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PRINCIPLES OF THE TOURIST AREA IN THE VISION OF ECONOMIC DEVELOPMENT

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Abstract: In the modern sense, tourism is the phenomenon of the 20th and 21st centuries, which, because of its ubiquity, universality, multi-functionality and dynamism constantly raises many questions of social existence. Therefore, in theory and practice of tourism, the process of finding the answers to the questions concerning the problems of development of the offers in the tourist areas is everlasting, and is considered as one of the elements of a broad spectrum of activities in tourism events. Tourist area, as a compilation of different social networks, is in fact a geographical area where economic and social development emerges. One should not ignore the fact that tourism is a constantly growing economic activity in all emissive states of the world, so why this would not be the case in the Republic of Serbia and in the whole of Bosnia and Herzegovina. Today's estimates of the future of tourism, regardless of the current economic, security and social crises, predict that in relation to other activities tourism will in all probability still continue to grow. Tourism is the only certain possibility of development, particularly in the industrial and underdeveloped parts of the world, where authenticity, originality and attractiveness represent sustained and competitive advantages of economic and social development in the continent. The development of sustainable and responsible tourism is not something that is given in itself, but it is an important task of organized society at the local and regional levels, and at the same time the responsibility of the global society.

Key words: tourism, tourism area, interaction, tourism product, development, attraction

INTRODUCTION

In the current paradigm of the production of social life it is necessary to find an adequate model, which will allow the preservation of the environment and the growth of material production in terms of individual ways of appropriating a result of any work, namely the social mode of production. Many authors do not believe in such a possibility of co-existence of irreconcilable categories and values. Regardless of doubt and scepticism, sustainable and socially responsible tourism development represents a foundation stone for the development of the economy and the society.

For contemporary tourism the emergence of many tourist destinations as the space where usually tourism happens is characteristic. The increase of

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the number of destinations is not the result of their small number, but is primarily the consequence of the rapid loss of competitive advantages of existing destinations. The only constant of the tourist demand is its rapid change. Only a functional tourist destination, which enhances its reputation on the exploitation of the original natural and cultural values of the region can successfully meet the requirements of rapid change and segmentation of tourist demand. Tourism as an interdisciplinary economic and social activity, connects all the economic factors of the region. Usually the operation of the subjects of the tourist offer is regulated by the principles of mutual horizontal cooperation and vertical complementarity in the whole tourist area.

Sustainable tourism is definitely associated with the request or the imperative of the survival of man and nature. When tourism is in question, sustainable development can be understood as a complex interaction between the expected and the experienced satisfaction and interests of all participants on the one hand, and the degree of the preserved and revitalized natural and social resources on the other.

In the European Charter the sustainable development is seen as the management of tourism activities, which will ensure long-term conservation and protection of natural, cultural and social resources and thus contribute to a positive mode of economic development as well as the personal satisfaction of individuals. By applying the principles of the sustainable development the provision of tourist satisfaction and their awareness of eco-responsibility are achieved. At the same time, the circumstances in which the offer searches for solutions while creating new offers, which are based on the engagement of the original and authentic destination resources, are created. The realization of this concept requires strong political support and initiative as well as the consent of all stakeholders in the tourism industry.

Often, the usage of the term, sustainable tourism, varies in practice. Sometimes this term is used for projects that are friendly to the environment, and sometimes it is equated with the term and concept of eco-tourism². Thus, it should be noted that when it comes to the concept of sustainable tourism as well as the concept of eco-tourism, these are not specific types of tourism, but rather a concept of development, which strongly affects the content of events in tourism.

There are several definitions of the term sustainable tourism, among which we state the following one: "*Bramwel* defines sustainable tourism as "a positive approach, which tries to reduce the tensions that arise from the complexity of interactions between the tourism industry, the visitors, the environment and the society as a host. Another interesting perception of this form of tourism says that 'sustainable tourism is tourism which meets the needs of the present generation without compromising the possibilities of the future generations to meet their own needs (*Brundtland Commission*)". *The European Declaration on sustainable tourism in protected areas* "³. The second

² Mihelič, T., 2008: 20

³This document was adopted in 1991 at the proposal of the Federation of Natural and National Parks of Europe (FNNPE).

definition says that sustainable tourism is any form of development or management of the tourism activities that provide long-term conservation and protect the natural, cultural and social resources, so that the contribution to the positive and the correct way of economic growth and the growth of personal pleasures of individuals is provided⁴."

Therefore, the understanding of the sustainable development of tourism assumes the preservation and maintenance of the natural, cultural and social resources in order to achieve the economic growth and guest satisfaction. However, if the essence of the customer's satisfaction is to experience something new, authentic and unique, while the consequences of globalization are generally unified, this means that the contents of the tourist offer are substantially reduced to the extent that strengthens the globalization. The existing tourism products and services are endangered due to it. This means that the processes of globalization and the effort of the sustainable development represent two opposing processes. The design of the unique and attractive tourist offer has its stronghold and content in the local natural and social environment in the region. If the environment changes under the influence of the globalization, this represents a great threat to the destruction of its originality (spiritual and material) or authenticity.

THE ORGANIZATIONAL ESSENCE OF THE DESTINATION

The physical space is a prerequisite and basis for tourism activities, which consist of a variety of purposes that lead to tourist travel, which then initiate people to leave from their permanent environment⁵.

View and area are also constituent elements of tourism activities. The inner world of concepts, ideas, images and symbols, which creates man, becomes a tool for describing social reality, and the reality of the tourist area, all of which creates a spiritual appearance of the area. The appearance is shown as a culture and as a combination of beliefs and convictions about the real world, resulting in the social network, which runs and maintains the connection between the various (tourist) interests. On the tourist area, for example, mixture of various cultures, which temporarily co-exist and work together to create a temporary joint social space, which then provides the same norms, rules of conduct and common expectations. The communication networks, which are constantly being recreated in the tourist area, include various cultural spaces and thus create a multi-cultural environment.

Tourism has conceptually always been a tough nut to crack, namely, the scientists in the field of social sciences are faced with the difficulties in the development of theoretical models of tourism. The theoretical field of entertainment, enjoyment and fun is, in fact, not easy to determine⁶. The first theorists of tourism, for example, developed a theoretical concept of imaginary events⁷. They started with the assumption that the environment of a tourist is hostile. Therefore, tourists need to be guided according to plans and

⁴ Bakić, O, 2005: 308

⁵ Swarbroke, J., 2000 :123

⁶ Urry, J., 1996: 115)

⁷ Boorstin, 1964; Baudrillard, 1988

taken to non-original attractions, which they will trust and unify with the real world. Often, tourist events and attractions are false images and false representations of the real world, which makes tourists to escape into an imaginary world. And in the fictional world, it is very difficult for a tourist to distinguish between what is authentic and what is not.

Local residents, for example, have a good understanding of the power of pseudo-events on the tourist experience in a certain tourist area, because they repeatedly create new events, which are increasingly fictional and far from the real world. In time, with constant repetition and the presentation of the invented, pseudo-events and attractions become a new reality. Such realities are created together by the tourists and local residents, the media, and tour operators, and also by those who appreciate and respect the tourists. On the basis of the pseudo-tourism world, new tourists decide on what to visit and in which of the local pseudo-worlds to enter.

The impact of tourism on the natural environment is very visible. It can be observed through the tourist infrastructure, such as hotels, airports, public information on the boards, guidance signs in foreign languages; and through subjects, such as tourists, who are on a tour, and the local inhabitants in a certain physical area. Nowadays, creating a tourist area is "conditio sine qua non" of tourism development as a very important economic sector and social phenomenon. Functional tourist destination is a response to the challenges of rapid changes in the demand of tourism products and services. Consequently, tourist destination is the synergy of tourist creators in a certain area or region, and also a means to enhance competition in the market.

From the standpoint of regional development it is very important that the development of tourism reduces the existing differences on the level of economic development, which exist between individual regions within a country. For Bosnia and Herzegovina it is very important that through the development of tourist destinations first counter-metropolisation occurs, and that later also villages are revitalized. In every state, the existence of the regions is one of the basic conditions for achieving the sustainable development. The practice of many states shows that the quality management of economic development is not possible from a single centre. Regions, in fact, and this is of great importance, increase the responsibility of the local self-government bodies for economic and social development.

INTERACTIVE EFFECTS OF TOURISM PRODUCTS

Interactivity is the synergy of the existing tourist products and their ability to please the expectations of search in a certain local environment, which can achieve complete satisfaction of the offers' consumers. The principle of interactivity means any deliberate connection and interaction of simple and basic tourist products (*in the process of creating an integrated product*), all of which aims to respond to the demands, and ensure profits.

In the process of connecting various offers products and services) necessarily comes to the liberation of positive effects of the competition between their creators, which is very good for the growth of innovation. Because the successful management of an integrated tourist product (ITP)

depends on the level of general knowledge on tourism, the degree of knowledge about current trends and events in the tourist market, and from the creativity and innovation of the managers of destinations. The creativity of the management is seen in the quality and timing of the combination of effects of the available tourism products, which operates on meeting the current and the creation of new needs of tourists.

We believe that, the introduction of information technologies in communication between the carrier of the tourist offer and the policy of cooperation, which would be based on the respect of ethical principles, could ensure greater transparency of offers and thereby demand. In short, we are discussing the exploitation of interactive effects of the tourism products of the destinations. We should never forget that "tourism can be seen as a means of promoting economic development but also as a tool that would reduce the gap between the developed and less developed countries and regions⁸.

TOURIST ATTRACTION– THE SEED OF DEVELOPMENT

If we carefully observe contemporary marketing operations in promoting certain tourist products and services, it is not difficult to see that the most common of all terms, which explain the offer, the term attraction is used. The word is of Latin origin and it is derived from a Latin *attrahere*, which denotes attractiveness and drawing the attention; a word means something unexpected and somewhat unusual, simply, it is a word that denotes the most unusual beauty of things, objects or processes. In a philosophical sense, this is a concept, which marks the fundamental property of the matter on the basis of which forms, phenomena and processes occur. Tourism can significantly contribute to the promotion of inter-personal, cultural relations and international cooperation, but it can also contribute to the formation of a certain image of a particular state, nation and other groups and geographical units⁹.

Otherwise, it is known that the attractions and their effects result in large numbers of visitors and therefore the impact on the natural environment is the strongest in places with attractions. However, from the ancient times people have influenced the nature, but in the past the defense of nature from the humans was much more successful. Also, in the past, the human population was substantially smaller in number and therefore the possibility of endangering the nature was incomparably smaller. With the progress of the economy and the increase of the desire for higher profits, the concern for the environment was ignored¹⁰.

In order to achieve the goals of effective and high-quality business tour operators and other carriers of the tourist offer must understand the motives of consumers and those travelling to a certain tourist destination. However, everyone on the side of the offer, should know the psychology of tourism, including the motivation of consumers, the quality of the product, the

⁸ Senečić J, Grgona J., 2006 :132

⁹ Goeldner C.R., Ritchie, J.R.B., 2008: 245

¹⁰ Lah A. 1994: 476

acceptability of the entire experience, the enjoyment of traveling and the connections with the locals or resident population¹¹. The main problem of understanding the tourist needs is the psychology of tourist's behavior; how tourists make their decisions, what they think about the product, how they enjoy and what they had learned on a trip, how they connect with the locals and the environment and how they are pleased with the holidays and with everything they had experienced¹².

Basically we can argue that in the theory and practice of tourism there is a general consensus that the best approach to the development of tourism lies in concentrating on the local characteristics, which a tourist thinks that he already knows but wants to know them in more details. Each place, city or geographic area that wants to become a successful tourist destination, must offer to tourists more than just lying on the beach, visiting night clubs and sightseeing of popular tourist attractions¹³.

Otherwise, tourist attractions represent the main motive, which significantly affects the travel decision-making. In most cases, tourist attractions are an important factor of exceptional and unique appeal of the entire destination. Therefore it is completely understandable that the attractions are actually the basic resources of every destination. The attractive factors of the tourist offer are actually those contents of the destinations, which have the ability to attract tourists. For the motive of the trip and the first arrival to a certain destination, attractiveness and attractions are responsible. In a secondary sense, attractive contents of the offer and facilities are able to provide pleasure and enjoyment for tourists, recreational experiences and education on the basis experiment that obviously satisfies curiosity.

There exists a close connection between the attractions and tourism. The offers of the hotels, restaurants and shops are nearby the attractions in order to cater for the needs of guests and consumers on the destination. Most of the world's famous, largest and most successful destinations have evolved from only one main attraction. Marketing these destinations is focused on the attraction, so consequently the attractions are the most common symbols of the destination.

Some of the destinations remain dependent on only one attraction, others are developing new attractions in order to meet the demands of the visitors and to extend their stay. The majority of the attractions is outside the city and other smaller settlements, which have the basic infrastructure and services that are normally required for local people. We have primarily in mind the physical attractions, although activities, events, shows, festivals and concerts at the destination are not any less important. If it happens that destinations reach the phase of saturation and slow decline in interest for existing attractions, it is necessary to make new steps towards the creation of new attractions.

¹¹Howells J. (2004: 19–36): Innovation, consumption and services: encapsulation and the combinatorial role of services. *Service Industries Journal*, let.: 24, št.: 1

¹²Goeldner C.R., Richie, J.R.B. (2008: 246): *Tourism. Principles, Practices, Philosophies*. Hoboken, New Jersey: John Wiley & Sons, Inc.

¹³Godfrey and Clarke, 2000; Goeldner and Ritchie, 2008)

Through centuries, the development of the attractions has been the instrument of tourism growth. Among the attractions and other tourism sectors there have always been strong connections, and attractions also cause severe impacts on the tourism industry. It is necessary to be aware of all the possible consequences and impacts of the development and the growth of tourism activities on the emissive region and its population, and also economic, environmental and social impacts, which are usually related to each other. Let us look briefly, how all the attractions can affect social and economic reality of the whole community.

The impact on the economy: The economic impact of the attractions is manifested in the positive and negative effects of action. Larger attractions can contribute more to an increased inflow of foreign currencies and thus significantly affect the budgets of certain countries. Attractions indirectly enable the government to collect taxes from the sale of various objects (souvenirs) to visitors, and often the governments also own the attractions and thus provide direct income in their budgets. Of revenue, which the government collects in this way, part of the money can be invested in the prevention of endangering and rehabilitation of the environment, which was devastated due to the visits of tourist attractions.

The impact of the attractions on the environment: in comparison to the economic impact, the attractions have entirely negative effects on the social environment. The nature of the impact tends to change the depending on the natural attractions. Visitors have a negative impact on the environment. The excessive concentration of tourists in the natural environment and their inappropriate behaviour destroy the flora and fauna. It is true, however, as has already been pointed out that revenues from tourism can have a major role in the maintenance and rehabilitation of the environment with the attractions.

The impact of the attractions on society: attractions also have social impacts, which depend on the type of the attraction. As we said, the negative impact occurs in the area of natural attractions but also in the areas of those attractions that man has created. The most important thing, however is, how visitors affect the attractions and their traditional existing usage and its users. A crowd that is too big, may in terms of natural attractions, ruin the sense of satisfaction and the sense of space, but seen from another perspective, the usage of these attractions in the rural areas with the purpose of recreation can improve people's health. The possibility of visiting the beautiful and relatively untouched natural environment, can help people who come from less attractive areas, especially those who come from monotonous backgrounds and stressful working conditions to relax, rest, recreate and then return into the life in the mainstream.

CONCLUSION

In this article we have shown the role of a tourist destination, that is, the role of the tourist area as one of the possible generators of economic development at the local, regional and national levels. The formation of the tourist area has to be derived from the local community, where the complementarity and functional interactions among the elements of the tourist

offer are the factors that will determine future lines (borders) of the destination organization. Here it is necessary that the tourist destination is primarily understood as a tourist area, the essence of which derives from the characteristics of tourism as an interdisciplinary and interpotential phenomenon. Today, in fact, everything can be tourism. This means that tourism opens up endless possibilities for development in terms of employment and self-employment in particular. There is no economic activity, which cannot be at least in some way involved in the tourism business. And at the same time tourist activity means export without travelling, the risk and cost of transport, which normally burden the foreign trade.

If a tourist destination had profiled the region, then it is certain that the coexistence between man and the natural environment as the source of irreplaceable resources, will be much better. Environmental awareness is no longer a phrase, but an urgent practice and necessity, which is becoming the part of the cultural identity of man and the environment through the development of tourism. It is only the positive restrictive attitude to the natural environment that can provide what is in the world known as the "sustainable development", without which there can be no existence in the long term, let alone the maintenance of the competitive advantages in both the domestic and international markets. Finally, through the tourist destinations the negative effects of globalization are successfully reduced.

The described principles and the principles of interactivity in the tourist area, provide the synergy of all factors of the tourist offer and are the best way of involving tourists in profiling the joint offer. The cooperation of tourists in creating the tourist offer is the best way to achieve the effects of tourism activities. By this we mean the satisfaction of tourists and profitable business deals of the tourist operators in a certain tourist area. Of course, attractions and attractiveness of deals are one of the most important factors of attraction of the geographical or spatial destination, without which there is no tourist arrivals, and consequently no tourism. The use of the existing natural objects and the creation of new objects or events of attractive content represent an innovative approach to design of competitive offers and a guarantee of the development of the local or regional environment, where tourism is going on.

The present example of the regionalization in the form of creating tourist destinations as related entities within which in a particular territory there is an intense interaction of the producers of tourism products and services shows that this can be a model of economic and thus social development in Bosnia and Herzegovina. A certain geographical area with its resources, with an exemplary approach of course, can become an interesting tourist area, as well as the notion that generates the prerequisites for economic development. In the years to come, the understanding of leisure time and the spending priorities of household budgets will change, but what is most important, the people's attitudes to health will change. Therefore it is not a question, whether the tourism is going to develop, but the question is how we will be involved in the global processes of creating the tourist offer and sharing the profit from the sale of the tourist cake.

PRINCIPI TURISTIČKOG PROSTORA U VIZIJI PRIVREDNOG RAZVOJA

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Apstrakt: Turizam je u savremenom smislu fenomen 20. i 21. veka koji, zbog svoje sveprisutnosti, sveobuhvatnosti, polifunkcionalnosti i dinamičnosti neprestano postavlja brojna pitanja društvene egzistencije. Zbog toga u teoriji i praksi turizma, traje proces traženja odgovora na pitanja u problemu razvoja ponude na **turističkom prostoru**, kao jednom elementu iz širokog spektra aktivnosti u dogadjanju turizma. Turistički prostor, kao splet različitih socijalnih mreža, je ustvari geografski prostor, gde nastaje, privredni i društveni razvoj. Ne bi trebalo prevideti činjenicu da je **turizam stalno rastuća privredna delatnost** u svim imitivnim državama sveta, pa zašto tako ne bi bilo i u Republici Srpskoj i celoj Bosni i Hercegovini. Današnje ocene budućnosti turizma, bez obzira na aktuelnu ekonomsku, bezbednosnu i socijalnu krizu, nagoveštavaju da će turizam po svemu sudeći u odnosu na druge delatnosti još uvek prednjačiti. Turizam je jedina izvesna mogućnost razvoja, posebno industrijski nerazvijenih delova sveta u kojima su **autohtonost, izvornost i atraktivnost**, trajne komparativne prednosti privrednog i društvenog razvoja u celini. Razvoj **trajnog i odgovornog turizma** nije nešto što je samo po sebi dano, već jeto važan zadatak organizovanog društva na loklanom i regionaolnom nivou, i istovremeno odgovornost globalnog društva.

Ključne reči: *turizam, turistički prostor, interakcija, turistični produkt, razvoj, atrakcija.*

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