

TOURISM, SPACE AND STRATEGY¹

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ABSTRACT

Tourism and space are closely related phenomena, so the development of tourism in a certain space must be strategically planned, taking into account all the characteristics of that space. In this sense, this paper points out the importance of the concept of strategic spatial planning and strategic planning of tourism development, which aim to achieve development effects in the field of tourism, but with the organization, arrangement and even development of certain spatial units (regions and local environments) in accordance with their development potentials. At the same time, it should be borne in mind that strategic spatial planning and strategic planning of tourism development depend on market opportunities, available tourism potential and socio-economic goals of a national economy, and are in the function of tourism development, but also maximizing positive and minimizing negative socio-economic effects of tourism to the area. Therefore this paper points out the role and importance of integral strategic planning in the process of tourism development while respecting not only the economic but also the social and ecological components of the development process.

KEY WORDS: Tourism, space, planning, strategy.

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INTRODUCTION

In modern conditions, in the process of developing a national economy, but also its subsystems (regions and local entities), tourism is one of the most important activities. At the same time, analyzing the very nature and character of tourism as a kind of socio-economic phenomenon, one can notice a specific and mutual cause-and-effect relationship between tourism and space. In this sense, different concepts of spatial planning and creation of a sustainable tourist offer that emphasize the importance of sustainable regional development and tourism development are increasingly present, both in national, regional and local strategic documents, as well as in academic works by authors from the field of economics but also from other scientific fields, areas and disciplines.

All activities during their development have a certain influence on the space (positive or negative), however, "... space in its feedback effect has a significant influence on the development of all activities" (Mihajlović, 1962). At the same time, tourism as an economic activity largely depends on the space and its characteristics, but also exerts an intense influence on it. In this sense, space and tourism represent two much related phenomena. Therefore, space, its characteristics, potentials and spatial relationships are a very important factor in the process of achieving the development goals of tourism and creating a tourist offer in the broadest sense (Gligorijević, 2017). On the other hand, tourism is one of the main generators of sectoral and regional incomes and other development effects, both at the level of a specific region or local tourist destination, and at the level of the entire country. At the same time, viewed from the strategic and development aspect, spatial planning, in modern conditions, becomes a very important instrument of economic, regional and tourism policy, whether at the local (destination), regional or national level.

Space, in the broadest sense, represents a fundamental socio-economic resource, and as such it is, conditionally speaking, the terrain for the development of a wide range of different economic and non-economic processes. In this sense, in modern conditions, the optimal valorization of space, as a limited resource but its potential, becomes imperative, both in the process of optimizing the use of space and creating a so-called sustainable

space, as well as in terms of the development of tourism and the achievement of the goals of balanced regional development. The process of spatial planning, therefore, becomes one of the key factors for achieving sustainability in tourism. Moreover, in the field of tourism, spatial planning is an integral part of strategic development documents whose goals and objectives are complementary to the goals of the overall socio-economic development of a national economy.

Bearing in mind the fact that tourism in the 21st century tourism is becoming the most massive social phenomenon, it is necessary to take an adequate strategic action and look at the general parameters that are necessary to achieve the basic development goals in the field of tourism. Therefore, the reached level of tourism development, both at the global and national level, imposes the need for strategic management of the development of tourism and the tourist area. Therefore, this paper analyzes the basic trends and causal connections in the tourism-space relationship with the aim of expanding the theoretical basis in this area, its better understanding, but also with the aim of creating certain recommendations for the creators of economic policy, both in the Republic of Serbia and in other countries with with a similar level of economic development, and thus the development of tourism. For the purposes of research in this paper, scientific and theoretical knowledge presented in domestic and foreign literature was used.

SPACE – THE SOURCE AND DESTINATION OF TOURIST TRIPS

Space in the broadest sense can be defined as a specific, unique and indivisible heterogeneous whole of natural and created entities. In this sense, space is a basic resource and prerequisite for the existence, survival and development of human civilization and society. By its very nature, space is a limited resource, the importance of which grows in proportion to the increase in the number of inhabitants, both locally, nationally and internationally.

According to systems theory, space can be viewed as a large, complex and rather heterogeneous system. In this sense, different subsystems coexist in the space as a system, among which are: natural, economic, social, technical, infrastructural, political and so on. However, each of the mentioned systems can be viewed as a system in itself, with their coexistence in a certain area being their common feature.

In his evolution, over a very long period of time, man as a thinking being directed his activities to create a suitable environment for development, well-

being and harmonious satisfaction of a wide range of his needs. However, such an action changes the space significantly, so the balance in the large spatial system can be disturbed. At the same time, by disrupting the balance between the elements of space, viewed in the broadest sense, in the living and non-living world, changes occur in the entire spatial system (Nedović-Budić et al., 2011).

A space can have both an administrative feature and divisions (state, region, district, and so on), as well as a functional feature (tourist, industrial, energy) through which it is identified as territorial capital and potential for economic, touristic, cultural and overall social development (Jovanović, 2020).

Bearing in mind the above, it can be concluded that space is a necessary condition for the development of tourism. However, not every area is equally important for the development of tourism. The so-called tourist area is the most important for the development of tourism. Namely, the tourist area is defined as a unique and indivisible geographical and functional unit of natural and created (anthropogenic) resources and values of importance for tourism (Stojkov, 2000). Therefore, an important segment of the tourist offer is an area with characteristic contents (tourist motifs, infrastructure and superstructure, etc.). So, the more specific the tourist area, the more attractive the number of tourists in that area will be, and vice versa.

The tourist area, however, must also be viewed in a broader context, as a factor of overcoming a certain distance between emitting and receptive areas (Gligorić, et al., 2020). Namely, the space in which the tourist moves on his way from the place of permanent residence to the tourist destination can significantly affect the quality of the tourist experience and increase the quality of the tourist offer as a whole. At the same time, it is considered that the attractiveness of transit areas decreases as the distance between the emitting and receiving areas increases.

The views of a large number of authors in the field of tourism and spatial planning indicate that green tourism will gain more and more importance in the future, and that the future of tourism development belongs to vacation spots where nature is untouched and landscapes are preserved. It follows from this that tourism sells nature, which means that free goods such as landscape, water, sea, air and other elements of the natural environment are commercialized.

Among the elements of the natural environment, relief, climate, hydrographic objects, flora and fauna are the most important (Šušić, 2017).

The relief as a whole and especially some of its forms (mountains, caves, canyons) represent attractive tourist resources, which enable tourist activity. Climate is one of the most important tourist values because it largely determines the tourist's travel. Hydrographic facilities enable the development of swimming pools, recreational and spa tourism. Vegetation is of particular importance as an air filter with its hygienic and health effect, i.e. exceptional recreational properties and potential.

POSITIVE EFFECTS OF TOURISM ON SPACE

It is characteristic of modern tourism that it valorizes a whole series of objects, phenomena and events in space that do not represent a value of special importance for other activities. The tourist area is covered by large territories of preserved nature, so only tourism can valorize seashores, lakes and rivers, viewpoints, mountain slopes, swamps, some elements of the climate, caves and pits, sunsets, archaeological sites and so on. Tourism is a specific user of space, and one of its main specificities, when we talk about the impact on space, is reflected in the fact that it is not an irreversible consumer of natural elements. On the contrary, the effective and strategic development of tourism, along with the appropriate construction of tourist facilities and supporting infrastructure, leads to an obvious refinement of the area.

Bearing in mind that tourism in a theoretical-methodological sense can be explained as a process of movement and consumption of tourists (domestic and international) in order to satisfy tourist needs, it requires a space with specific, attractive to tourists, qualitative and quantitative characteristics. In this sense, high-quality and adequate space and surroundings of tourist areas form an integral part of the sale of tourist services, despite the fact that they are not the property of a single economic organization, but belong to society as a whole.

Therefore, it is necessary that individual tourism companies, as well as the creators of tourism policy at the national level, strategically undertake adequate measures and instruments in order to preserve the indigenous basis of the qualitative characteristics of the area. At the same time, it is necessary to fit all segments of the construction of tourist, traffic, auxiliary and economic infrastructure in the best way into the space and surroundings in order to create a sustainable (tourist) space. Through this positive impact of tourism on the area, the area is refined, made more attractive and accessible

to current tourists, and with the application of the concept of sustainability, also to tourists in the future.

The increase in pollution and noise in the territory of urban areas increases the need for tourist movements, which are directed towards non-urbanized natural areas. Therefore, tourism represents a specific connection between urban areas and areas with original and preserved environment, but also vice versa. At the same time, in order to create a sustainable tourist area, protected natural assets, as complex and extremely attractive tourist motives, are propagated through various forms of so-called tourist activism, thereby spreading awareness of the need for their protection and preservation of nature and space as a whole.

When we talk about economic effects, tourist traffic, as a direct result of tourist activities, creates the possibility of generating significant income in facilities and places on the territory of a certain area. Therefore, part of the total income from tourist traffic is spent on the function of protection, as well as on necessary interventions that ensure the protection and preservation of a certain area and its autochthonous and key characteristics.

It is also necessary to point out that tourism as an activity has a positive influence and plays an important role in the process of protection, renewal, restoration and revitalization of cultural and historical monuments. These activities are particularly related to significant architectural achievements from the past, ambient units, fortresses, castles, country houses and so on. Objects and spatial entities of this type achieve a high degree of affirmation, precisely through the process of spatial planning through which awareness of the need to preserve them is spread (Jovicic, 2008).

Viewed in a broader sense, several categories of positive effects of tourism on the area can be distinguished: nature protection in the function of tourism development; strengthening awareness of the importance of space and nature protection; protection of the area from the development of other economic activities (industry, mining and so on); improvement of the aesthetic qualities and characteristics of the space in the function of tourism, which includes preventive improvement of environmental conditions for the purpose of tourism valorization, as well as remediation of parts of the environment in cases of significant damage; protection of natural resources in the function of tourism, which primarily refers to the protection of water, forests, vegetation and so on; ensuring infrastructural accessibility to certain localities in order to activate them for tourism; restoration of cultural-historical monuments, historically significant buildings and autochthonous

parts of inhabited places for their touristic affirmation; building awareness about the protection and preservation of the environment (Čomić&Pjevač, 1997).

NEGATIVE EFFECTS OF TOURISM ON SPACE

Bearing in mind the very nature and character of tourism as an activity and starting from the fact that tourists have practically stepped into all parts of our planet, it is clear that geographical areas as a living environment are exposed to great pressure and numerous risks. The biggest potential danger can be identified as the permanent degradation of space, which occurs as a result of the absence of a strategic aspect in the process of tourism development and spontaneous management of tourism. Namely, the natural, heterogeneous, uncontrolled and entropic development of tourism, along with certain positive effects, also brings numerous negative effects.

When we talk about the negative effects of tourism on the atmosphere in the broadest sense, intensive traffic is cited as the main cause, especially the use of vehicles powered by an internal combustion engine. Air, road and other types of traffic contribute to the pollution of space and natural conditions at the local, regional, national and international (global) level. One of the best examples is the Parthenon on the Acropolis, which is polluted not only by the excessive number of visitors, but also by the exhaust gases of cars and other road vehicles (Vujović, et al., 2012).

Along with tourist trips, the most dominant forms of transport, road and air traffic continue to grow as the most harmful to the natural environment. The so-called tourist traffic is one of the most important elements of tourism, which always involves movement from the place of living to the destination and back.

While the number of flights is increasing, rail traffic is drastically decreasing. Namely, according to the International Panel on Climate Change (IPCC), which scientifically assesses the state of the atmosphere, air transport with about 2% of emissions participates in the total release of carbon dioxide, while all transport accounts for at least 13% of total pollution (IPCC, 2022).

Tourism, as a specific activity, is largely related to the hydrographic characteristics and potential of a certain area, so, in that sense, there is also a

great interest in the study of water pollution. At the same time, the construction of infrastructure and superstructure in tourist destinations to a large extent leads to disruption of the hydrographic characteristics of the area. Poor quality water reduces the attractiveness of the tourist area, while at the same time it can lead to some more serious problems and consequences for the health of tourists.

The negative effects of tourism on the area can also be observed in the area of soil pollution. Namely, the careless, disorderly and uncontrolled use of certain tourist area causes pollution of that area, and, in this sense, has a negative feedback effect on the further development of tourism, but also on the sustainability and preservation of that area. .

On this occasion, it is necessary to mention the extremely negative effects that modern mass tourism has on space, that is, its banalization. Namely, these negative effects are present when a certain tourist area at the local, regional or national level, in the process of intensive tourist development and increase in tourist traffic, loses its autochthonous characteristics and identity, and thus its attractiveness. This refers primarily to the so-called uniformization of the tourist area, where a large number of destinations become extremely similar. In this way, numerous negative effects are realized, not only for a certain area (in the narrower and wider sense) but also for the further long-term sustainable development of tourism.

TOURISM AND SPACE IN THE REPUBLIC OF SERBIA: STRATEGIC ASPECT

Bearing in mind the fact that tourism and space are two causally connected phenomena and that their development must be managed by the strategic aspect of observation and targeted action of economic policy on these two phenomena is a developmental inevitability. Therefore, for an adequate and long-term sustainable process of development and management of tourism and space on the territory of a national economy, it is necessary to create a series of strategic goals, measures and instruments. This means that it is necessary to create certain development strategies, both in the field of space and in the field of tourism.

Analyzing the management of tourism and spatial development in the Republic of Serbia, we can note the following: firstly, there is a current Tourism Development Strategy in the Republic of Serbia for the period from 2016 to 2025, and secondly, there is no spatial development strategy in the

Republic of Serbia (the deadline for implementation expired in 2020) and regional development strategy (implementation deadline expired in 2012).

Almost all regions in the Republic of Serbia have a certain potential for the development of some form of tourism. Namely, the Republic of Serbia has cultural-historical and other potentials, on the basis of which it is possible to carry out long-term, strategic development of tourism. By investing in strategically selected tourist products on the territory of certain regions and districts, their development can be initiated, which will greatly contribute to the development of the Republic of Serbia as a whole (Arandelović&Gligorijević, 2014). However, it is necessary with the help of the state, as and other stakeholders, create a regional development strategy and create the necessary conditions for the smooth development of tourism in these areas, while taking care to preserve the space and all its characteristics.

When we talk about the Tourism Development Strategy of the Republic of Serbia for the period from 2016 to 2025, its goal is to approach the development of tourism systematically, analyzing not only economic indicators, but also the multiplicative effects that tourism has on all segments of local, regional and overall socio-economic development. The goals of this strategy are: sustainable socio-economic and ecological development of tourism in the Republic of Serbia; strengthening the competitiveness of the tourism industry and related activities on the domestic and international markets; increasing the share of the tourism sector in the gross domestic product of the Republic of Serbia, as well as increasing the direct and total number of employees in the tourism sector and its share in the structure of the total number of employees in the Republic of Serbia and improving the overall image of the Republic of Serbia in Europe and the world (Government of the Republic of Serbia, 2016) .

As stated in the current Strategy, compared to the previous strategic-planning period, the Republic of Serbia has made significant strides in reforming the legislative framework in the field of tourism. At the same time, even in addition to the numerous weaknesses expressed in the implementation of the previous Strategy, the activities of the Government and the relevant Ministry have created new strategic assumptions for a more intensive and long-term sustainable development of tourism.

The final outcome of the urgent Tourism Development Strategy of the Republic of Serbia is that in 2025, as a result of the established system of development and system of sustainable management of resources, the

Republic of Serbia will become a globally recognized tourist destination. It is also expected that tourism as an activity and a socio-economic phenomenon will become one of the leading representatives of the Republic of Serbia in the world.

For the final period of implementation of the Strategy, it is assumed that the Republic of Serbia: implemented the phase of establishing a management system and strengthening tourism development, adjusted the elements of the tourist offer to modern market trends and became a member of the EU, which further strengthens its attractiveness for foreign markets. In 2025, the total number of overnight stays by tourists is expected to reach 14.84 million, which means that an average annual growth rate of 9.1% in the number of tourists is expected (Government of the Republic of Serbia, 2016).

CONCLUSION

In the second half of the 20th century, tourism experienced its full expansion and today, most certainly, it represents one of the most significant economic phenomena and modern achievements (Gligorijević, 2014). Tourism, in this sense, is one of the most relevant activities even in the 21st century. According to the opinions of many authors, tourism, in modern conditions, can be extremely important for achieving the goals of economic development in the Republic of Serbia, bearing in mind the tourist potential that our country has (Marjanović & Đorđević, 2016). Namely, economic practice has proven that tourism is an activity whose development has multiplicative positive effects on the economic and overall development of a national economy. In addition to the impact on the increase of the gross domestic product, tourism also affects the creation of new jobs, improvement of the balance of payments, increase of income of local self-governments, improvement of local infrastructure, attraction of various investors and so on.

Space, as an indispensable element in the process of development of all economic activities, including tourism, must be strategically managed. Strategic space management in a broader sense, but also strategic management of the so-called tourist space, is carried out with the aim of: preserving the autochthonous natural, qualitative, quantitative, demographic and other characteristics of a certain space, but also with the aim of building and refining the space in accordance with the principles of sustainable development and sustainable tourism. In this way, a so-called sustainable space is created, which has multiplicative positive effects in the process of

tourism development, but also in the process of overall socio-economic development.

Bearing in mind all of the above, the state must play an active role in the process of development of tourism and space in the narrower and wider sense. However, in the process of implementing the measures and instruments needed for revitalization, local and interregional cooperation is very important. In this sense, it can be concluded that the process of development and revitalization of space, through the strategic development of tourism, is a very effective, but complex and long-lasting process, which requires the creation of a long-term strategy of spatial development, tourism development, sustainable and regional development, and then the engagement of all interested parties institutions, organizations and actors, of different hierarchical levels, who will adequately implement the measures and instruments defined in the strategies.

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