

**RURAL TOURISM RESOURCES – POTENTIAL OR
ATTRactions – CASE STUDY: CITY MUNICIPALITY OF NOVI
SAD (VOJVODINA, SERBIA)**

**RESURSELE TURISMULUI RURAL – POTENȚIAL SAU
ATRACȚII – STUDIU DE CAZ: NOVI SAD (VOJVODINA,
SERBIA)**

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Abstract: In this research we started from paradigm, that activated rural tourism resources can significantly stimulate the overall development of the local communities. The purpose of this paper is to explore the role of local authorities in the activation of rural tourism resources in spaces of 13 communities in the gravitational area of Novi Sad-capital of Vojvodina (Serbia). The research was conducted using interviews, with 52 respondents-local authority. According to the survey, in the studied area, there are: 23 natural rural tourism resources, of which 76.92% are not touristically activated and 44 anthropogenic rural tourism resources, of which 66.66 % are not touristically activated. Applying analytical and synthetic methods we concluded that the main causes of low level tourist activated rural resources are what local authorities do not know the value of rural tourism resources in their local community and show no interest for them. This has the consequence that rural tourism resources are tourism potential, but is not tourism attractions.

Key-words: *rural tourism, rural tourism potential, rural tourism attractions, local authorities*
Cuvinte cheie: *turism rural, potențiali turistice rurale, atracții turistice rurale, autorități locale*

INTRODUCTION

The experience of rural tourism practices, show that Integral Rural Tourism - IRT, can integrate all the other subsystems in rural spatial system (Ploeg et al., 2000; Hall et al., 2005; Mair, 2006; Saxena et al., 2007; Ilbery et al., 2007; Petrou et al., 2007, Saxena et al., 2008; Butler et al., 2007). The concept of Integrated Rural Tourism is developed in the project: Supporting and Promoting Integrated Tourism in Europe's Lagging Rural Regions-SPRITE (Clark et al., 2007). According to: Saxena, Clark, Oliver, Ilbery, conceptualization IRT including: spatial integration, human resource integration, institutional integration, innovative integration, economic integration, social integration, policy integration, temporal integration community integration (2007: 351). Brian Ilbery, Gunjan Saxena, Moya Kneafsey, consider the key themes in an Integrated Rural Tourism - IRT are

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following: Networks, Scale, Endogeneity, Embeddedness, Empowerment, Sustainability, Complementarity (2007:444). Foregoing authors suggest that "Endogenous (bottom-up) development is central to IRT as it is structured to retain maximum benefits in a locality, by using and adding value to local resources and by focusing on the requirements, capacities and values of local people" (2007:444). Our consideration is that the role of local authorities significant element of endogenous development in IRT. Rural tourism development requires that the authorities in the local communities concerned about the sustainable development of local tourism resources, which means you must understand their values and functionality. The aim of this research is to: 1) examine the role of local authorities in recognizing the value of rural tourism resources; 2) explore the impact and role of local authorities in activation of rural tourism resources.

In order to better understand the current position of the local tourism authority in the activation of rural resources of the space that we study, we draw attention on the sociological milieu of spaces in which to conduct this research. In sociological theory the transformation of society through which we are passing some sociologists call the term: post socialist transformation (Sljukic, 2009: 18). It is a sociological context in which is dominated top-down concept of development and we are in this area conducted research. The research area was City Municipality of Novi Sad. Novi Sad is the capital of the Autonomous Province of Vojvodina, which occupies the northern geographical spaces of the Republic of Serbia (Fig. 1).



Fig. 1. Geographical position of City Novi Sad (Vojvodina, Serbia)
<http://sr.wikipedia.org/sr/>

In terms of administration, in the City Municipality of Novi Sad there are City of Novi Sad and City of Petrovaradin. In the City Municipality of Novi Novi Sad (699 sqkm, which is 3.25 % of the territory of Vojvodina), there are 335 401 population, out of which: 78.57 % of urban population and 21.43 % of rural population. The subject in this study are the following local communities: Begec, Budisava, Cenej, Futog, Kac, Kisac, Kovilj, Rumenka, Stepanovicevo and Veternik in the City of Novi Sad (Fig. 2, Tab. 1), and Bukovac, Stari Ledinci, and Novi Ledinci, in the City of Petrovaradin (Fig. 2, Tab. 1).

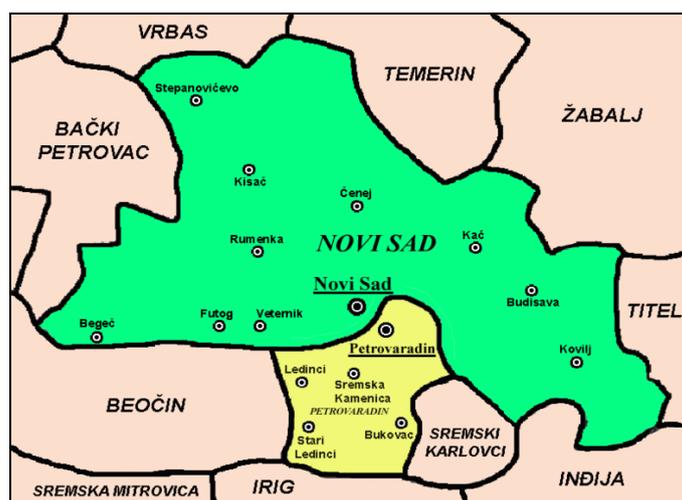


Fig. 2. Local Communities of City Municipality of Novi Sad (<http://sr.wikipedia.org/sr/>)

METHODOLOGY

The study applied the combined method. Analytical methods were used in studying scientific and professional articles from this matter, both foreign and domestic. The choice was selective, as some of these papers are cited or mentioned in literature. Applied the method of interviews, which was conducted in 13 local communities, in the City Municipality of Novi Sad.

The interview was conducted on the basis of the questionnaire (6 questions), prepared according to the Likert and Terston scale. The questionnaire was structured so that it consisted of two parts. In the first part of the questionnaire respondents - local authorities in local communities were asked to write the names of all anthropogenic and natural tourism resources in their territory and to assess their value, on a scale of 1 - 5 and to assess their level of tourist activated, the following grades: A - small, B medium, C-high (Tab. 1, questions: 1,2). In the second part of the interview, the local authorities are supposed to show how knowledge of tourism resources in their community. Respondents were 52 local authorities in 13 local communities. The survey was conducted, from 10.11.2010 to 30.11.2010. The questionnaire distributed by e-mail in 8 local communities and by postal deliveries in five local communities. Interview was conducted face to face

with 12 respondents in the three communities (Bukovac, Novi Ledinci, Stari Ledinci), at their invitation. By using synthetic methods, we have presented observations, conclusions.

DISCUSSIONS

Sharpley and Sharpley, 1997, write: "Local tourist potentials through tourism can regenerate rural areas, this explains why the integrated approach and sustainable approach to rural tourism is important, because such a concept of rural tourism, local tourism resources, protects against damage (1997). Community development through tourism, it means a healthy integrated community development (Beeton, 2006). Local resident`s perceptions of rural tourism economic dependence – factor affecting resident`s" (Shu-Tzu Chuang, 2010). Unfortunately, residents in the surveyed area are not aware of that fact, that rural tourism can regenerate their area (Sharpley and Sharpley, 1997) "or to provide ... means a healthy integrated community development" (Beeton, 2006) and have not of perceptions that is rural tourism "factor affecting resident`s" (Shu-Tzu Chuang, 2010). Attractions in rural areas are diverse, but unfortunately have not been adequately exploited, as indicated by studies in the world (Nasser, 2011). It is the same situation in the area, which is the subject of this study.

Local rural communities in 13 village, which were the subject of research are the main nuclei organizational structure of local development of the City Municipality of Novi Sad. Local authorities were asked about their knowledge of rural tourism resources in their local community (1. aim of article, Box 1).

Box 1

Question 1

- Please write the names of natural tourist resources in your community and for each natural tourism resource rate:
 - a) their preservation on a scale of 1-5 (1-minimum value, maximum value of 5),
 - b) degree tourist activated on the scale:
 - A - low - B middle C – high.

Question 2

- Please write the names of anthropogenic resources in your community and for each natural tourism resource rate:
 - a) their preservation on a scale of 1-5 (1-minimum value, maximum value of 5),
 - b) degree tourist activated on the scale:
 - A - low - B middle C – high.

According to the results of research, local authorities have stated that the territory of their local community has: 23 natural rural touristic resources and 44 anthropogenic resources (Tab. 1, 2). The local authority assessed: 19,23 % of natural rural tourism resources, with value: 5; 3,84% of natural rural tourism resources with value: 1 and the best number of rural tourism resources: 46,15%, assessed with value: 3. Same respondents gave value 5 for 16,16% anthropogenic rural tourism resources; value :1 for 2,08 % anthropogenic rural tourism resources and value: 3 for the best number anthropogenic rural tourism resources: 33,33%.

Table no. 1.
Results of research on assessment of values and the level of tourism activation of rural tourism resources, in the City Municipality of Novi Sad (October 2010)

Local Community	An assessment of conservation resources ¹ (1- 5)		Assessment of the degree of tourist activated ² (A , B , C)					
	Natural resources	Anthropogenic resources	Natural resources			Anthropogenic resources		
			A	B	C	A	B	C
<i>City Municipality of Novi Sad</i>								
1. Begec (3310) ³	1.Begecka jama (3)	1.Orthodox Church (3) 2.Monument fallen soldiers of World War II (2) 3.Evangelisticka Church (3) 4.Szalas „Kovacevic (3) 5.Mladja szalas farm (5) 6.Cveja szalas farm (3) 7.Cardak "Brush" (4)	---	---	1.	2. 3.	1. 5. 6. 7.	4.
2. Budisava (3633)	1 Bara, near village. (3)	1. Reformed Church (5) 2.Rimokatolic Church (5) 3.Serbian Saints Church of Parliament (5) 4.Etno house (5)	1.	---	---	---	1. 2. 3. 4.	---
3. Cenej (2095)	1. Mulberry Cenejac (5)	1Monument to fallen soldiers of World War II (4) 2.Monument partisan detachment (4) 3.Church Holy Spirit (4)	--	1.	--	1. 2. 3.	--	-
4. Futog (18269)	1.The river Danube(5) 2.Vizic rit (5) 3.Sukova bara (4)	1. Orthodox Church Sent Kozma and Damjan (5) 2. Rimokatolic Church (2) 3. House is protected by law (1)	3.	1. 2.	--	1. 2. 3.	--	---
5. Kac (11612)	1.Crni vrh (4) 2. Pheasant farm (4)	1. Church. Sent Nikolaja (5) 2. Commemoration mark Sv. Petke (4) 3.Memorial to fallen soldiers in the village center (4) 4. Memorial to fallen soldiers in the playground (4) 5. Saint Sava Hall (4) 6. Monastery S. Beach (4) 7. Events (4)	1. 2.	-	-	1. 2. 3. 4. 5. 6. 7.		
6. Kisac (5220)	-----	1.Slovakia -Evangelical Church (3) 2.Orthodox Church Sv. Three Hierarchs (3) 3.Building Cultural and Information Centre (3)	--	---	---	1. 2.	3.	--
7. Kovilj (5389)	1. Special nature reserve "Koviljsko-Petrovaradinski Rit" (4) 2.Tikvara (4) 3. Slajz (4)	1. Kovilj Monastery (5) 2 Church of Vaznesenje Gospodnje (3) 3. Church Sent Apostol Toma (3)	1. 2. 3.	-	-	2. 3.	--	1.
8. Rumenka (6444)	1. Mali kanal (2)	1.Orthodox Church Sent Petar and i Pavle (3) 2. Hungary Reformist Church (3)	1.	---	---	1. 2.	---	---

9. Stepanov icevo (2012)	1.The River Jegricka (3)	1. Monument of Three generations (2) 2.Monument of Stepa Stepnovic (2) 3. Orthodox church Sent Lazar Kosovski (2)	1.	-	-	1. 2. 3.	---	---
10. Veternik (16895)	1. The River Danube (3) 2. Bara Gunjina (1)	1. Monument to fallen soldiers from World War II (4) 2. Orthodox church under construction (1)	1.	-	-	1. 1	--	--
<i>City Municipality of Petrovaradin</i>								
1. Novi Ledinci (1871)	1.The river Danube (3) 2.Donji rit (5) 3.Gornji rit (5)	1.New Orthodox Church Sent Trojica (4)	1. 2. 3.	---	---	1.	---	---
2. Bukovac (3807)	1.Fruška gora /Srdnji čot, Direk, Dubina dolina/ (3) 2. Vilina vodica (3)	1.Orthodox Church Vaznesenje Gospodnje (3) 2. Bust of Milica Stojadinovic Srpkinja (3) 3. House of Milica Stojadinovic Srpkinje (3)	---	1. --	---	---	1. 2. 3.	---
3. Stari Ledinci (931)	1.Lake of Ledinci (2) 2. Lake of Popovica (3) 3. Cave of Pera (3)	1. Monastery church of Sent George (2) 2.Two of Turkey fountain (2) 3. Church Prenos mostiju Sent Nikolaj (4)	1. 2. 3.	--	---	1. 2. 3.	---	---

1 Value: 1 – 5, 1- the lowest value, 5 - the highest value

2 Value: A - Low, B - Medium, C – High

3 Number of population - 2011 Census of Population, Households and Dwellings in the Republic of Serbia-
First results, Buletin 540: 24, Statistical Office of the Republic of Serbia, Belgrade

Source: Author of paper prepared Table 1, by the responses from the author's original research

Local authorities have assessed that the level of tourist activated rural tourism resources, very low. Namely, 76.92 % of natural rural resources and 66.66% of anthropogenic rural tourism resources in the territory of the City Municipality of Novi Sad is not tourist activated (Tab. 1, 2). So we get the answer to the question in the title of article: Rural tourism resources-potential or attractions. The results of research show that the rural tourism resources in City Municipality of Novi Sad are tourism potential, but not yet and tourism attraction.

Transformation tourism potential into a tourism attraction is a complex process in the tourism system and this process we denote the term: touristification (see: Vidic, N., Model of touristification, pp. 307-309, http://www.dgt.uns.ac.rs/ctth/ctth_papers.pdf). Process of touristification in the studied area is very slow. In the continuity of the research we studied the role of local authorities in creating the environment for the activation of rural tourism resources. Towards this goal designs are the questions, which require a written response to the qualitative. Present the questions and answers of local authority in original form without our interpretation.

To the third question: What have you, as a local authority done for the activation of rural tourism resources, received the following answers:

- "Contacts were established with the Tourist Organization of Novi Sad, Provincial Secretariat for the Economy and the Provincial Secretariat for Education".
- "Improved sports and recreational activities, particularly fishing, helping local community, and activities in churches symbolically raising funds".
- "As an officer of the local community, can only carry out and coordinate the choices of others...".
- "The local community donated resources for the construction of fences in the church; sought to restore a museum, farm owner".
- "The Council of the local community has a Committee for Tourism, initiated by the lecture on rural tourism, conducted a survey of interest for tourism and application forms for relevant facilities are distributed".

By 4th question: "What do you, as an authority in the local community, propose to do to activate, received the following answer:

- "When we possess the financial resources, we will be able to plan and take measures. With rural tourism resources managed by others - the owners of resources are not in the territory of the local community".
- "Connect with other municipalities and municipal authorities of foreign government".
- "Due to lack of own funds, we are forced to follow what is offered for such projects outside the city, province state and to use these resources for these activities".
- "Local Community can only address in writing the higher structures of the City or get funds by organizing private entrepreneurs and citizens to donate".
- "Intended to make contact with potential investors and organizers".
- "Intended to connect with other municipalities and foreign countries and city administrative agencies".

When asked, specify at least three factors which are the reasons that you, the local authorities, are prevented from the activation of rural tourism resources (5th question), responses the following answer:

- "City Administration prevents the return of the pasture, where they developed a metropolis".
- "Lack of legal regulations".
- "If the competent institution delivered information on where and when to apply for the needed funds, we would be well organized and provide quality tourist facilities".
- "Local Community does not have the means - the lack of interest of the citizens, no interest of institutions and bodies, not a political interest".
- "Potential service providers do not see the benefits of such engagement; one side does not propagate and guide this activity".
- "Local Community does not have the resources, lack of interest of citizens, lack of institutions and authorities' involvement, unless there is political interest".

When asked to state the reasons/the factors that helped in the activation of rural tourism resources (6th question), local authorities have responded:

- "Provincial Secretariat for Economy and the Provincial Department of Education. The Assembly of Novi Sad".
- "Private donors, individuals".
- "Lately, there was a good cooperation with politicians and public figures from the local community, good will and interest of the citizens, marketing".
- "The Tourist Organization of Novi Sad gave a lecture and distributed application forms and scoring lists for facilities, a private company built apartments".
- "Good cooperation with public figures and politicians from the local community at a time when there was a landing, then the good will and interest of the City; marketing".

From 13 local community only one has a Commission for Tourism which is organized lecture of rural tourism and conduct research of tourism.

All these responses belong to the endogenous themes, but not in the sphere of IRT, on the concept of bottom up development, about whom write: Brian Ilbery, Gunjan Saxena and Moya Kneafsey (2007, p. 444). These responses are the result-expression - endogenous of rural development on the top down concept and actual change in the post-socialist transformation (Sljukic, 2009, p.18). Local authorities worry about the development of their rural communities in terms of responsibility, for activation of rural tourism resources have not shown interest. Local authorities are very passive, without initiative.

The actual concept top down development of local community could slow but not stop, initiatives and action of local authorities. This is confirmed the examples of successful rural tourism destinations in our country (around: Donji Milanovac, Knic, Valjevo, as szalas farm tourism in Vojvodina). Many local communities recognize the importance of tourism in stimulating changes in social, cultural, environmental and economic dimensions and are aware of these changes. Attitudes of those local leaders have a vital role in addressing issues in tourism (Aref et al., 2010). "Rural development policies should focus on strengthening the tried configurations and the combination of the old with the new" (Ploeg et al., 2000, p. 400).

CONCLUSIONS

This is the first study of rural tourism resources in the territory of the City Municipality of Novi Sad. This research showed that:

- the local community, who were in the focus of this research have important tourism resources (Tab. 1),
- local authorities: do not know enough value of tourism resources in their local community; show no interest for them; rural tourism is not seen as a component of development, which is completely wrong and because is process of touritification a very slow.

Experiences from world tourism practices, show that local authorities play a dominant role in the activation of rural tourism resources. In the current of sociological development of local authorities is needed external support.

Aylward (2009) written: through rural tourism, based on social capital it is possible to establish:

- "Trust and commitment, which are recognized as important in the network and demand the maximum effort from all actors, to make sure that the relationship lasts.

- Reciprocity: research shows that those interested in rural tourism expected reciprocal action - all involved sides share information if they wish to receive information in return or as a reciprocal action.

- Collaboration: without the cooperation of all actors in the network there is no success".

This study is the relatively small contribution for further development of tourism in the study area. This research is launched of local authorities that think about rural tourism resources, as well as value-territorial capital. Research has indicated that it is necessary to make inventory of tourism resources, define their profile and status, examine obstacles to their tourist activation. Experiences from this research and ideas can be applied to many other rural communities.

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