

Singidunum University

Department for the Postgraduate Studies and
International studies

Study program:

Business systems in Tourism and Hospitality

Master work:

Sport tourism in Serbia and use of internet in promoting
sport tourism in Serbia

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Belgrade 2014

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1. Introduction:

Travel and sport have been linked since ancient times. In ancient Rome and Greece sport was one of the main reasons for travelling. Today one of the most frequently mentioned motivations for tourist travel is a sport. As well as tourism, sport means an activity that involves customers doing in their spare time, like the time that we have available after work commitments, but also the time and freedom when we can meet, according to our needs for enjoyment and the need for participation in social and cultural life as a quality category. In the last few years there has been a growing increase in interest for recreation. Man does not want to just be a spectator in sport activities; he wants to be an active participant. Active holiday has become a biological necessity of compensation for the lack of movement and the rapid pace of life of modern man and tourist. Sports tourism or travel in order to participate in sports and travel for watching sports, it is a temporary trip that people make out of their homes and jobs, which includes experiences that are not in their everyday life. Sports tourism is classified into so-called specific forms of tourism based on the motivation to travel. Sports tourism is defined as, tourism in which sport is the main motive for traveling and staying of tourists in the tourist destination ¹

¹Bartoluci M(2003),Ekonomija I menadzment sporta,Zagreb ,Informator

1.1 Problem (research topic)

Research topic (problems) of this masterwork is going to be sporting tourism in Serbia, what are the most popular sport destination in Serbia, sporting events, history of sport tourism in general and also in our country and advantages of using internet and social media networks to promote sport tourism.

1.2 Degree of exploration problems

Investigations are not complete with this topic, because sports tourism has not yet taken place that deserves within the tourism Serbia, so we cannot use the official research on this subject, so we can only use some of the articles and studies on specific regions of Serbia.

1.3 The main thesis research

The main thesis of the research is to improve the conditions for the promotion of sports tourism in Serbia. The requirement for the development of sports tourism is making an appropriate concept in which would participate all relevant factors.

1.4 Structure of work

In this paper, the division is into 5 chapters, and is basically divided into two parts. First part is about the history of sports tourism in the world, the division of sporting event and the types of sports tourists. Second part of this masterwork is about the history of sports tourism in Serbia, the famous sporting events and sports destination that attracts the largest number of

tourists to our country and internet and media networks as a tool of promoting sport tourism

1.5 Methodological procedures for this paper

Complexity of the case study required the implementation of general and special methods. Data are gathered and analyzed by the following methods: descriptive and comparative research, theory analysis and empirical methods. I also used a graphical, schematic and tabular modeling for closer and more graphic presentation and understanding of the subject area. Qualitative and critical analysis of texts and quantitative research of the gathered texts are also used in this paper.

2. Sport tourism

2.1 Definition of sport tourism

Sport tourism or travel for participation in sports or travel for watching sports². This is one of the most common definitions of sport tourism. This term has a myriad of explanations as seen from different angles and different points of view. Even separate sport and tourism is very difficult to define.

When we mention sports first association is sport and recreation. However the sport is much more complex concept, it can be a hobby or a profession, formal or informal, professional or amateur. Experts even disagree or about which activities should be counted in sports. Conceptualization of sport has changed over the history, and it is changing even today, depending on the society to society.

Tourism and sport are key elements of today's culture and have a specific influence on the behavior of society. Especially since the 1960's sport has become a huge international matter with large amount of media attention, money and also political interest. On the other hand tourism remains the world's largest industry as well as very developing and growing. For this reason a combination between the two can be very lucrative and has a lot of cultural influence. Sport and tourism can in different ways contribute to each other's development. . As Weed and Bull (2004) describe the tourism industry can help evolve local sport facilities or giving communities the opportunity to create them where that wouldn't otherwise be possible. Also tourism can benefit from sport because a lot of sport activities take place during holiday. Therefore it's clear that greater co-operation would be very attractive to both sectors in order to use mutual advantages.

²Hall,C.(1992) Adventure, sport and health tourism.,London,p.p 10

Tourism today is considered one of the industries in the world which further growth can be expected (although tourism is not a separate economic activity, such as the case with the fruit industry, transport, trade).³

For developed countries, tourism is an important export product, which is among other generator of employment. Tourism due to its nature and characteristics include wide array of phenomena that arise before, during and after the tourist travel and its implementation affects not only the economic, but also environmental and social aspects of life. In many analyzes and long-term projections tourism is seen as one of the most dynamic phenomena, and his importance in the development of the world's viewpoint in the development of the world economy is priceless.⁴

Tourism, as a social and economic phenomenon, namely the activity most directly exposed to constant and strong changes. Tourist market and the tourist trade are continually evolving, and took on immense proportions. However, targeting a large number of people to tourist destinations, in addition to positive business results, leads to certain environmental, cultural and social consequences, which caused the need for the review, the fundamentals of modern tourism. Therefore, the rapid development of tourism, general changes in social structure and social consciousness, are leading to a new differentiated observation of Tourism.⁵

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³Unković S., Zečević B. (2004) „Ekonomika turizma“, Ekonomski fakultet, Beograd. p.p.34

⁴Unković S., Čačić K., Bakić O. (2002) „Savremena kretanja na turističkom tržištu“, Beograd p.p 15

⁵Čerović S (2009). „Strategijski menadžment u turizmu“, Fakultet za turistički i hotelijerski menadžment, Beograd. p.p. 7

⁶Hall, C. (1992) Adventure, Sport and health tourism., London,

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⁷ Weed and Bull(2004),Sports Tourism: participants, policy and providers,London

2.2 History of sport tourism

The earliest document of sports tourism is the Olympic Games, which portrays dating back to 776 BC. Athletic plays were the foundation of life of the Greeks and every city that is aimed at a development had its own stadium. Olympic game attracted up to 40 000 people from all parts of Greece and probably there were no events in the ancient world where so many people were on their way to the same destination at the same time.⁸ Then the tourists did not have so many options for accommodation and are usually slept in tents and open-air. The Romans continued to combine elements of travel with sports but in a different form. Now there are gladiator fights and chariot races, which replaced athletic plays as a major athletics event. It is important to mention these events because they show sports tourism is not entirely a modern phenomenon, because some reasons that affect today's activities have existed for thousands of years.

Picture 1. Shows people of Greece going to Olympic Games



In the middle Ages and the Renaissance period, there is not so much on real sports tourism other than the beginning tennis. Professional knights in the middle Ages were traveling from place to place and they made a living of it and we see similarities between knights and athletes in ancient Greece, although it was first tournaments were irregular, warlike, and few spectators were present. And

⁸ Finley and Placket(1976),The Olympic Games,Viking Adult,

finally, between 15 and 16 century tournaments have become more civilized and elegant to look at, but only for the aristocracy and upper classes of society.

The progress in transport from the 16th century onwards have allowed people to travel more easily than before, which has provided the opportunity of sports tourism for faster growth. One important phenomenon about which much has been written at the time was the European grand tour. This was a trip through Europe undertaken by mainly upper-class European young men, mostly of British aristocracy. That custom flourished from 1660 until the appearance of large-scale rail transit in 1840. The biggest importance for sports tourism, European grand tour was contributed by opening the Alps as an interesting tourist destination. In the 19th century with the appearance of rail transport which was relatively cheaper and more efficient form of travel that could use a bigger layer of people and thus allows the sports tourism to develop beyond a small group of people. Railways were the product of industrialization which, together with urbanization has profound implications for sports tourism. This century was particularly important for the history of sports because they were trying to go from disorganized, coarse, traditional games to rational activity with rules and controls body.

With advent of industrialization, it increases the income of the population that has grown by 91% from 1860 to 1913, and also an opportunity for the monitoring already commercial professional sports. And finally, the key issue arising from the 19th century was colonization and cultural dimensions of sport from their homeland on the different of parts of the world.

The biggest changes are happening in the back of a quarter of the 20th century and allow people 4 or 5 days off from work. Ever since then they have free time and right on the vocation, it became an important part of everyone's life with golden implications for sports tourism. Not only that ordinary people now have time to travel to watch sports, but they want to participate in sports activities, away from your home. At the end of the 20th century, we saw part of sports tourism that is associated with older people and pensioner. With campaigns that encourage older people to remain active, sports tourism has become important for this group of people, especially golf and vacation with a lot of walking. On the expansion of sport tourism in the 20th century a great impact was further progress in transit. Like railways revolutionized travel in the 19th century, cars and the aircraft entered even more changes in the 20th century.

Automobiles offered another advantage for sports tourism, and its accessibility to various areas in which before you could not go on public transport, which was particularly important for the types of sports tourism, such as walking, hiking, biking, and various forms of water sports. In the 20th century sport officially ceased to be a privilege of the rich and the advent of democracy allows all participants the same treatment.

Picture 2: Use in Bolt celebrating after winning the 100 meter race on Olympic games, thanks to which he became world famous



Another phenomenon of the 20th century is the great progress of sports mega events due to commercialization and globalization. Television also played a significant role in the commercialization of the sport because while the people were watching sport from home the more they wanted to be participants in such events, and they all more got involved to travel in order to reach a specific event.

Transferring the excitement and drama of the mega event, television has convinced many people that they wish to experience the thrill from the first hand. International competitions like Olympic Games, Commonwealth Games, World championships in football and basketball, Grand Prix races have become a real tourist attraction, attracting not only traditional fans, but those looking for the tourist experience while watching the event.

2.3 Segments and categories of sport tourism

Although tourism and sport activities that people practiced from the earliest times and that each have strong interaction, the term sport tourism is a recent. Sport tourism involves travel where the primary motivation is actively or passively engaging in sports activities.

By this definition it can be made and specific categorization of sports tourism. One model of categorization is the one who set the Weed and Bull on the basis of one of the first works in the field of sports tourism that is done Glyptis (1982). According to their model, there are the following types of sports tourism:

- 1 .tourism with sport content
- 2 .tourism with sport activity
- 3 .sports training
4. Sport event
5. Luxury sport tourism⁹

Tourism with sports contents is the widest sports type of tourism. Main characteristics of this type are that the sport is not the primary goal of travel. Sport activities are included in the content of a trip motivated by other reasons and happen spontaneously, because they simply are available in destination. This type is an example of so-called incidental sports tourism.

Tourism with sports activity is a category that could be called real sports tourism. Here the sport is the main purpose of travel. Tourism with sport activity is an individual journey for an active holiday with sport and recreation. This trips are taken by amateurs who play sports as a hobby and spend most of your free time on sports.

⁹ Weed M. and Bull C.(2003),Sport tourism ,participants,policy and providers,,p.p 20

Sport training is a journey for training or participating in sport .This is a very narrow category in which we can distinguish three types: a beginner's courses, advanced training and superior training.

Sport events is a category that applies to travel in order to participate in a particular event or as a participant or as observer .This type includes various events of the great events such as the Olympics, World Cup soccer and many competitions with fewer participants .

Luxury sports event represents the narrowest category that can be found in each of category above .Here it can be spoken on a sports event and the sport training, any kind of sports tourism, but the focus is on clients who have specific requirements in terms of accommodation, facilities or services.

For some scientists, there is a modified division:¹⁰

1. Sports Event tourism
2. Celebrity and Nostalgia Sport tourism
3. Active Sport tourism

Picture number 3.Segments and categories of sport tourism



Source: Dr. Branislav Rabolic, Selective forms of tourism, 2012

¹⁰Gibson, Heather J. (1998). Sport Tourism, Sport management review, p.p 155

Here we see a special category of so-called nostalgic tourism, which includes a visit to sports attractions, like sports museums, famous sports facilities and places of famous sports events. This includes visits such as the Basketball Hall of Fame in Springfield and Massachusetts, NASCAR museum in Charlotte and a visit to the famous Olympic Stadium. Other aspect of this form of tourism is arrangements for tourists with popular and well-known personalities. Example of this is fantasy camp. In the U.S. this is a specific combination of rest place and camp for training. It is a commercial product that includes a meeting and mingling with sports idols and learning from them (or just the sports specialist), as well as participation in sports. The game is informal and does not need to be a professional sportsman to participate. Most of the camps have the minimum age limit (usually about 30 years). Camps vary in length of stay, cost and equipment, and some offer accommodation and food services, sometimes the whole package with air transport. Price of this staying can be extremely high, three day stay at Camp with the legend Michael Jordan costs around 17500 USD¹¹.

According to Bartoluci sports tourism appears in these forms:

1. Competitive sport tourism
2. Winter sport-recreation program
3. Summer sport-recreation program¹²

The concept of competitive sport tourism includes all travel in order to participate in certain sports events, from local to international.¹³ The basic

¹¹Rabotic B,(2012),Selective forms of tourism

¹²BartoluciM.,Ekonomika I menadzments porta,Zagreb,Informator 2003

¹³BartoluciM.,Ekonomika I menadzments porta,Zagreb,Informator 2003

motivation for travel is a sporting event, whether participants actively participate in it or are passive participants (observers).

Sport recreation tourism involves dealing with tourists with these motives, or like motive of tourist travel in the modern tourism is increasingly occurring sports recreation, which tourist are actively engaged on holiday. Sports recreation, as a rule, has no competitive character or viewer character. It sports activities selected by tourist choice for the purpose of satisfying the needs of a movement, dance, active vacation and entertainment¹⁴. Because of sports and recreational activities specific to each season is divided into winter and summer. Activities within the winter sports and recreational tourism are skiing, skating; sports games on snow and ice and within the summer are water sports, swimming, golf, tennis, horseback riding, etc.

¹⁴RelacM,BartoluciM(1987).,Turizam I sportska rekreacija,Zagreb,Informator

2.4 Factors of tourism development of sport and recreation

To perform sports tourism need certain conditions which are?

- certain geographical space
- facilities and courts
- organization services
- accommodation facilities
- traffic
- customer service center
- entertainment options
- heritage

Many countries and destinations develop sports tourism on natural resources, where natural resources are sufficient to achieve significant economic progress. One who does not possess great natural resources tends to raise artificial objects and locations that will attract large numbers of tourists. Some cities and regions have fallen into major development problems due to deterioration of the industry, and they saw in the sports tourism engine of progress. For this purpose, the renewed old and build new ones, but with better leadership and management, and providing sponsorships and donations managed to get the organization of major sporting events. All this has brought new jobs, higher wages, and opportunities for various sports activities, organizing numerous clubs, achieving significant results, successful regional development, etc.

The impacts of sport tourism can have positive and negative impacts on rural and urban environment. As positive impacts occur:

- new jobs
- improvement of infrastructure and superstructure
- increase spending
- opportunity to improve the image
- Exchange of cultural contents

In addition to the positive impact of sports tourism for the host it also can bring some negative consequences:

- degradation of nature
- Construction in inappropriate locations
- Noise, the crowds
- Air pollution
- Adverse impacts to language development¹⁵

The interdependence of the modern tourism and sports based on the factors that lead to the development of tourism and sport .These factors are usually classified into 3 groups.

1. Factors of the tourist demand
2. Intermediate factors
3. Factors of tourist offer

¹⁵Nikolic I.(2006),Sport recreation in tourism,Belgrade

Table 1. Factors of tourism development

Factors of touristic development			Factors for development of sport and recreation	
1. factors of the tourist demand			1. demand factors of sports and recreational services	
a) objective -population -urbanization -income of population -free time	b) subjective -fashion -imitation -prestige -love		a) objective -urbanization -income of population -free time	b) subjective -fashion -imitation -prestige -love
2. Intermediate factors: Travel agencies, companies and offices			2. intermediate factors: tourism and sports and only sports organization	
3. factors of tourist offer:			3. Factors of sports and recreation deals:	
a) factors of attractiveness -natural -social	b) factors of communications -transport -zip ties	c) receptive factors -lodging -catering -Other facilities	-natural resources - sports and recreational facilities - Sport and recreation contents	

Source: Ivkov-Dzigurski, Sport recreation

2.5 Share of sports tourism in the overall tourism trends

Sports and active holidays have become part of a large and successful industry. In 1994 report of European Commission says that the sport is responsible for 2.5 percent of world trade. During the last 10 years of global sports industry has brought great changes and innovations initiated by various factors such as the increase in leisure time and spending, the desire to observe the athlete and to participating in it, new methods of distribution and transmission sports. This results in traveling around the world just for the sake of sport.

Sport tourism is now a multimillion industry, one of the fastest growing parts of the tourism industry. Economies of cities, regions and even countries are increasingly reliant on tourists coming to vacation to participate in various sports activities carried such as golf, skiing, cricket, etc. In some countries, sport can count on 25 percent of incoming tourists.

A recently published Analysis Bureau of Tourism points out that in Australia 6% of day trips and overnight stays 5% done with the sport as a primary motivation. This corresponds to a cost of 1847 million for the domestic sports tourism, of which 461 million was spent on a day trip, the remaining 1 386 million in night stay.

1998 in Canada, 37% of the 73.7 million domestic trips were in sports touristic purpose. In Canada sports tourists are defined as individuals who travel and thus participate in or attend a sporting event. Sports tourism gathers between 2.5 and 5 million people from June to September, during which months are the most popular for sports and tourism activities¹⁶

In the case of the United States of America Tourism Organization points out that in the past five years, 38% of adult Americans attended an organized event, competition or tournament as a spectator or participant, participating on trips of 50 miles or more¹⁷

¹⁶ Taken from:Evolution and development in sports tourism,Januar 2010 <http://www.tourism.gov.ph> data accessed 15.03.2014

¹⁷ Taken from:Evolution and development in sports tourism,Januar 2010 <http://www.tourism.gov.ph> data accessed 15.03.2014

English Tourism Committee claims that as many as 20% of tourist movement had as a primary feature of participation in sports, while 50% of trips involve unplanned sports participation.¹⁸

From the above we see that the above is the main tourist destination focusing on sport and sporting tourist satisfaction. These concepts allow the destination to allocate among other competitors, to increase their competitiveness on the international stage, attracting consumers who are willing to get in touch with nature and interaction with the community.

¹⁸ Taken from: Evolution and development in sports tourism, Januar 2010 <http://www.tourism.gov.ph.data> accessed 15.03.2014

3. Sport tourism in Serbia

3.1 Sport-Serbian best brand

The 2009 edition of the tradition Night of the ad Eaters saw an award for the best promotional of national identity in the past decade presented to Serbian sport, while the sixth annual best from Serbia awards ceremony in 2010 saw Novak Djokovic proclaimed the best promoter of Serbia. This should come as no surprise, considering that even the country's politicians have long since admitted openly that Serbian's athletes are the country's best ambassadors.

It would be hard to find corner of the world where the people haven't heard of footballs like Nemanja Vidic, Dejan Stankovic or Bane Ivanovic, tennis aces Novak Djokovic Jelena Jankovic and Ana Ivanovic, basketball players Vlade Divac,Aleksandar Djordjevic and Dejan Bodiroga,waterpolo players Aleksandar Sostar ,Aleksandar Sapic,Vladimir Vujasinovic, volleyball playing brothers Vanja and Nikola Grbic ,swimmers Milorad Cavic and Nadja Higl and those athletes are the people who are putting Serbia on global tourist map.

There are many people in the world that have heard about these famous Serbian sportsman and their good speech about their homeland and a lot foreign people are planning to visit this beautiful country to see this magnificent place they heard good things about and that all mostly thanks to Serbian sport and athletes.

3.2 Sport tourism in Serbia

Serbia is landlocked in the centre of the Balkan Peninsula. The basis for Serbia's tourism is due to its varied relief, beautiful scenery and numerous rivers. The high mountains offer wonderful conditions for skiing in the winter and hiking in the summer. The mild climate allows swimming in the rivers, and the unique nature and rich wildlife are ideal for hunting. Whatever activity you choose, it will surely be a delight for all the senses.

Skiing-

Skiing has long been a tradition in Serbia, dating back to the beginning of the 20th Century. The snowy winters guarantee excellent conditions for skiers throughout the season, which lasts from December through March. Over the last few years, the infrastructure and facilities in many Serbian resorts have been dramatically improved. Kopaonik is the most developed ski resort in Serbia and is situated in the Kopaonik national park in the massif of the same name. The resort offers more than 44 kilometers of ski slopes and 22 ski lifts, as well as beautiful views and a bustling nightlife. If you are not winter person, there is summer offer on Kopaonik that includes:

- Pedestrian tours - tour of the most attractive destinations NP Kopaonik, accompanied by tour guide everybody on visits by certain landscapes and make one-day trips by arrangement with you as well as picking seasonal wild berries and collecting medicinal plants. Tours are conducted at locations reserved for those opportunities. From resorts to regulate important are: Metode, Kadijevac, Đorov bridge, where hikers the opportunity for active and passive rest.

- Monastery tours - tour of medieval monasteries and shrines in the region of Kopaonik: Studenica, Sopocani, DjurdjeviStupovi, Gradac.

- Wine tour - tour Parish Aleksandrovacke known for quality wine and brandy.

- Rafting on Ibar river - with a tour of the medieval city of Maglic. Veseli spust(happy downhill) is an all-day event, sports and recreation, environmental,

tourism, cultural and entertainment event in which whose participants are active for 12 hours. On the first Happy downhill took part around 150 people and at 19th there were 20 000 participants.

-Hiking - Pančičev top, Kozja stena, Markov rock. Hiking trails lead through of wonderful coniferous and deciduous forests, mountain meadows and pastures

In cooperation with the National Park Kopaonik, National Park Kopaonik users receive numerous and interesting offers for you to enjoy and experience the experience unforgettable moments, on this mountain, which is equally suited for the summer and winter.

Extensive information about everything concerning Kopaonik can be found at www.kopaonik.net.¹⁹

Picture 4. People having fun during rafting on Ibar river



¹⁹<http://www.npkopaonik.com/0>

Another popular skiing destination is Zlatibor in the southwest part of the country. In the newly established winter centre, alpine skiing, cross-country skiing and biathlon can be practiced. Another advantage: the prices are still a bargain compared to the rest of Europe. According to official figures TO Zlatibor current capacity of tourist facilities has categorized 7,500 beds, of which over 4,500 hotels and resorts in and around 3,000 beds in private the accommodation. About 200,000 visitors annually generate about one million overnight stays in Zlatibor.²⁰

Thanks to the extraordinary climatic conditions , a harmonious relation among forested landscapes and meadows , covered with colorful vegetation , streams , unpolluted air , healthy and clean water , a large number of sunny days , hospitable hosts, the splendid ski slopes, typical air currents (continental and Mediterranean), its suitable altitude, beautiful landscapes ... Zlatibor has developed into a famous summer and winter tourist resort with a long tradition , among the mountains in Serbia .Its visitors Zlatibor offers optimal conditions for recovery, recreation, summer and winter, through a wide range of recreational, sports, hunting, health , children 's and congress tourism.

Hiking-

There could hardly be a more suitable place for hiking than in Serbia. Many marked routes lead throughout all regions of the country, allowing tourists not only to be physically active and spend their holiday in a healthy way, but also to discover the unique culture – monasteries and archaeological sights are to be found along the routes. Furthermore, hikers have the opportunity to become acquainted with the local customs, way of life, cuisine and the incomparably delicious wines. All seasons except winter offer great conditions for exploring the country on foot. Some hiking centers deserve special mentioning: the climate haven of Divcibare, the Homolje Mountain Range (with organized walking tours to historic sites), the Golija route (through UNESCO protected natural reserves) and many others. A hiking holiday in Serbia promises to be a pure pleasure.²¹

²⁰<http://www.zlatibor.rs>

²¹<http://www.europe-cities.com/en/672/serbia/sport/>

Climbing-

The diversity of Serbia's terrain offers a variety of possibilities for fresh challenges. Fans of climbing can choose from a number of natural climbing sites in Belgrade, Vrsac, Borski Stol, Sicevo, Jelasnica, Valjevo, and Prijepolje. Additionally, there are some well-equipped climbing walls in Belgrade, Novi Sad and other cities, as well as in the winter resort Kopaonik. There are a few local tour operators that organize this type of activity as well as several climbing clubs. More information is available at www.freeclimbing.org.yu.²²

Picture 5: One man against nature, free climbing



²²www.freeclimbing.org.yu.²²

Rafting-

Rafting is another popular extreme activity that guarantees tourists an adrenaline rush. In Serbia, rafting is possible in one of the following rivers – Drina, Lim, Uvac and Ibar. The most popular is the 25 kilometre-long Perucac – Rogacica route in the turbulent waters of Drina. Every year in July, a recreational and a competitive regatta are held here, and it is an unforgettable experience for both participants and spectators. Information about how to participate in this event as well as other rafting events can be obtained through the local municipalities and rafting clubs. Near most routes, there are additional attractions like cultural monuments and nature parks for a holiday of full value.

Horse Riding-

Horse riding is one of the most nature-friendly leisure activities. In Serbia, horse-breeding is very well-developed and provides an excellent opportunity for visitors to enjoy the peace and quiet of the countryside. There are four horse farms in the country: Zobnatica, Karadjordjevo, Kelebija and Ljubicevo. Most of them have riding schools and also provide recreational riding for tourists. The Zobnatica farm deserves special attention, as it was established in 1779 and includes a museum of horse breeding. As most leisure activities, horse riding is also recommended to be combined with sightseeing or exploring local customs.

Hunting tourism

Hunting tourism in Serbia is well-established and has strict rules of conduct, from crossing borders, travelling to the hunting ground, obtaining weapons and ammunition licenses and qualified guides, as well as veterinary licenses and all other requirements for exporting game. Hunters can hunt and train hunting dogs in hunting grounds only with the mediation of an authorized agency which has

signed a contract with the user of the hunting ground. The hunter must possess documentation for hunting weapons, ammunition, optical sights and hunting dogs. Only the species of game listed on the hunting license may be shot, and with the approval of the qualified escort. Before the hunter can remove the shot game and its parts (trophy, meat, skin) from the hunting ground, he or she must make payment according to the price list of the hunting association. Eighties Serbia is hunting realized revenue of approximately fifteen million dollars, while today they do not exceed one million, with a tendency of further decline. Since 9000 hunters per year, we came to the figures of 1500, to mention that among that number most of them were really wealthy that left Serbia. Hunters belong to the wealthy tourists, who like to spend on visits to sites in which the end of love, to try local specialties, meet pubs. Money that they leave during a visit can measure by the thousands of dollars. Formerly the owner of German Shop "Horten" by one hunting left up to 2.5 million dollars. The hunting grounds of Serbia are among the best-known in Europe and the natural conditions are excellent for breeding almost all kinds of game. The many first-class trophies and the world and European champion specimens bred in Serbian hunting grounds – which stretch from the north to the south, from the flat plains of Vojvodina to the unspool mountainous regions – are ample proof of this.

Serbia has over 320 hunting ground spread over an area of 6,500,000 hectares, 90% of which is managed by hunting associations. They comprise 24 enclosed hunting areas and 150 hunting lodges. The Hunting Association of Serbia formulates a price list for hunted game and the Ministry of Agriculture, Forestry and Water Management determines the start and end of the hunting season. Hunting grounds are run by woodland management teams under the auspices of the state-owned Srbijašume and Vojvodinašume companies, as well as local hunting associations which are members of the Serbian Hunting Federation. High quality hunting weapons are produced in Serbia, too, and exported around the world²³

²³<http://www.lovacki-savez-srbije.org/m> data accessed 20.03.2014

3.3 Popular places in Belgrade for sport tourism

Whether you are just entering into shape, or are already sporting daddy, need only to choose an activity that you most pleasant. In the city there are 16 sports centers, sports halls 7, 7 stadiums and 6 pools., Belgrade Hippodrome and has modern and spacious golf course .Several sporting events held annually in Belgrade - Belgrade Marathon, racing chariots at the mouth, Politika race, Race through history, cycling race Tour de Danube", " Sports Fest, ATP tournaments. Of all mentioned, Belgrade Marathon is the best known and most popular. Belgrade is a frequent host of European and international cups and championships in basketball, water polo, volleyball. During the Universidad, 2009th years, Belgrade has hosted over 750 accredited journalists and more than 8,000 athletes who competed in 15 sports and 203 disciplines.

Marathon (the village in Hellas) - athletic race track at 42,195 meters long, and was introduced to the Olympics 1896th in Athens. The name Marathon comes from the legend of Filipidu, a Greek soldier who ran from Marathon to Athens to come to the Athenians defeated the Persians in the Battle of Marathon in 490 b.c. Today athletics discipline marathon is run in the memory of the event.

Belgrade Marathon - the largest and most popular sporting events in Serbia. Suited for all ages and therefore maintains several races:

Kids Marathon - a race intended for the youngest.

Race satisfaction - an event with the largest number of participants.

Half Marathon - intended to more serious racing population.

Marathon - the main race of the event, designed the most prepared competitors.

Officially, Belgrade Marathon was first held on the 8th May 1988th year, at the initiative of Đoke Vestice, journalists radio Studio B and athletic workers Brane Radovic, brother of the legendary Dusko Radovic, the first editor of Studio

B, organized by the city of Belgrade. Their idea was to renew the race from Obrenovac to Belgrade. It was organized by the Serbian Olympic Club (now the Olympic Committee of Serbia), which was formed in the same year in 1911. During his 23 years Belgrade Marathon passes through various stages and over the years developed into a first-class sporting event in this region. At the first marathon 1988th the course was 23 kilometers long, and participants were only domestic competitors. On the third Belgrade Marathon in 1990. the trail gets a true marathon length (42 kilometers and 195 meters) and in addition to participating domestic and foreign competitors. Particularly the specific 12th Belgrade Marathon held 17.aprila 1999th year during the NATO aggression against our country. The marathon was held under the slogan "Stop the War - Run the World." It was the first marathon in the state of war, although the bombing was abandoned by all programs. Without calling in Belgrade came runners from seven countries, as well as many friends of the event from abroad, and held a marathon race where 39 runners ran the entire route in harmony for 3 hours and 17 minutes of entering the goal together with arms raised high. It was the first and only marathon in which all participants are winners. On the same day in 21 Russian cities were held in local marathons in solidarity with the Belgrade marathon.

During the last ten years, Belgrade Marathon despite certain difficulties still manages to maintain the continuity and quality making it one of the most significant sporting events in this part of the world. What is its significance is the fact that the September 2003rd The Belgrade City Council adopted a decision Belgrade Marathon declares an event of special significance for the city of Belgrade. Marathon is certainly one of the great world capitals recognition. Therefore, many cities around the world are organizing the annual marathon races: New York, London, Tokyo, Berlin, Cologne, Stockholm, Boston, Chicago, San Francisco ... In this select company came and our capital, which in organizational terms is not inferior to the aforementioned "greats". This is supported by the fact that many of the legends of world athletics were promoters of the Belgrade Marathon (Bob Bimon, Carl Lewis, Mike Puel, Simon Kipketer, etc.).

In this way, they significantly contributed to his reputation in the world each year has a chance to see of wonderful pictures from Belgrade streets.²⁴

Picture 5: Beginning of the race of Belgrade marathon, shows the diversity of visitors that come to participate



Source: <http://www.bgdmarathon.org/>

Belgrade Hippodrome opened 1914th year. It has 5,000 seats. The annual competition is organized into 32 racing days, from April to October. The most important races are gallopers Trotting Derby and the Hippodrome Cup Race. Through its activities significantly affect the breeding, selection and quality of racing animals, and therefore the development of equestrian sport. Modern betting place, summer gardens and restaurants offering domestic and foreign visitors leisure and entertainment.

²⁴http://www.savremenisport.com/Istorija_Kratka_istorija_Beogradskog_maratona.html

Picture 6: Belgrade Hippodrome Cup Race.



Source: <http://www.hipodrombeograd.com>

Belgrade Arena is the largest sports hall in Belgrade and on Balkans with a universal hall for all sporting events: basketball, handball, volleyball, tennis and athletics. If necessary, it can be an ice hall, a hall for cultural events. The total area of the hall is a 37,500 m² and has 20,000 seats for visitors and the most modern equipment. Belgrade was host on same big events here and the latest is World Handball Championship in which we reach finals but lost, and this championship set a record for most audience in one game in history 19,467. During this

championship Serbia was visited by visitors from 182 countries from all continents.

Here are some information on the number of visits and percentage of the total number of views - TOP 10 countries: ²⁵

1. Serbia	123,781	18.79%
2. Norway	86,706	13.16%
3. Romania	70,969	10.77%
4. Hungary	44,420	6.74%
5. Denmark	29,428	4.47%
6. Brazil	27,212	4.13%
7. Poland	26,855	4.08%
8. Spain	24,675	3.75%
9. France	20,129	3.06%
10. South Korea	18,299	2.78%

Belgrade's Kovilovo sports centre has outdoor pitches for five-a-side football, handball, basketball, volleyball and tennis, as well as a large football pitch earmarked for preparatory football training. It also has indoor courts for five-a-side football, handball, basketball, volleyball and tennis, as well as a state-of-the-art shooting centre. Located over an area of 26 hectares, it is situated just

²⁵<http://www.serbia2013.com/>

a 15-minute drive from the city centre. Since its opening, thanks to its proximity and the facilities it offers, Kovilovo has been the base of Serbia's national football, basketball and handball squads, as well as hosting major European and world competitions in archery and shooting, and major sports meets. The heart of the centre is the luxury Hotel Prezident, which boasts 17 rooms and 10 suites convention center and multifunctional hall with a capacity of 250 people. It is equipped with the latest audio-visual equipment, an outdoor pool and a fitness centre with a gym, sauna, Jacuzzi, tanning saloun, massage room etc.

Nonetheless, Belgrade's Kovilovo sports centre is primarily designed for shooting and archery. Ranked among the best shooting complexes in the world, it consists of six shooting ranges for skeet, trap and double trap events skit, trap and double trap and a sporting compact shooting range specially designed for training huntsmen. The centre also has modern boxes for dogs which is a special advantage for hunters. The centre's shooting ranges are all equipped with Mattarelli machines and El Fipa electronic devices, accessories and displays that show results. All shooting ranges are strictly north facing. The shooting range shop offers the most popular brands of ammunition, such as Baschieri&Pellagri, RC and Fiocchi. Nasta Orange Targets are used for competition and Nasta Flash Targets for finals. This complex also consists of stands for spectators and competitors, rest areas and covered shelters for competitors' arms and equipment.

Belgrade's Kovilovo sports centre hosts two Grand Prix competitions every year, both of which are included in the calendar of the International ShootingSport Federation. One of these events is also the European Cup, while the other is the traditional Grand Prix of Belgrade.²⁶

²⁶<http://www.serbia.travel/>

4. Internet and social media connections with sport tourism

4.1 Internet and tourism

The hospitality and tourism industry has always been among the first to capitalize on new technology. This is justified by the fact tourism market is a sector where the distribution of the information is the key element and the Internet is the best way to realize that.

New technologies allow website visitors to compare prices in different tourist destinations using different criteria. At the same time, online purchased tickets for transport and accommodation have a lower price because tourists do not pay a commission to take the travel agency. This is the main reason why the arrangement of travel agencies has become uncompetitive market.

Changes in the tourism market, particularly in the area of demand, have suggested tour operators of the need for research requirements of various market segments and differentiating their own products and new approaches to the overall marketing activities.²⁷

Using technology to promote tourism-related activities, such as wine trail excursions or golf holidays, is not a new concept. Travel agents and tourism authorities have long used traditional marketing campaigns to create images that made travel destinations appealing. For decades, they have also used computer networks, facsimile machines, and broadcast advertisements to market their services to target audiences who had the desire and resources to visit those destinations. However, tourism marketing changed further in the mid-1990s when the general public began to use the Internet. Many traditional brick and mortar travel agencies ceased to operate as airlines and hotels began to book services through their own websites. As services such as Expedia and Orbitz began to provide travelers with ever more information and travel options, tourism authorities had to seriously consider how to market their regions on the Internet. Clearly, the Internet has changed tourism marketing. .

Sears ²⁸noted that, since tourism is an experiential product, those promoting travel destinations must create websites that both communicate authentically and satisfy information seekers.

²⁷ Spasic V.(2010),Prednosti trzisnih nisa za formiranje proizvoda turoperatora,University of Singidunum p.p

²⁸ Sears D (2003), Communicating Experiential Tourism Products on the Web. Proceedings of the Travel and Tourism Research Association, Canada Conference, ,page 2,

To understand marketing on the Internet, one must understand the issues that marketing managers consider when they use websites to promote products and services. Parker noted that managers may adjust the design of websites to sustain the positioning of their brand and enhance the experience of their consumers. A website's ease of use may generate consumer satisfaction or meet other abstract consumer needs. He highlight that website development is very important in tourism marketing. While designers place much emphasis on the visuals of websites, information seekers who are faced with growing numbers of readily available resources place paramount importance on trust and credibility. As noted in their study: The tourism industry is unique in that the web provides substantial advantages over traditional methods of representing an experiential product that consumers must purchase without seeing and cannot return if it does not suit them. This is no doubt one of the reasons for its early adoption as a means of both searching information and making bookings in this sector.

The Internet has become in the perfect vehicle to connect travel service providers and travelers It has been showed that the Internet is providing tools for planning travels, however, the Internet is also used to buy tourist products and services on line. E-commerce has considerably changed the distribution channels of travel products and services online and this trend is growing particularly in travel services distribution. Well known hotel corporations ,such as Sheraton , Marriott, Hilton , Accor and others ,as well as large companies provide on their sites complementary services such as renting cars, organizing tours ,giving discounts in top restaurants etc. We must forget emerge of new systems such as Global Distribution Systems via the Internet that have provided a new distribution channel for the retail of tourist products and services.

In the last four years, the European market and hotel industry, online bookings are most used by the British, about 28%. In second place, with 20% are the Germans, and in third French. Last year, accommodation in Belgrade's Hyatt hotel booked via the Internet is yet a third, half of them through the internet service Booking.com.²⁹

²⁹<http://www.booking.com/> data accessed 20.04.2014

4.2 Global phenomenon of social networks

Two billion people are now using Internet worldwide; accessing 255 million websites. 65 million people are accessing the Internet through their phones. Facebook has taken over Google as the largest visited site-175 million visits every day. Twitter had 25 billion tweets in 2010. LinkedIn has 20 million members worldwide, and one million join every month. There are estimated 152 million blogs

Here are some facts about social media network that were conducted by The Logo C company this year that shows us how many people uses them, what the users often do on them and which options they mostly use:

Facebook:



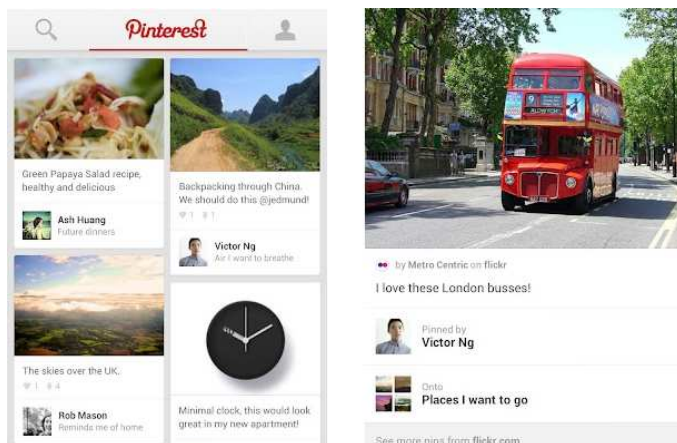
- 1.230.000.000 active monthly users
- users spend 18 minutes per day in average
- 350 milion of transferred pictures per day
- 72 likes per day
- 144 million friend requests per day
- 261 million exchange message per day

Twitter:



- 12, 51 minutes per day average
- over 500 million tweets per day
- 2, 1 billion daily searches
- 60 % of users use twitter on mobile device
- 208 followers has an average users

Pinterest:



- 70.000.000 monthly users
- 14 minutes per day in average
- 80% of pins are repines
- 80 of network are women users
- 50 % of users has kids
- 10 million monthly unique visitors just in us.³⁰

³⁰ Taken from <http://thelogocompany.net/>, data accessed 10.04.2014

LinkedIn



- 277.000.000 active monthly users
- 17 minutes average user spends daily
- 3 million companies have LinkedIn profile
- 2.1 million Active groups are there
- 8.000 groups are being made every day
- 40% users daily check their profile

Instagram:



- 200.000.000 monthly active users
- 257 minutes in average are spending monthly on network
- 55 million picture are being added every day
- 16 billion pictures are added so far
- 1.2 billion likes pictures collect every day
- 70 % of users shares application every day

Google +



- 300.000.000 active monthly users
- 6 per day in average users spend
- 1.5 billion pictures are being added every week
- 20 million users monthly comes from mobile phones
- Google+ is growing by 33 percent annually
- increase the number of users aged 45-54 years is 56 per cent

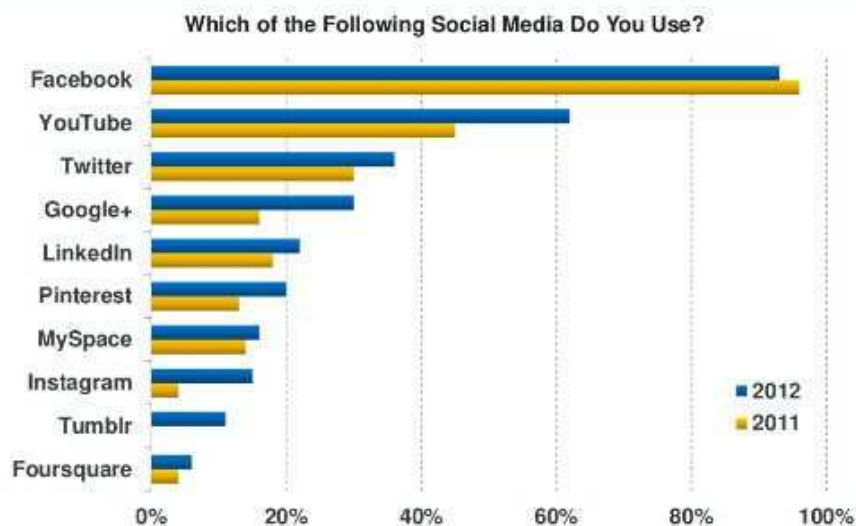
Youtube



- More than billion visitor per day
- 3 hours people spend on YouTube every month
- Every minute 100 hours of new video material are being added
- 6 billion hours are viewed monthly
- 4 billion views are viewed every day
- 600 million videos are being watch by mobile phone

In table 2 we can see rise of social media network for years 2011 and 2012³¹

Social Media – Facebook Leads, YouTube + Twitter + Google+ + Pinterest + Instagram + Tumblr Rising Fast



Source :Frank.N.Magid Associates ,Inc.,March 2013

³¹ Taken from <http://outsourcemagazine.co.uk/mobile-internet-social-networks-and-the-emergence-of-the-sharing-economy/>, data accessed 11.04.2014

4.3 Social media and sport tourism

Social media is a fast growing field. This is way is very important for every business to take advantages of using social media as their marketing promoting tool. These tools make it easier to communicate with their present and future customers. This is important especially in tourism sector where a lot of potential customers start with internet research before booking a holiday or tickets. The role of social media is getting more and more important in every aspect of marketing, especially in tourism. Diffley³² define social media as follows:

Social media are tools that provide people with the ability to collaborate and communicate with one another online. Social media tools facilitate the creation and sharing of knowledge, information, media, ideas, opinions and insights, and allow people to actively participate in the media itself. This signals the move from passive consumption of marketing messages to facilitating interaction with messages. Online tools include social networking sites, blogs, wikis, podcasts, content aggregators and content communities. Of these social media tools, social networking sites and blogs have experienced the most prolific growth.

Primacy in the formation of public opinion still held by television, although serious competition to them and print media comes from increasingly aggressive sphere of the Internet and social networks where information travels faster. This shows why every sport club, organization and sport society has their Facebook, Twitter or some other media page where they can inform and upgrade information from day to day and provide the fans with everything they need or want to know. There is a option fallow on social media network so you can follow you favorite team or players and be in real time contact with everything that is going on with them especially now days when almost every important news first appear on social network.

The key difference between social media and earlier media campaign is that they allow consumers to interact. In previous decades, marketers largely assumed audiences were passive. However, with the social media revolution of the 21st century, such assumptions are no longer valid. Marketers increasingly seek to

³²Diffley S, Kearns J, Bennett W, Kawalek P (2011) Consumer Behaviour in Social Networking Sites: Implications for Marketers. Irish Journal of Management 30: 47-65.

assess the real benefits of involvement with social media websites such as Facebook and Twitter.

Guests want to be informed about their accommodation and the destinations they travel to, they search for fast information and direct answers. It is important to engage with guests before, during and after their stay in order to continually improve your service, attract potential customers and keep existing guest loyal. Happy guests will come back and refer your hotel or restaurant to their friends and family. And personal recommendations are worth much more than any advertisement.

In picture number 6 we can see what the key social platforms are



Source: Key mediaplatforms(adaptedfrom <http://blog.orgsync.com/category/social-media/>)

4.4 Travel blogs

Picture number 3 shows how today with this entire technologies people can write about their holiday, how good it was or to warn people on some bad things at specific destination

Picture 7. Show funny side how travel blogs work



Adopted from <http://www.telegraph.co.uk/travel/3391028/The-worlds-best-travel-blogs.html>

The invent of the Internet and social networks made preparation for the trip , which were previously involved in the reading of tourist guides and brochures , far more interesting .Leading role in these preparations have travel blogs. On these blogs you can find reviews and comments on virtually every remotely familiar place on the planet, and unlike the tourist brochures and guides, who were often buried outdated information , it will provide you fresh insights into everything that you will find interesting .Also another virtue of travel blogs is their sincerity , so you'll find also and their disadvantages, if any, that travel agencies very often hide .However you should always keep in mind that taste vary and that travel blogs reflection of one's personal opinion, which is not necessarily coincide with yours .If you want to view a video of the destination you're interested , there are video blogs so-called vlogs .The biggest of vlogs is

hosted on YouTube , and on sites travelistic.com consisting of 7000 images , and it represents the largest travel video archive on the internet and tripr.tv , where you can see the eyes of hotels guests ,and not tourist agencies.

The digital revolution has changed all that. Thanks to the wealth of blogs – "web logs", or diaries, on the internet – we can access thousands of travel reviews and commentaries from travelers who provide candid, up-to-the-moment and on-the-spot reports. They are a great place to unearth local gems, get news updates and read about specialist topics.

Peter Ward, co-founder of wayn.com (Where Are You Now), one of the biggest travel blogging sites, says that much of the appeal of blogs lies in their openness: they allow the readers to join in the conversation. "You can communicate with the person who has written the blog. You can send a message to the person who has written it and ask them for more details. It brings an additional dimension to things."³³

By simply typing the two words in Google, travel blogs, will come out about 1900000 different results, depending on your affinities, whether you are traveling with your family, yourself, if you are looking for adventure or a vacation at a backwater resort, this research can narrow .One of the best sites are wayn.com, with over 14 million members from 193 countries, with which every point you can connect to a range of information and images, intelligenttravel.typepad.com, the blog of National Geographic, aluxurytravelblog.com., Orbitz, Travelocity, last minute, HotWire, Couchsurfing, Kayak, Priceline etc. There are a number of blogs which focus only on a particular group, or a particular interest, so if you are older than 50 years, will visit www.smartertravel.com, if you are traveling with your family and adventure seekers www.theqfamilyadventures.com and if you enjoy yourself, looking for a companion www.triptogether.com..

³³ Taken from <http://www.wayn.com/waynsplash.html>, data accessed 15.04.2014

4.5 Best internet sites and social media networks for promoting sport tourism in Serbia

Internet in Serbia appeared in February in 1996. When the national academic network, provider BeoTelNet connected to the Internet. That same year, began operating the first domestic commercial providers.

According to a study published in "The use of ICT in the Republic of Serbia, 2012" Republic Statistical Office of Serbia (SORS), which was presented to the Serbian Chamber of Commerce (SCC), in our country, 47.5 percent of households have an Internet connection, which is a significant increase of 6.3 percent compared to last year.³⁴

Today as internet is so wide-spread, almost every big city in Serbia or big event has its own websites and social media page where it promotes the activities that guests can do in the city and promoting events is much easier and more successful nowadays because more people have easy access about activities that can do at specific location.

PC Press this year, for the thirteenth time, he chose fifty best sites in Serbia, and this time, the winners in ten categories. In the category sport and tourism the best sites were:

- www.freebiking.org (Website movement riding through the countryside)
- www.kudanaodmor.com (Travel portal)
- www.putovanja.info (Website in tourism)³⁵

Another interesting site for people who are into extreme sports is www.WildSerbia.com where customers can inform about all kind of adventure sports in

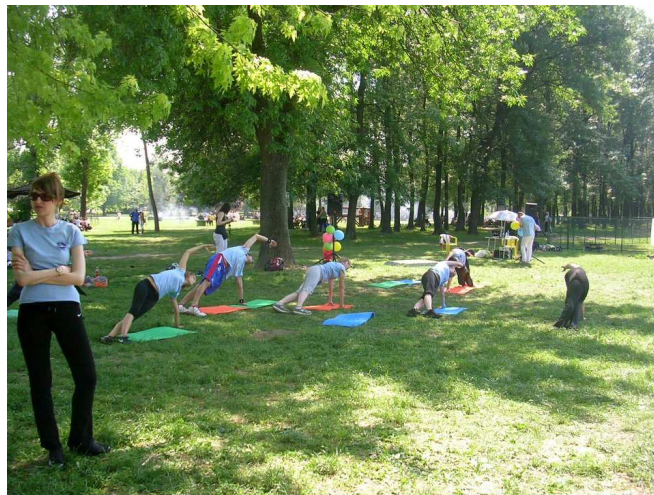
³⁴ Taken from <http://blog.erazvoj.com>, data accessed 16.04.2014

³⁵ Taken from <http://www.mc.rs/>, data accessed 16.04.2014

Serbia. Wild Serbia is a group of young people, nature lovers and adventure. Gathered around the idea of promoting the natural beauty of Serbia and unique style of life, we present to you the spirit of adventure accessible to every human being. They provide avanturistic tours and sightseeing tours throughout the year. The minimum number of guest for organizing a tour is 5. They also provide guide that will accompany them to make sure everything goes as customers want.³⁶ In Belgrade area they provide tour on kayak War Island and also on the river Sava.

Among many touristic sites there is also travel blog site called meet Serbia (www.upoznaj.srbiju) where people can read about many famous and infamous beautiful sites in Serbia. It is designed to inform and to promote many natural untamed places which we have to offer. On that site there is also Center for development of sport and tourism.

Picture 8. People working out in natural environment



Source: Centre for Development of Sports and Tourism – CERSIT

Off course we mustn't forget websites of Serbian tourism organization³⁷ and Belgrade tourism organization³⁸ which are regulated by the government and they have the most reliable and most diverse information about destinations, culture,

³⁶<http://www.wildserbia.com/sr/home/wildserbia>, data accessed 16.04.2014

³⁷<http://www.srbija.travel/>, data accessed 16.04.2014

³⁸<http://www.tob.rs/sr-lat/>, data accessed 16.04.2014

events, accommodation, activities. On site TOB it is also provide even information where to eat, how to travel in Belgrade, what to see, what to do ,you can also buy selected Belgrade souvenirs and there is other usefully information which every foreign visitor should know about.

Among many sites some stand out like: InSerbia.info³⁹, Serbia.com⁴⁰, ExploreSerbia⁴¹, VisitSerbia.com⁴², Raftingtaron⁴³ (where they tell you what places are nice to visit while rafting on Tara, what to bring of equipment when you decide to go rafting etc) and many other sites.

Tourist Organization of Belgrade runs three info centers located in KnezMihailova Street 5, Aerport „Nikola Tesla“, and the mail Railway station, while the seasonal info center is available at the International Passenger’s Terminal „Luka Beograd“. In tourist info centers, visitors can get free tourist city maps, promotional material, brochures, and other additional information about the Belgrade tourist offering. Visitors can get information and buy tickets for over 20 different sightseeing tours: walking tours, panoramic sightseeing, open top buses, tourist river cruising and special tours such are the Royal Palace, At Princess Ljubica's, Underground Belgrade, Folklore evenings in Skadarlija, Rakia Tour, Bike tour and other.

In the main tourist info center in Knez Mihailova 5, visitors can buy Belgrade souvenirs, public transportation tickets, and get information about the Belgrade City Card, service which provides discounts up to 50% for visiting museums, galleries, sport centers, restaurants and other tourist spots in Belgrade

³⁹<http://inserbia.info/t>,data accessed 16.04.2014

⁴⁰<http://www.serbia.com/>data accessed 16.04.2014

⁴¹<http://explore-serbia.rs/>data accessed 16.04.2014

⁴²<http://www.visitserbia.org/>data accessed 16.04.2014

⁴³<http://www.rafting-taron.com/>data accessed 16.04.2014

5. Perspective of sport tourism in Serbia

5.1 The basic assumptions of further development of sports tourism in Serbia

Development of sport tourism in Serbia , with a strategic perspective, must be based on the following principles :

-The private sector, or existing entrepreneurs who have already invested in the Serbian market or new investors and companies, they are driving force of development of sports tourism in this country. The private sector is developing new facilities in this case, deals, in marketing and looking to make the best possible way to attract tourists to this country, while the government should endeavor to provide a favorable climate for investment. The involvement of the government is of primary importance in assisting the sector in development, construction and adaptation to the market. In particular, the government must provide support and guidance, developing the necessary general and tourism infrastructure and the institutional and legal framework. The Government needs to play a parallel, but also the separate roles in the tourism industry, policy development, the introduction of laws and regulations, law enforcement, regulation and control, and resource allocation. This approach to tourism development by the government is to send a clear message to the sector and potential investors , the firm support of the public sector not only sports tourism but for the entire tourism industry .

- The private sector must through good marketing, recruitment and quality-training of qualified personnel, construction of high standards attract more tourists but also to retain them and encourage them to come again in the same destination. Measures to representatives of such a structure should be implemented are:

-Identification and promotion of activities to improve competitiveness. To persuade tourists to come in our country in that particular destination despite numerous offers and sites that can be visited. Cooperation with National Tourism organization in bench marketing performance would improve general position of sport tourism in Serbia.

- Tourism and sport are massive socio-economic phenomena of the modern world are closer to each other that it seems from the fact that the holders of both the appearance of the same subjects-tourists. While the sport was previously associated with tourism trips to various sporting events in modern tourism, sport has a much wider role. In addition to competitive sports that are now going to help tourism unavoidable, and very successfully as shown in the above, in the modern tourism sport with its forms becomes an important content of tourists in which they are participants in various sports and recreational activities. From this relationship begins new recognizable forms of sport tourism at sea, competitive sports tourism, and major sporting events in tourism. Now days it is entering in the sphere of sport tourism market and has become an important step for tourism development.

Many offers already established tourist destinations in Serbia include a variety of sports activities and programs in order to attract more attention to the modern active tourists and intrigued them to visit our country. In some tourist areas they have limited seasons of sports tourism and offers associated with it should extend the season. Except for already existing passive tourists, who appears as a spectator, appears active tourists looking for something more. Tourists want new experience, thus participating in sports activities, and for the further development of sports tourism in Serbia is essential that the tourism sector comes out to meet and provide the same for them. On the mountains next to the snow, lodging and fresh mountain air, we should offer skiing, ice skating, organized mountaineering, hiking, horseback riding, etc. . . . Spa resort should offer wellness spa and preparation of sports teams. Even the destinations that do not have a reputation as a tourist destination with proper sports activities could became very popular among tourists. From this it follows that the sports tourism

in Serbia needs to expand and invest in the creation of new sporting facilities such as the field for the golf, walking trails, swimming pools etc. This is not considered to be a great investment when we draw a parallel with funding that needs to be invested in organizing major sporting event and benefits that it can create.

5.2 Trends important for the development of sport tourism in Serbia

If Serbia plans to continue the development of sports tourism, it is necessary to examine the main trends in international tourism, which will primarily have an impact on foreign tourism in this country, but also on the domestic tourist movements. Some of these trends are the following:

- the trend for short breaks: tourists who are becoming more demanding, more and more choose shorter but more frequent breaks than traditional vacations that are much longer lasting. Is not the case in Europe, but the shorter working hours, early retirement and higher disposable income brought to increased demand for more frequent holidays

- Growth in booking travel tickets and hotel rooms with the help of the Internet brings us the trend for short breaks and very often at low prices, as providers compete virtually in sales capacity. In addition to the quality range of service providers in Serbia must try some planning Web site, in the sense that they must provide full information to foreign tourists. It should be based on development of so-called web-business and offer complete option of booking.

- Trend of development of a safer environment: tourism in general and thus the sports tourism are very sensitive to economic changes and depend in a great measure of disposable income. We all know that we are like much of the world caught a recession , increased unemployment in some countries, the decline in the property of an individual because of plummeting stocks and this is largely a negative impact on sports tourism. The concept of security of tourists is greatly threatened by terrorist attacks and wars. International tourism has been largely successful with fight against this kind of threats and abnormal situations; however, there are always the destination and the countries that are in a weaker extent, struggling against such fluctuations. Sports tourism in Serbia can only be developed if the foreign tourists feels save on destination he chose.

- It must not be left out and ignored information that significantly increased the share of elderly in the total tourist demand. A growing numbers of older people in addition to enjoying the tourist destinations need to be in some way involved in sports. Especially must not ignore the fact that this group of people represents the wealthiest layer of the population on several continents, such as Asia and Europe. Since Serbia is a European country with a large number of spas and mountains as a magnet attract an older population, the development of sports tourism is essential that they are somehow adapt their offer and include a program that will attract them.

It should be borne in mind that global organized tourism businesses as a result of industrial production and vertical control of the service area will be in a much better situation than small competitors, which in this case will not be able to oppose them. This will achieve market-oriented, affordable deals. This dominance may lead to price increases and may be stopped by a concerned group of consumers with unusual and unique destinations.

Unfortunately, in Belgrade with its environment only cluster that is a destination that can compete on global market. With its structure and quality it can deal with competing destinations. For Belgrade we can say that is a city that has great vibes, fun but sport in no way lacking.

Vojvodina is positioned as the experience of water and Pannonia pleasure. Vojvodina should play on the card of river and canal water resources. Sports tourism here would have to appear in the form of recreational kayaking and fishing. We should not forget activities such as horse racing and hunting. Improvement of these activities could significantly expand its range and so attract tourists all over.

We must not forget that Southeast Serbia, which is a cluster of extremely attractive, especially for special interests, as well as spa and mountain sports tourism has major infrastructure issues that prevent it successfully exploit all its natural, huge potential. There should be intervention on corridor x and other roads that go through some of the spas and resorts.

For the development of sports tourism Southwest Serbia is an important intervention that will generally affect the improvement of tourism and therefore this subgroup. This is primarily rehabilitation and construction of the Ibar highway and the protection and intelligent use of natural attractions and facilities. In addition more than is necessary rehabilitation of the cities that are completely extinguished and could be one of the most interesting springs where the sport tourism develop. One of these cities is Kraljevo, in whose surroundings are Mataruška and Vrnjačka spa, then the city lies on two rivers, near the fortress Maglič and mountain Goc. In addition to the many resources the city shuts down, tourism is very poorly developed and many facilities remain unused.

5.3 Objectives for better sport tourism in Serbia

Center for development of sports and tourism is established to achieve the objectives in the field of Sports and Tourism of the Republic of Serbia, and in particular to the following goals and objectives:

- Development of recreational sports
- The organization and establishment of clubs for recreational sport and physical preparation of athletes
- Improving and creating conditions for sports: development or construction field for sports activities, indoor and outdoor track and etc.
- Development of sports - recreational tourism
- Development and promotion of ethnic tourism
- Consulting in sport and tourism
- The development of sport and tourism in areas where national minorities live mostly
- Protection of human rights
- Protection of specific rights of athletes
- Contribution to environmental protection and the development of environmental awareness
- Achievement of all other goals that can contribute to the development or promotion of sports, tourism and human rights in general.
- To achieve its goals, the Centre for development of sports and tourism takes the following types of activities:
 - Finding and training facilities for sports - field, jogging track, etc.

- Construction of new sports facilities and the modernization and reconstruction of existing ones;
- Creation of adequate conditions for training and recreational athletes and fitness enthusiasts
- Organization and promotion of sports and events; sporting events, tournaments and Sports competitions
- Promotion of Serbia as a tourist destination, promotion and improvement of product quality resorts, regions and countries, improving inbound tourist - restaurants offering especially in ethno-tourism and sports tourism;
- Editing of land intended for general recreation in Belgrade; other tourist places and tourist regions (ski - slopes, hiking trails, jogging trails, bike paths, training paths, snowmobile, track health, development of river banks and lakes, panoramic roads, etc..)
- Rehabilitation and construction of special importance for the development of tourism in tourist areas (lookouts, natural attractions, historical monuments, visitors' centers, plateaus, conference halls, facilities for rest and recreation, tourist camps, atriums, etc.). As well as construction and reconstruction sports objects;
- The Center cooperates with all stakeholders of sport and tourism in Serbia, as well as cooperation with interested commercial and non-economic entities and state authorities who are in a position to assist the development of sport and tourism. ⁴⁴

⁴⁴ Taken from <http://www.upoznajsrbiju.co.rs/blog/centar-za-razvoj-sporta-i-turizma-cersit/>, data accessed 16.04.2014

5.4 future of sport tourism in Serbia

According to some estimates, due to the rapid development and a rapid growth in the field of sports tourism to the potential economic contributions they made in the early decades of the 21st century, the sport, especially sports and activities that provide active recreation people in cooperation with tourism and show business in the future will be at very top of business sectors of world economy.

Although sport tourism in Europe and in the world is well-developed and very popular in our country is still in the process of creation and forming, although we do have sporting events that have the "power" to mobilize a greater number of visitors, it is evident that the potential of sports tourism is not used sufficiently.

As one of the main challenges for the future development of sports tourism in our country, will be making closer ties between the organizers of sporting events, tourist operators and local government, in order to be better coordinated to provide more economic and social benefits at the local level and provide satisfactory service (experience) to the visitors of some sporting events.

What can we rejoice when it comes to further development of sports tourism in our country is a noticeable trend towards an increasing number of new and most importantly all the interesting sporting events that offer interesting content to passive (auditory) and active (participants) to visitors from which can reasonably be expected that in the near future become the main drivers of the development of sports tourism in Serbia.

According to the estimate of the Sports Association of Serbia annually create about 350,000 overnight stays in Serbia based on the preparation of local sports teams. About 35,000 overnight stays are funded by Sports Federation Serbia youth sports team and sports teams with lower budgets, while the rest of the sports clubs are financed from its own budget. In Serbia, a small part of the tourist traffic is realized on the basis of stay of foreign athletes. With adequate

adaptation of infrastructure and formulating marketing strategies, real basis is for increasing the number of board lead, but to some extent, and foreign athletes.⁴⁵

To improve sport tourism in Serbia we need better cooperation between government, touristic organization, and media and sports associations. They need to work together in organizing, planning and implementation of sporting event, to make better promotional plan and to build appropriate sports infrastructure. Our country has the capacity for mass organization of sports events where they can achieve a greater presence of visitors. Forming tourist offer should be coordinated with the development of the tourism market, strengthening organizational capacity and present much more promotional content.

Weaknesses of the current situation of sports tourism in Serbia are poor infrastructure, very high cost of hotel accommodation and lack of adapting to market trends, according to the tourist capacity of the country. With the development of necessary infrastructure (road and accommodation), the arrival of a large number of low cost companies and appropriate marketing strategy no doubt that Serbia can attract much larger number of tourists. This highlights the potential of sports tourism, of which some may be current throughout the year, most of them can be offered over 6 months, even in the winter months (winter sports in the mountains, a competition in sports halls etc.)

⁴⁵ <http://www.serbiansport.com/>, data accessed 16.04.2014

Conclusion:

Sport and tourism share a common goal: to build bridges of understanding between different cultures , lifestyles and traditions ; promote peace and goodwill among nations ; motivating and inspiring young people and providing fun and entertainment in order to reduce the pressure of everyday life in a large part of the population . Tourism and sport are interrelated and complementary. Sport - as a professional, amateur or recreational activity - involves a considerable number of those who travel to play and compete in different destinations and countries. Major sporting events such as the Olympic Games, Championships in football and rugby and auto racing have become in themselves a powerful tourist attraction - making a very positive contribution to the tourism destination image host. Tourism and sport are powerful forces for development, stimulating investment in infrastructure projects such as airports, roads, stadiums, sports complexes, hotels and restaurants - projects that benefit local residents and visitors who come to use them. And once the infrastructure is set up, the two mutually beneficial industries, tourism and sport, are becoming the engine of sustainable economic growth, job creation and income generation. But at the same time, they are activities that bring people together and help forge strong personal relationships.

It is important to pay special attention to the study relating to the use of sports tourism that can achieve certain tourist campaign, organization, city, region or the entire country .The complete issue can be seen as a very good tool to promote certain parts of the country or the whole state, and the promotion of sports event and different sports

Serbia offers great opportunities for adventure travel and engages in a variety of extreme sports that increase adrenaline during which we can introduce and promote lesser known destinations. It is necessary however to create and promote tourism offers that are in line with tourist trends and tourist facilities Serbia, in a more favorable pricing than the competing countries and more help from government (with findings) and in the near future Serbia will be popular

destinations with many sports and recreational activities, events and various championships.

For the rapid development of adventure tourism, which is becoming more and more popular in Serbia, it is important increase in qualified mountain guides, adequate accommodation, marked trails, as well as the complexity of the processes of training and obtaining licenses to perform certain activities - rafting, paragliding, mountain biking, horseback riding .

To Serbia promote itself as a new destination with a rich and varied supply in the international market is crucial to define the profile of the target group of tourists for a variety of sport activities.

In addition it is necessary to determine the best channels of communication with them and increase the intensity of information on specific deals, but also enhance the partnership between key stakeholders - the public sector, tourism industry and local communities.

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