



PERSPECTIVES ON RURAL WELLBEING TOURISM IN THE REGION OF WESTERN SERBIA: TOURISTS' MOTIVATIONS AND EXPECTATIONS

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Abstract:

In an era of increasing urbanization with people's lives becoming faster and more stressful, there is a growing desire for relaxation and «escape» from their regular lifestyle, as well as a need for clarity of mind. The purpose of this study was to look into the potential of applying the idea of rest in a rural setting, which is driven by the development of harmony, well-being, and the prevention of different health issues that may arise as a result of people living in a stressful environment. The research focused on identifying key motivations for tourists from Serbia to visit rural areas in this country. The rural wellbeing tourism concept, which is most commonly used in Scandinavian countries, has shown to be a great model for rural tourist destinations to develop and utilize their resources for tourists seeking to improve their health. According to the findings of the study, there is interest in this concept among Serbian tourists, because their present view of vacationing in a rural setting is primarily connected to travel driven by the desire to build mental well-being, calm down and recuperate from everyday routines. As an example of a tourist region in which it would be possible to implement such a concept, the region of Western Serbia was proposed, which with its physical and geographical characteristics, but also anthropogenic resources, as well as the existing tourist tradition, has the opportunity to implement such a concept and thus further strengthen the tourist offer of this region.

Keywords:

wellbeing tourism, rural tourism, tourist motivation, health, Western Serbia.

INTRODUCTION

Serbia has grown in reputation and popularity as a tourist destination in recent years. There are many attractions, but landscape and natural phenomena play a significant part in the whole experience. Bearing in mind that most of the territory that Serbia occupies is rural, the potentials for the development of these parts of the country are significant. Tourism is a type of activity that has the potential to change the social, economic, environmental, demographic and physiognomic structure of rural regions. Rural tourism development is undoubtedly one of the areas that may help to ensure the country's rural areas' long-term sustainability and strength. Rural regions, in addition to their physio-geographical qualities, offer potential for the development of many types of tourism due to favorable natural and anthropogenic resources. Furthermore, integrating multiple

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tourist activities is quite simple, allowing more tourists to be reached. Within the region of Western Serbia, the development of rural areas is most commonly connected with rural tourism. Rural tourism is a wide term that encompasses not only a holiday in the countryside, but also a variety of additional rural tourist activities. The Master Plan for Sustainable Development of Rural Tourism in Serbia (2011, p. 87) identified Western Serbia, along with Central Serbia and other regions, as an area where rural tourism development should be encouraged and implemented. This region provides substantial resources for the development of various types of tourism that take place in a rural setting.

Thermo-mineral springs are one of Western Serbia's most distinguishing features. Numerous spa resorts in this region primarily serve as health resorts and centers for illness recovery. In this sense, the majority of spa visitors are domestic medical tourists who utilize thermal mineral water to treat a health condition. Foreign visitors, despite an increase in visits prior to the pandemic, do not arrive in similar proportions to domestic tourists, which might be due to a variety of factors ranging from accessibility and content to spa center amenities. Modern types of business across many industries, on the other hand, and a very active lifestyle, as a result, produce growing levels of stress and psychophysical exhaustion; and modern tourists are more concerned about taking preventative measures to protect their own health. In this sense, wellness facilities as a major reason for travel or as complementary activities during a stay at a tourist location are becoming a more essential part of the tourist offer. Wellness tourism increasingly encompasses a diverse spectrum of tourist motivations and benefits of tourism products. These motives attract tourists seeking a break from their daily routines and who understand the importance of spending their vacations in quiet environments for their own health and fitness.

When we discuss such motivations for travel, we must consider the features of rural regions, which are increasingly seen as shelters from the hectic and stressful life in cities. The desire for relaxation in a quiet or natural setting, as well as a reduction in the impact of stress on overall human health, has prompted new paths in tourism product development. Rural wellbeing tourism is a new type of tourism associated to the Scandinavian nations that combines activities that may be done in rural areas with holistic activities that have a positive influence on mental wellness (Tervo-Kankare & Tuohino, 2016, Aluculesei & Avram, 2020). Specifically, this concept may be related to the region of Western Serbia's potential for developing and enhancing its tourism offer. In this perspective, this concept may be particularly essential for the post-COVID revival of tourism in this region. The tourism region of Western Serbia, as well as the entire nation, now faces a new problem as a result of the COVID-19 pandemic. The country's lockdown during the pandemic in 2020, as well as all following restrictions, resulted in a historic drop in tourism flows. Furthermore, foreign visitors are still hesitant to return in larger numbers. The tourism downturn, on the other hand, may provide an opportunity for this region to rebuild its tourism strategy and focus on sustainable development and new models that will support in the attempt to increase its attractiveness. The rural environment of Western Serbia may be used as the required infrastructure for tourist activities that have a strong influence on the visitors' health and the implementation of the new model is an opportunity for this region to enhance its position on the tourism market.

LITERATURE REVIEW

To further comprehend the concept of wellbeing tourism, it is necessary to first define the term "wellbeing." Wellbeing is defined by the Stanford Encyclopedia of Philosophy (2017) as "what is non-instrumentally or ultimately good for a person" and "how well a person's life is going for that person." Even though they agree and use the same definition, Smith and Puczkó (2008, p. 41) notice that it is important to distinguish between what is good for a person and what appears to be good for a person. Moreover, well-being is a wide notion that encompasses a high level of pleasant feelings and moods, a low level of unpleasant emotions and moods, and a high degree of life satisfaction. (Diener et al., 2002, p.187) Some authors, including Zou et al. (2013) go further with this definition saying that it refers to a person's actual and ideal lives being synchronized. Well-being in achieving an individual's personal requirements is mainly decided by the degree of congruence, or fit, between needs and community resources (Carp, 1988). Some writers, such as Larson (1993), Keyes (1998), and Keyes & Shapiro (2019), take a sociological approach to the word "well-being," highlighting that it may also be defined as an individual's self-declaration of the quality of his or her relationships with others.



People are increasingly looking for rest and relaxation in rural regions in a period of heightened stress and tension generated by ordinary corporate and private pressures and obstacles, particularly in urban regions. Such visitors utilize the opportunity to relieve tension and stress that has built up over time while being surrounded by natural beauty and relaxing in a healthy atmosphere. Because of the opportunities and impacts that staying in such regions provides a relatively new approach in the wellness business has emerged: rural wellbeing tourism. The term “rural wellbeing tourism” refers to a combination of wellness and rural tourism that focuses on the effects on tourists’ well-being. (Avram, 2020, p. 282) Sheldon and Bushell (2009) see rural wellbeing tourism as a link to wellness and health tourism. Other authors, such as Hjalager et al. (2016) define rural wellbeing tourism as a type of rural tourism that actively engages with local nature and community resources. According to Pesonen & Tuohino (2016), there are fourteen main dimensions of activities that visitors might engage in and establish a market for: slow living, workouts, alternative medicine, indigenous lifestyle, wilderness, recreational sports, meditation, eco-village, sporting activities, educating about the environment, activities such as hiking, exhibitions, and sleeping. Above all, these actions are connected to the proposed rules of social distance, which are essential in the current environment of the COVID-19 pandemic and would allow tourism operations in the region of western Serbia to continue uninterrupted.

Tourism is an important source of revenue for local residents in many rural places across the world. Depending on the characteristics of the rural area, it is possible to offer different tourist products. Rural tourism integrates many types of tourism and so provides a chance for many elements of the local community to participate in the development of tourism. It is a comprehensive concept that encompasses not just holidays within rural households, but also all other rural activities. Wellbeing tourism, which has begun to gain traction in rural regions, is one type of tourism that might be pushed further in these places, especially in light of the fact that the growth of this concept has already begun in the Baltic Sea countries, i.e. in Nordic countries. (Tervo-Kankare & Tuohino, 2016) Tourism businesses may use well-being tourism products to set themselves apart from the competition and expand into new markets. Wellbeing tourism, according to Pesonen et al. (2011), is a type of wellness tourism that emphasizes emotional motives rather than luxury spas and wellness centers. Wellbeing tourism includes modest recreational facilities for skiers, trekkers, and even couples with kids in Alpine regions (Smith & Puczko, 2009), as well as tourism products, services, and experiences related to enjoying nature (natural resources and surroundings) and culture (both tangible and intangible cultural elements), whereas still benefiting the tourists’ well-being (Medina-Muñoz & Medina-Muñoz, 2012). Key motivations for experiencing this form of tourism may be found in such activities. Relaxation, retreat, pampering, physical exercise, avoiding burnout, and mental wellbeing appear to be the key motivational push elements in the wellbeing and wellness tourism market. (Hjalager et al., 2016; Pesonen & Touhino, 2016). According to Smith and Puczko (2009), demand for wellbeing tourism products is growing across the fields of body, relaxation, health, and mind. The raising demand for wellbeing tourism arises from the fact that today’s tourists want to feel better, reduce the effects of aging, manage their stress, and avoid age-related disorders (Kandampully 2014; Tervo-Kankare & Tuohino, 2016).

Motivation and involvement are important factors in determining travelers’ destination decisions in the tourism industry (Kim et al. 2017). Motivations, according to Backman et al. (1995), are linked to people’s basic requirements for engaging in various activities, establishing preferences, and anticipating satisfaction. Therefore, we can say that travel motivation represents a set of needs that push a person to engage in a tourism-related activity. Crompton’s (1979) nine motivation segments were categorized by Goeldner and Ritchie (2003), who created a motivation typology in which they found four primary motivation groups:

- ♦ physical, for example, relaxation;
- ♦ cultural, such as traveling to new places;
- ♦ interpersonal, such as interacting with others and meeting new people;
- ♦ prestige, for example self-esteem and self-actualization

Tourists’ needs and interests are also connected to their motivations for participating in activities related to wellbeing concept, buying such products and services, and enjoying a wellbeing holiday. Tourist motivation has long been seen as a critical aspect in the development of tourist destinations. Many authors, including Park & Yoon (2009) explain that tourist motives are personal qualities that impact a person’s travel decisions, and the implications of these motivational influences on an individual are known as push factors. Leiper (1990)



points out that it is simpler for a destination to modify its tourism attributes than it is for tourists to adjust their motives, thus they are more beneficial than push-factors. According to Mak et al. (2009), five motivational components among Hong Kong spa visitors were identified: friendship and kinship, health and beauty, self-reward and indulgence, relaxation and relief, and escape. Many rural visitors are driven by the same motives as wellness tourists, according to various researches on rural tourism: relaxation, escape from hectic work, peace and quiet, sports, and healthy food. Pesonen and Komppula (2010) looked at segmenting rural tourists depending on their motivations. They found four types of rural tourism, one of which is driven primarily by the same reasons as wellness tourists. They named this segment the Wellbeing segment because tourists in this segment were driven by a stress-free holiday, an escape from a stressful life, recreation, physical rest, and relaxation. When compared to other segments, this one placed a higher priority on privacy, a peaceful environment, and spending time outside in nature. (Pesonen et al., 2011) The key motivating element among rural tourists is relaxation, which reflected an essential emotional aspect. Aspects such as feeling refreshed, escaping from stressful work, relaxing away from the routine, not being rushed, being physically active, and feeling at home away from home were all included in the relaxation factor. (Park & Yoon, 2009) Furthermore, this approach appeals to visitors who are less concerned with luxury during their stay at a tourist destination. According to Aluculesei and Avram (2020) the desire for travelers to rest, with an emphasis on comfort rather than luxury and expensive aspects, is the driving force behind rural wellbeing tourism. One of the primary motivations, for example, is stress reduction. Fitness and exercise, according to Smith and Puczko (2009, pp.262-263), play a significant part in wellbeing and wellness. Same authors (2009) also point out that trends and motivations for participating in health and wellness activities vary widely, and that these trends are closely tied to leisure routines.

METHODOLOGY

Based on the research of current literature in the field of wellbeing and rural tourism, as well as the importance of motivating tourists in the process of making a decision to travel to a destination, a theoretical framework was created. The goal of this empirical study was to see if a distinct group of tourists interested in rural wellbeing tourism in Western Serbia can be identified. The potential of developing the concept of rural wellbeing tourism in this region has been revealed thanks to the data and insights obtained from this research. An online questionnaire was used to carry out the research study. The research was conducted in the form of a questionnaire, where the main focus was to explore two main research questions:

1. What is the socio-demographic profile of tourists involved in rural tourism?
2. Does there exist a section of rural tourism visitors who rely primarily on wellbeing tourism-related motivational factors?

The questionnaire was developed using existing literature and prior research, such as Park and Yoon (2009), Konu and Laukkanen (2010), and Pesonen and Komppula (2010). Various questions about travel motivation were asked. Based on the answers to these questions, it was determined to what degree tourists visiting Western Serbia for rural tourism would be compatible with tourists interested in engaging in wellbeing tourism activities.

The respondents were given a Likert-type scale to use in expressing the relevance of each of the 29 general travel motivating phrases in respect to trips they had taken to rural regions (from 1: not at all important to 5: extremely important). The respondents were asked to rate how essential the claims are to them when considering and planning a vacation in a rural setting. In addition, respondents were asked to answer questions on their demographic background.

During the research phase, focus was placed on motivations commonly associated with wellness tourism, such as time spent with family, isolation from other people and worry-free time, a break from everyday life, being rejuvenated and cared for, resting away from the routine way of living in a natural setting, having access to physical relaxation, enhancing health and participating in a range of activities. Tourists who are motivated by these factors might be prospective customers for a wellbeing tourism offering.



The questions were separated into two groups. The first category included demographic information as well as information on how frequently respondents visit rural destinations throughout the year. All respondents who said they do not visit any rural places during the year, which accounted for just 15.8% of the total, were excluded from the survey. This information also indicates that there is a sizable contingent of tourists within Serbia who prefer to spend their leisure time, i.e. holiday, in rural regions. This will undoubtedly help the development of a variety of tourism offerings in these areas. The second section of the survey focused on gathering information and determining different types of visitor motivations for staying in rural regions. The goal was to draw conclusions and look into the potential for incorporating the rural wellbeing concept into Western Serbia's tourism offer based on these responses.

RESULTS

Number of respondents who participated in this research was 114. First, the demographic structure of the respondents was analyzed (Table 1). A higher percentage of respondents were women (71.9%), while men made up 28.1% of the total respondents. The largest number of respondents were middle-aged people, aged 25-34 (36.8%), while the smallest number of respondents were the oldest population, older than 65 (0.9%), which is expected given the method of data collection. Certainly, for further research on this topic, it would be good to take into account a higher percentage of the oldest population and thus arrive at a more representative sample of this age group. Other age groups were somewhat uniformly present in this study - younger than 25 (19.3%), 35-44 years (14.9%), 45-54 years (15.8%) and 55 to 64 years old (12.3%). When it comes to the educational structure of the respondents, the difference is significantly larger in relation to the age structure. Slightly more than half of the respondents (52.6%) have bachelor's degrees, while the smallest number of respondents have PhDs (5.3%); 27.7% have master's degrees while 14.9% of surveyed tourists have completed secondary education.

Table 1. Socio-demographic characteristics of the respondents

Characteristics	Absolute Frequencies	Share (%)
Gender		
Male	32	28.1
Female	82	71.9
Age		
Under 25 years old	22	19.3
25-34	42	36.8
35-44	17	14.9
45-54	18	15.8
55-64	14	12.3
Above 64 years old	1	0.9
Education		
High school diploma	17	14.9
University/Bachelor degree	60	52.6
Master degree	31	27.7
PhD	6	5.3

Source: Authors' analysis



The analysis of the obtained answers revealed that the largest number of respondents travel to rural destinations with a partner (32.5%) and with friends (28.9%). The smallest number of them travel alone (6.1%) or with their parents or siblings (8.8%). As a family, 8.8% of respondents travel to rural areas with children of different ages, while 14.9% travel with children under 14 years of age (Table 2). The last question in this part referred to the frequency of travel to rural destinations during the year. The largest number of respondents go to rural areas once a year (35.1%). 26.3% of them travel more than three times a year, while 22.8% travel to rural areas two to three times a year. We have already mentioned that 15.8% of respondents do not travel to rural areas during the year (on average), so they are excluded from further research.

Table 2. Who you travel with most often

Description	Frequency	Share (%)
With siblings / parents	10	8,8
With friends	33	28,9
With husband / wife / partner	37	32,5
Alone	7	6,1
Family, with children up to 14 years old	17	14,9
Family, with children of different ages	10	8,8
Total	114	100,0

Source: Authors' analysis

The second set of questions focused on numerous motivational elements for tourists visiting rural areas. On the basis of literature, the motivational elements indicated in the questionnaire were defined. We did not include motivating components of wellbeing tourism in the questionnaire since we did not want to influence the results. The questions focused on the factors that influence visitors' preferences and motives to visit rural regions. The extent to which there are coincidences with the motivating components of the wellbeing tourism nature was only evaluated after the findings were collected. In this part of the questionnaire, 96 respondents took part, i.e. all those who stated that they travel to rural areas at least once a year on average. According to the commonality of these motives, a total of 29 motivations were grouped into seven distinct clusters (Table 3).

Table 3. Motivational research segments

Personal development	Being in the natural environment
Health and physical activity	Autonomy during the stay
Relaxing and change of the environment	Social status
Isolation and nostalgia	

Source: Authors' analysis

To begin, the personal relationship between tourists and rural places was investigated. This may have an impact on other reasons why people choose to travel outside of urban centers. The majority of the time, according to the research, travelers form personal bonds with rural places through visits to friends or family members (58.3%). A small percentage of respondents (16.7%) have no personal connection to rural areas, while 20.8% were born and raised in rural areas during their adolescence and thus experienced the benefits of living in such a setting.

Most responders travel for personal improvement and progress because of the unique experiences they will have in such an atmosphere, as well as the opportunity to discover new things and stay and learn about diverse cultures. People travel from urban to rural areas for a variety of reasons, including improved health and physical exercise. According to the findings of the study, visitors are somewhat motivated to participate in various physical activities during their visit to the location in order to improve their overall health and well-being.



Rural tourism locations are chosen by the lowest percentage of respondents who want to improve their physical condition. It is believed that tourists who come for such purposes are predominantly professional or semi-professional athletes. In addition, the majority of the respondents replied negatively to a set of questions about the incentive to travel owing to nostalgia and loneliness. As a result, they still regard visits to rural areas as a journey during which they will be immersed in society and in changed surroundings, rather than a sensation of isolation from others or a desire to visit that place or a specific section of that destination because they haven't seen it for a while. They share a similar attitude toward autonomy while staying in a rural setting, with the intention of somehow having some exciting experiences. Although an adventurous experience may also imply more quiet and more pleasant activities, this might be connected to some type of adrenaline vacation in nature. The responders, on the other hand, were quite explicit about their motivations for obtaining inner peace and harmony. Traveling to rural regions is primarily connected with people's wants and motivations to alter their living environment, as well as their daily routines, as along with the relief of accumulated stress from their daily activities in the place where they live. Using SPSS data analysis software, a high degree of correlation was found between the motives of tourists to stay in rural areas due to the natural environment and the desire to relax in such a surrounding; they reduce the level of accumulated stress and establish inner harmony and peace (Table 4). The code list for Table 4 is attached in a separate table (Appendix 1) in appendix to this paper.

Table 4. Correlation

	B	C	D	E	F	G	H
A	,661**	,561**	,367**	,337**	,342**	,498**	,539**
B		,617**	,577**	,594**	,501**	,622**	,517**
C	,617**		,617**	,598**	,528**	,598**	,507**
D	,577**	,617**		,786**	,862**	,731**	,596**
E	,594**	,598**	,786**		,750**	,686**	,545**
F	,501**	,528**	,862**	,750**		,626**	,522**
G	,622**	,598**	,731**	,686**	,626**		,707**
H	,517**	,507**	,596**	,545**	,522**	,707**	

Source: Authors' analysis

The findings of the study reveal a significant relation between tourists traveling to rural regions for the reduction of accumulated stress and mental rest, and those who find motivation to visit such an environment because their stay in nature and such surroundings soothe and relax them. As a result of this fact, we may argue that tourists see the rural and natural environments in which tourist activities are carried out as appropriate surrounding that will improve their psychophysical health and general well-being. This is supported by another data obtained from the research, which tells us that there is a strong correlation between tourists who find motivation to go to rural areas in order to rest and relax and between those who go there primarily because of the need to find and establish internal peace, harmony and reduction of stress that they bring with them to the destination, which was caused by a hectic lifestyle in everyday environment. When it comes to tourists who travel to rural areas for the purpose of improving their physical condition, there was a moderate correlation between those who travel to such an environment for the positive feeling of being in a natural setting and those who travel to enjoy local healthy food. Tourists who visit rural places are more likely to associate them with an atmosphere in which they may achieve inner harmony, tranquility, and relaxation from their daily routines.



DISCUSSION AND CONCLUSION

The findings suggest that there is a distinct section of rural wellbeing segment among Serbian rural tourists. They place a considerably higher importance on relaxing away from the ordinary, escaping from a stressful routine, enjoying peaceful and worry-free vacations, being rejuvenated, and having a chance for physical and mental relaxation than the other motivational elements. The wellbeing tourism segment, in comparison to other segments, values the opportunity to stay in a natural setting that relaxes and unwinds visitors. Tourists recognize that their stay in a rural environment calms and refreshes them, but many also regard it as an excellent opportunity to escape from their routines and become more physically active. When comparing the motivations of tourists who answered questions about their decisions to spend their vacation in a rural destination with the motivations of rural wellbeing tourists collected from the literature, one can see a common thread and conclude that there is a segment of rural tourism visitors who are primarily motivated by wellbeing tourism-related motivational factors.

The high number of female respondents (71.9%) and low proportion of respondents in the 65+ age group (0.9%) are two main limitations of this study. In future research, it would be beneficial to seek out the perspectives of demographic groups that were underrepresented in this study. This would provide a more accurate picture of travelers' perceptions of the rural environment as a well-being destination. Furthermore, the target market for this tourism product would be more clearly defined, allowing for more effective access to that market. This study can define rural tourists as those between the ages of 25 and 34 who have a bachelor's degree and go to rural places once a year, generally with their partner.

In Serbia, rural well-being tourism has a lot of potential for expansion. To begin with, the Western Serbia region possesses the most significant qualities that encourage the growth of this form of tourism. First and foremost, Serbian tourists have a long history of visiting and staying in this region. Statistics over the years speak in favor of the fact that this is the most popular tourist region among domestic tourists. Furthermore, the physio-geographical qualities of this region allow for the development of a variety of tourism activities. Western Serbia is mostly a rural region, therefore tourists prefer to stay and participate in activities in a natural setting. This is where the inspiration for this study comes from: to better understand the reasons why tourists visit rural regions and to see if there are opportunities for the development of the concept of rural wellbeing tourism. According to the findings of the study, most tourists come to rural regions in order to obtain quiet and respite from their daily lives and activities. Returning to the above-mentioned literature, we may infer that tourists visiting rural regions would be interested in engaging in this concept from the standpoint of tourist demand. After all, the idea of staying in a rural setting, the activities and experiences people wish to have are already quite similar to the core notion of rural wellbeing tourism. It has long been recognized that people who live in urban areas, i.e., cities and towns, live rapidly, with a great deal of stress and issues that they must deal with on a daily basis, and that all of this contributes to the degeneration and deterioration of their physical and mental health. Tourists know that leaving such an environment and changing it is not only useful for improving their general health condition, but also as a method of preventing various sorts of health issues. Furthermore, the concept of rural wellbeing tourism may be important in the post-COVID future. The pandemic that paralyzed the whole world at the beginning of 2020 brought with it dozens of new changes in society, most notably increased distance and isolation between individuals. From a tourist standpoint, this means that people prefer to visit locations that are less impacted by mass tourism, which rural destinations provide. Furthermore, several studies show that during the pandemic, people have rapidly developed psychological problems such as depression and anxiety. Rural wellbeing tourism is a notion that has the potential to help people achieve a new sense of balance in their lives, as well as inner harmony and stability.

The findings of this study back up Park and Yoon (2009), Konu and Laukkanen (2010), and Pesonen and Komppula (2010) research results by proving that rural visitors are a diversified target population with a variety of motives, demands, and desires. They seek tranquility, as well as the opportunity to spend time outdoors in nature. Additionally, the issue of tourist comfort throughout their stay at the destination is brought up. Wellness travelers, on the whole, prefer a little more luxury during their stay at a location, but it's apparent that rural wellbeing tourism has a distinct idea, and hence a different degree of luxury and comfort. The results of the research, after all, confirmed this thesis, because the largest number of respondents pointed out that they



do not see it as the primary motivation for living in a rural area. Be that as it may, it's reasonable to believe that tourists looking to enjoy in luxury are distinct from those who are motivated to spend a peaceful vacation in the countryside. Rural destinations have the potential to expand existing potential of wellbeing services, giving them the ability to more effectively target the wellbeing tourism market with advertising strategies and communication towards tourists that, for example, guarantee that their vacation will be spent in a stress-free environment with the sounds of nature. This is clearly something that, among other things, motivates travelers who have previously visited rural tourism areas. Tourists seeking relaxation, serenity, and a change from their hectic daily lives and environments can find it in a rural setting, where nature, a healthy atmosphere, and a much slower pace of life play a prominent part. This can undoubtedly be realized as a concept that would add additional value to the tourism offer in Western Serbia. In this study, the scope of research encompassed only rural tourists from Serbia. However, the region of Western Serbia, as well as the other regions in the country, is also popular among foreign tourists. Therefore, it would be beneficial for the rural tourism demand in this region to conduct a further research in order to realize if a wellbeing segment can be discovered among international rural visitors, what interest they have in choosing and visiting Western Serbia, and whether there are any different motivational distinctions from the wellbeing segment among Serbian tourists. Furthermore, future survey directions may include a higher number of respondents, with a focus on demographic categories that were underrepresented in this study. Within that approach, a better image of the primary reasons why tourists travel to Serbia's rural areas might be achieved.

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APPENDIX

Appendix 1. Codebook for Table 4

A	E
I travel to get in better physical shape	I travel to achieve inner harmony / peace
B	F
I travel to improve my general health and well-being	I travel to rest and relax
C	G
I travel for a healthy diet in rural households	I travel because being in nature makes me calm and relaxed
D	H
I travel for mental rest and reduction of accumulated stress	I travel because I enjoy staying in natural settings