 respondents which makes 55.556%, while in the Republic of Croatia 32 respondents (44.444%). Most respondents, 47.222%, belongs to the age group of 36 years and more, while the second group consists of respondents age 26 to 35 years, with 30.556% of respondents, the third group consists of younger respondents between 18-25 Year them 22.222%. According to the education level of

respondents was highest with secondary education which makes them 47% 65 278, a high school diploma or master 21 (29.167%), and a doctorate 4 (5.556%).

Table 1. The demographic and socio-economic structure

Demographic variables	Number of respondents	Percentage
Male	33	54,167
Female	39	45,833
<i>Place</i>		
Republic Serbia	40	55,556
Republic Croatia	32	44,444
<i>Age</i>		
18-25	16	22,222
26-35	22	30,556
36 and more	34	47,222
<i>Education</i>		
Secondary education	47	65,278
High / Master	21	29,167
PhD	4	5,556

Source: Calculation by authors, based on survey data.

The survey was conducted in January-March of 2017 using a structured questionnaire. The test results are shown in Tables 2 and Figure 1-5.

Q1: Development of rural tourism should be based on the principles of sustainable development?

Table 2. Development of rural tourism

Analysis of Variance (One-Way)						
Alpha value (for confidence interval) 0,05 < 9,49						
Summary						
Groups	Sample size	Sum	Mean	Variance	Std. Deviation	Std. Error
Variable #1	2	26,	13,	50,	,961	,385
Variable #2	2	20,	10,	8,	,470	,105
Variable #3	2	12,	6,	2,	0,000	0,000
Variable #4	2	9,	4,5	4,5	0,000	0,000
Variable #5	2	5,	2,5	0,5	0,000	0,000
ANOVA						
Source of Variation	SS	df	MS	F	p-level	F crit
Between Groups	7,146	4	36,15	1,1927	0,2526	31,085
Within Groups	100,354	67	13,			
Chi - test	5,357					
Total	107,500					

Source: Calculation by authors, based on survey data.

The question of whether the development of rural tourism should be the backbone of sustainable development respondents said they agree with that statement 26 of them, which makes 36.111% of respondents and 25% of Republic of Serbia, and 11.111% of Croatian Republic, while only 6.944% of respondents disagreed with this statement. Therefore it can be concluded that the attitudes of respondents are closely related but not statistically significant difference. Since the calculated value of $X^2 = 5,357 <$, since the calculated value X^2 is less than a spreadsheet, it means that the null

hypothesis is accepted, and that rural tourism can be the backbone of sustainable development, and the resulting data are normally distributed. Test of homogeneity of variances or Levene-test shows if the probability is greater than 0.05 test in this case is that 0,289 have no reason to doubt the assumption of homogeneity of variances.

Q2: Respect "ecological principles"

Chart 1. Respect for the principle

Source: Authors' research

Question number 2 - compliance with environmental principles ?, the vast majority of respondents from both groups agree with the statement that the environmental principles must comply with 57 of them (79,167%), 11 (15.278%) of respondents still do not have an opinion on this issue, while a negligible the number of respondents that do not have widespread awareness of the principles of environmental respect them only 4 respondents or 5.56%.

Q3: The impact on quality of life of the population (recreation, rest, leisure, etc.)?

Chart 2. Quality of life

Source: Authors' research

Respondents' opinions about the impact of this type of tourism on the quality of life of the population in terms of usage for recreation, vacation or leisure activities, both study groups of respondents agree and mostly agree with the ascertainment 64

(88.89%), while only a small number of respondents do not agree and completely disagree with the statement of 10 respondents which makes 13.89%.

Q4: Indicate the benefits of tourism on the local community?

Chart 3. Uses for the local community

Source: Authors' research

In the questionnaire that refers to the opinion of the respondents whether enough state information about the benefits for the local community in terms of this type of tourism and the respondents of both countries agree that the media has sufficient information 27 of them (37.5%), as well as and 23 (31.94%) of respondents who mostly agree with this statement. A negligible number of respondents who disagree with this statement out of 5 (6.94%).

Q5: Creation of rural experience, with the aim of making the destination for tourists?

Chart 3. Create rural experience

Source: Authors' research

The need to create a good rural tourism experience, with a good marketing background, is a good basis to a destination closer to potential tourists. With this statement agrees most respondents 28 of them (38.88%), and largely agree 27 (37.5)

of respondents, a negligible number of respondents who do not agree with this statement of 2 (2.77%).

Q6: To educate the local population to support the development of tourism?

Chart 3. Education population of rural tourism

Source: Authors' research

Education of the population on this issue is crucial for the development of rural tourism respondents agree that 29 of them (40.28%), and mostly agree 27 (37.5%), while a negligible number of those who do not consider this issue important to them only 1 (1.38%).

CONCLUSION

The conclusion is that the area of Serbia, due to good transit position and rich nature is becoming increasingly important destination for rural tourism development. When observing the state of rural tourism in Croatia come to the conclusion that the country is also located on the same transit route and has rich natural resources and it is evident that in recent years more and more invested in this type of tourism. Of particular importance for this kind of tourism are in addition to the excellent natural conditions, the existence of good will on the part of the state and the interest of the population for this type of tourism, which can be noted that the increasing in recent years. On the basis of a hypothesis whereby H0- Rural tourism can be the backbone of sustainable development, it is concluded that the hypothesis is accepted or that rural development can be the backbone of development, but that there are also a number of other factors.

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REZIME

Zaključak je da područje Srbije, zbog dobre tranzitne pozicije i bogate prirode, postaje sve važnija destinacija za razvoj seoskog turizma. Kada posmatramo stanje seoskog turizma u Hrvatskoj, zaključimo da se zemlja nalazi na istom tranzitnom putu i ima bogate prirodne resurse i očigledno je da se u posljednjih nekoliko godina sve više ulagalo u ovaj vid turizma. Od posebnog značaja za ovakav vid turizma su izvrsni prirodni uslovi, postojanje dobre volje države i interes stanovništva za ovakav vid turizma, što se može primetiti u porastu poslednjih godina. Na osnovu hipoteze kojom H0-ruralni turizam može biti okosnica održivog razvoja, zaključuje se da je hipoteza prihvaćena ili da ruralni razvoj može biti kičma razvoja, ali da postoji i niz drugih faktora.