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TOURISM MANAGEMENT - VALORIZATION OF THE TOURIST OFFER QUALITY IN THE RURAL REGIONS

ABSTRACT: In the paper the theoretical model of valorization level of the tourist offer quality in the rural regions is given, with special emphasis on the impact of sports and recreation. The main objective of rural tourism is that, based on tourist demand, it provides to the rural population an additional source of income and thereby improves their living standards and reduces migration to the cities. The interest in recreation in rural areas began to grow already in the nineteenth century as a reaction to the growing pressure of urbanization and industrialization.

Modern tourism is increasingly dominated by sports recreation as the main motive of tourism trends, due to its comprehensive objectives and requirements provided in all their forms of content. Sports recreation as an integral part of tourism services becomes the imperative for contemporary tourism.

To conduct a survey on the valorization of the effects of recreation in the tourist industry, it is necessary to identify the whole set of variables to which it is necessary to get through a survey in the general population rate, both the past, and potential users, and thereby acquire the preconditions for further statistical analyses to test hypotheses concerning the

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influence of sports recreation program use on the tourist offer quality in the rural regions.

Key words: tourism, rural tourism, tourist offer valorization, sports recreation

INTRODUCTION

Modern production increasingly prevents a man in the dynamic muscular strain, requiring static loads in a sitting position along with the uniformity of movement and pace of work that requires machine and work processes.

Due to accelerated tempo of contemporary life and environment pollution in urban agglomerations, a growing number of people seek to spend their time in nature, in contact with an authentic lifestyle based on traditional values. The concept of holidays has been changed. Today, holidays are expected to offer new experiences and knowledge in all fields (Popović at al, 2012).

Tourism potential of the tourist destination is determined using the evaluation of natural and anthropogenic resources which are significant for the development of certain forms of tourism.

So, from the foregoing, it can be concluded that the evaluation of tourism potential should include analysis of existing conditions, to identify the strengths and limitations of modern tourism on the one hand and to suggest directions for further tourism development on the other side (Mojić, 2011).

Serbia has great potential for the development of rural tourism. Natural beauty combined with the culture, traditions, culinary specialties and music can become a recognizable tourism brand, which could contribute to the significant foreign exchange income and improve the country's image. However, the currently achieved level of competitiveness of Serbia in the sphere of rural tourism is not particularly good, regardless of the fact that for its development there are natural, cultural and social preconditions (natural resources, significant agricultural land, a significant number of agriculturally active population, the traditional approach to agriculture, non-contamination of soil chemical substances and the ability to produce "healthy food", good potential for the development of complementary activities such as horseback riding, traditional local culinary specialties, etc.)

Serbia is a country of rural character and is one of the most agrarian countries of Europe. Rural development, as one of the areas of regional policy is a key instrument for the restructuring of the agricultural sector and should have the task to focus and strategic use of the potential of attractive tourist villages. Due to the expressed economic and other functions of tourism, as

well as diverse and highly valuable resources, by spatial planning of the Republic of Serbia and its economic policy, the opportunity and the corresponding importance to the development of this activity has been given. In addition, in the Tourism Development Strategy in Serbia has established selective approach, where rural tourism is treated as a priority within those forms of tourism that are related to special interests (Muhi, 2010).

Rural tourism is one of the motivational forms of tourist circulation and represents a form of tourism in rural areas. The village is an anthropogenic tourist base, usually located within the emphasized recreational and serene environment. Recreational potentials are primarily expressed by the very atmosphere, because the village is characterized by preserved nature, the absence of pollution and large green areas. Besides recreational potentials tourists are attracted to villages by the opportunity of including tourists in some rural activities such as: livestock pasture management, fruit harvesting, forestation etc. Tourist attraction of the village to a large extent depends on the attractiveness of accompanying facilities and attractions (Nikolic at al, 2012).

Rural development strategy and its implementation must necessarily take place through cooperation not only at the local level but also through regional cooperation and integration in the wider international programs. Connecting with national and international associations, whose activities are related not only to the development of rural tourism but also for the integral and sustainable development as a whole, in addition to the exchange of information, experience and adoption of methodologies contributes to the more efficient marketing.

In his paper Bond (2013) has presented a review of the literature pertaining to contemporary theories of identity development and identity-related tourism motivation.

Rational and effective offer of sports recreation, as part of a rich and diverse tourist offer, requires a modeling and complete marketing processing of selective programs, which, for many hotels and tourist centers, will be a basic offer to extend the tourist season to a year-round business. The issue of direct organization of tourist offer holders of the sports in tourist centers depends on the needs and interest of tourist offer holders. However, it is normally expected to start from the requirements of efficiency, attractiveness, profitability, wealth and diversity of tourist offer program for sport and recreation, which will be a function of the intensive development of tourism.

Difficult working conditions and a working environment violated with the appearance of noise, vibration, dirt, etc., creates negative preconditions and fatigue. If we add nature living conditions in urban and metropolitan areas with atmospheric pollution, high frequency of traffic and noise, it is reasonable to assume that a person's life has to be greatly reduced and in poor health. The gap between the new work and living conditions and aspirations of a man to live in normal natural conditions, and the desire to meet new, yet

unknown environments, creates the motives for travel, experiences, and activities that are contrary to the everyday, monotonous tedious work activities and responsibilities.

The content of tourist stay is one of the most important receptive factors not only for tourism trends, but also the development of tourism in general. Stay, as tourist category or functional elements of movement, is determined by the need of movement and characteristics of motives.

On this occasion we will deal with the shape of motives that represent an aim to travel for tourist purposes, with the presence of qualitative factors that influence overcoming the negative consequences of the working process. That's why sports recreation in tourism is becoming an increasingly important factor in satisfying human needs. Studies of sport tourism have so far focused primarily on large spectator events, often under the rubric of "hallmark events", with particular reference to economic and social impacts (Green et al, 1998).

Given that modern workflow is characterized by daily alternation of work and leisure time, man needs a longer period for overcoming and preventing social and physical fatigue. Basically this phenomenon is satisfied with planning vacations. But the recovery process of the body is much faster and more effective, if the holiday is realized as physical activity aimed at sections of muscles neglected in the process of working through a variety of sports and recreational activities included in the tourist offer of the facility where the person resides during the holidays.

One of equally important factors for tourism development in recent decades is the increased stock of spare time. It enabled people to spend their free time outside of their place of residence, through various forms of "weekend program," and largely meet the needs of their summer holidays as a counterweight to fatigue in the working process during the working week. So the holiday got a new function to be carried out in specialized sports and recreation centers, with the transport segments represented due to the greater distance from the place of residence. Tourism potential of the tourist destination is determined using the evaluation of natural and anthropogenic resources which are significant for the development of certain forms of tourism (Mojić, 2011).

The success of tourism destinations' marketing and development strategies is inexorably dependent upon a rigorous analysis of visitors' overall satisfaction, as well as its impacts on the intention to revisit and recommend the destination (Celeste et al, 2013).

In this context of the problem and the factors that a rapid tourism development depended on, another sociological phenomenon appears "sport that equally in this period experiences high expansion". Sport is manifested through the use of its funds intended for physical movement and sport education. Initially sport played a role in causing social movements from the observer perception of people, which was a kind of tourist movement with

passive participation. However, it is still an important factor in tourist movement, given that the Olympics and many international sports championships have a large stake in the tourist season.

In recent years, the functions of sports and recreation in tourism received a new humane and important purpose. It's a sporting activity as an integral part of every tourist's offer which substantially fills the time of stay and provides active holiday with the change of activities compared to the work process. Such an active vacation with satisfaction of needs and desires for the game and sports in the sun, air, snow, water, plays an important psycho-physiological value.

Such contents of physical exercise, intended for active holiday of tourists, are referred to as recreation. It is a man's sport activity outside the professional work of your choice, selected and directed to rest, refreshment and pleasure of man. Its importance in the modern society is growing due to changes in lifestyle and work, which entails the obligation of training and increasing the representation and study.

Modern approach to the practice of sport and physical education changes from day to day. There is a growing differentiation of goals in sports to those who seek top sport and competition results, and those who understand the physical exercise as a cultural necessity aimed at psychological relief and relaxation.

The main sources of sports recreation development in the tourism industry are primarily hotel and tourism organizations, spa climate centers, mountain tourist centers, sports and recreation centers. Scientific research and professional development institutions and researchers in both areas gave an important contribution to the modernization and enhancement of tourist offer.

For further development of these two complementary scientific disciplines, a deeper and more extensive cooperation between holders of tourist services and sports recreations is required. However, they need to create, develop and realize better offers of cooperation programs with the aim of complete and more effective tourist offer.

Sports recreation with its diverse sports facilities is of great importance to the development of all forms of tourism and travel trends. A modern tourist offer which does not have various forms of sport and recreational programs in its content is unthinkable of. In this direction, the tendency of equipping the facilities of tourist offer and the construction of new ones where the sports recreation is a factor to satisfy the basic principles of business, year-round use of available capacity and as much extra spending.

All of the above states that the tourist activity and sports and recreation programs have immense potential together, as a product of original character, and an important factor in the economic development of every country and society as a whole. It is essential that research be directed to the mutual connection and interdependence of these two areas with measuring of valorization effects of the application of mythical and recreational programs

and contents in tourist offer, especially in the tourist region of Vojvodina as our environment.

THEORETICAL MODEL OF THE VALORIZATION LEVEL OF THE TOURIST OFFER QUALITY

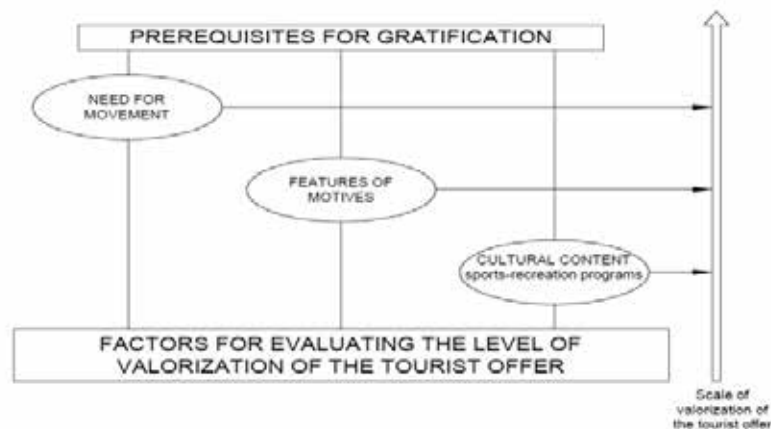
The importance of service quality evaluation through customer satisfaction measurement is reinforced by the necessity of adopting a “continuous improvement” philosophy and understanding customer perceptions, e.g. needs, expectations (Tsitsiloni et al., 2012).

The HOLSAT model is a characteristic approach used to evaluate satisfaction from a particular destination (Tribe and Snaith, 1998). The model is based on the disconfirming paradigm outlined before and adopts the philosophy of the SERVQUAL model (Parasuraman et al., 1988).

In tourism, motivational concept can be classified in two dimensions, which emphasize that people travel because some motivational factor encourages them (push), and some attracts them (pull). PUSH and PULL factors of motivation are primarily used in research of the tourists behavior (Marković, 2014). Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations (Getz, 2008).

If we introduce the concept of tourist offer of valorization through tourism, economic and sports valorization, we will identify a theoretical model between factors of tourist offer of valorization and of the level valorization variability. On the Figure 1 valorization factors of the tourist offer are shown (Nikolić, 2005).

Figure 1 - Valorization factors of the tourist offer



Source: Nikolić, 2005

Tourism development can be represented as a qualitative dimension, determining the value of:

- reviews of content,
- assessment of motives,
- assessment of attitudes,
- reviews of tourist industry needs.

Economic valorization of tourist offer is identified through the quantitative value of elements, namely:

- length of stay of tourists (nights)
- tourist consumption structure and
- the volume of consumption.

Disparities in the definition of sport tourism are addressed and some of the difficulties which scholars have faced in establishing a standardized definition are outlined. In answering the question why has sport tourism suddenly become so prominent, a look back at history shows that people have engaged in sport related travel for centuries (Gibson et al 1988).

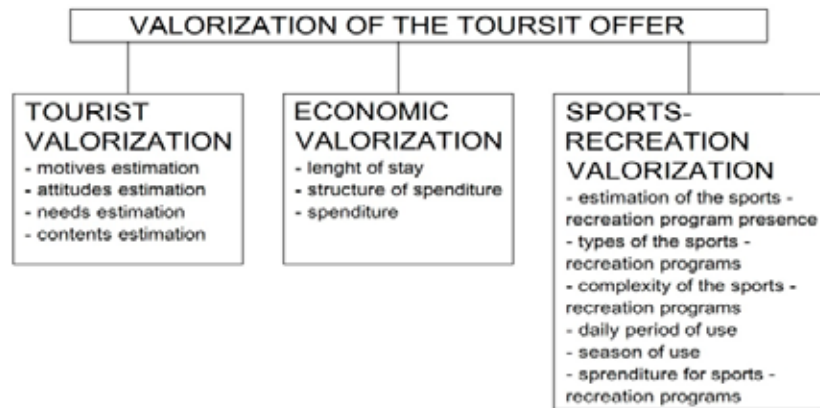
Sport in the modern tourism has not only a perceptual role, but it is also an important content of stay, and frequently the main motive for travelling to a certain tourist destination. In some cases the types of sports and sports services, and the unique experiences that are expected from sports activities directly affect the tourists when choosing a destination they will visit (Peric et al, 2010).

In modern tourism, sport is not only part of the trip, but is also the main motive for visiting a certain tourist destination. Sport and recreation tourism is a trip where sport and recreation activities are being practiced, and include all forms of active and passive involvement in sporting activities, participated in casually or in an organized way for noncommercial or business/commercial reasons, that necessitate travel away from home and work locality (Jovičić et al, 2012).

Sport has a big cultural and economic importance, becoming not only competitive, but being today one of the major ways of national and state branding (Dašić, 2013).

Sport and recreation valorization is a new approach to the evaluation of tourist offer valorization. In order to determine the parameters for the assessment of tourist valorization variability, with the using of sports and recreation programs, it is necessary to set up a model that will give you full details and factors that influence tourist offer valorization (Figure 2).

Figure 2.- Measuring of the valorization of the tourist offer level



Source: Nikolić, 2005.

In addition to tourism and economic valorization, the sports and recreational valorization will give us the values of sport and recreational contents that influence the level of content of tourist offer valorization, by measuring the following parameters:

- the presence of sports and recreational programs in the tourism industry,
- assessment of attitudes about the types of sport and recreational programs in tourism, acceptability of sport recreation by the complexity of the content,
- acceptability of sport and recreational programs at the daily time of use,
- acceptability of sport and recreational programs seasonally,
- identification of the volume of consumption for the use of sports and recreational programs in the offer.

Variables for the measurement of tourism evaluation

1. The most important reason for the use of tourist services.
2. The most important content of tourism services use.
3. The usual mode of transport in tourist travel.
4. The most common tourist destinations in the realization of movement.
5. Category of tourist facilities often visited.
5. The most common ways of finding tourist offer information
6. Characteristics that prevent the use of tourism services in the area
7. Characteristics of tourism that encourage the use of travel services
8. Characteristics that prevent the use of services in the area

9. Characteristics of tourism that encourage the use of travel services
10. Characteristics that prevent the use of tourism services in the area
11. Characteristics of tourism that encourage the use of travel services
12. The most important reason for the use of tourist services.
13. The most important content of tourism services use.
14. The usual mode of transport in tourist travel.

The sample of variables for economic valorization measuring

1. The frequency of visits for tourism purposes
2. The frequency of visits per month for tourism purposes
3. The frequency of visits per year for tourism purposes
4. The frequency of visits in three years for tourism purposes
5. Total number of nights per year (three years back)
6. The sum expenses for tourism purposes per year (3 years back)
7. The total number of nights planned for tourism in the next five years (per year)
8. The amount of planned expenses for tourism in the next five years (per year)
9. Evaluation of tourist offer, if it contains only a night
10. Evaluation of tourist offer if it contains a Bed and boarding house nutrition
11. Evaluation of tourist offer if it includes: night, full-board meals, sports and recreational programs of walking and free exercise.
12. Evaluation of tourist offer, if it contains services: overnights, eating, sports and recreational walking programs, shaping exercises, sports elementary games with the expert guidance.
13. Evaluation of tourist offer, if it contains a night and eating of your choice, and sports and recreational programs of a wide range with the use of procedures with the expert guidance and supervision of recreational medicine experts.

The sample of variables for sports and recreation valorization measuring

1. Evaluation of tourist offer according to the size of existing sports and recreational programs.
2. Evaluation of tourist offer according to the contents represented by sports and recreational programs.
3. The sum of additional expenditure to sport and recreation programs of walking and free exercise
4. The sum of additional expenditure to sport and recreation programs of elementary sports games, with the expert guidance
5. The sum of additional expenditures on sports and recreational

- programs of physio-prophylactic procedures with the expert guidance and supervision of recreational medicine experts
6. Identification of sports and recreational programs contents, which should be represented in the tourist industry.
 7. Using sports and recreation programs in the tourist offer in relation to the season.
 8. Using sports and recreation programs in the tourist offer in comparison to the part of day.
 9. Evaluation of programs and tourist offer contents if, along with the overnights and eating, they include walking programs and free exercise.
 10. Evaluation of programs and tourist offer contents if they include: walking, free exercise, basic sports games, and recreational guidance
 11. Evaluation of programs and tourist offer contents if they include: walking, free exercise, basic sports games, physiology prophylactic procedures, all under the expert guidance of medical supervision recreational medicine experts

Sports And Recreation Use Effects On Tourism Offer Valorization Level

In the paper, Hinch at al, 2001, posit a framework which highlights a series of research questions that emerge as the relationships between the fundamental dimensions of sport tourism are systematically explored is shown. To determine the impact of the application of sports and recreational programs to the increase of the level of tourist offer of valorization, we constructed a model by which we will determine:

- socio-psychological and
- economic value of sports and recreation programs in the tourist offer, and
- establish the value of their impact to the level of valorization.

By applying the appropriate variables representing the aforementioned values, and using the method of data processing, we will get the results of the influence sports recreation program to the tourist offer valorization level.

Variables for assessing the socio-psychological values of sports recreation in tourism

1. The total weekly number of hours in residence, set aside for practicing sports and recreational activities.
2. The most common sports and recreational activities in the place of permanent residence.

3. Evaluation of their physical fitness. The desire to increase the physical readiness.
4. Sports disciplines which would mostly contribute to the increase in physical fitness.
5. Evaluation of representation scope of sport and recreational program in tourism facilities.
6. Evaluation of the content of representation of sport and recreational programs in the tourist industry.
7. Identification of desired contents in the tourist offer.
8. Season for sports and recreational activities in tourism.
9. Period of days for sports and recreational activities in tourism.
10. Evaluation of tourist offer, only overnights.
11. Evaluation of tourist offer on overnights and eating.
12. Evaluation of tourist offer services with the overnights and eating and sports and recreational walking programs and free exercise
13. Evaluation of tourist offer on overnights and eating, and sports and recreation programs: walking, free exercise, basic and sports activities with the expert guidance.
14. Evaluation of tourist offer on overnights and eating, and sports and recreation programs: walking, free exercise, basic recreational activities, physiology prophylactic procedures, and all with guidance and supervision of recreational experts in medicine.
15. The most important feature of tourism that would encourage the use of services in this area.

The sample of variables that represent economic values of the influence of the sports and recreation program application on the tourist offer valorization level

1. The sum of additional expenses for the use of sports and recreational walking and free exercise programs in the tourist industry
2. The sum of additional expenses for the use of sports and recreational programs, and sports games with the expert guidance in the tourist offer
3. The sum of additional expenses for the use of sports and recreational programs of wide range, primarily physiological prophylactic procedures, with the expert guidance and medicine physician supervision.

Views And Interests Of Tourists For Tourism Sports Recreation

To substantiate the sociological aspect of the approach to the problems of coherence and the influence of sport recreation to tourism, it is necessary

to examine the attitudes, motives and interests of potential beneficiaries of tourist movements, identify them in accordance with the results and implement them in touristic offer.

As a starting point we should take the facts that the guest structure has changed over time and that a growing influx of tourists from urban areas, which is the result of cultural development, has already adopted the use of various forms of recreation, sports, environment, which the residence provides. This is an essential precondition for the tourist offer, to characterize its content in accordance with so constructed habits.

In order to understand the types of sports and recreational activities that are of interest to tourists, as well as their attitudes towards the problem of active rest, a permanent study of population is necessary, of their main motives, attitudes and interests. It is necessary to take into account the characteristics of modern working process with all the negative effects it brings, and in connection with this to form sports and recreational program contents which will have a compensatory role in the psychosomatic condition of the body of man from the work process, and provide them adequate opportunity of exploiting all forms of physio-prophylaxis, which undoubtedly gives the best results in fight against fatigue.

Previous research, although rare, have revealed that the most common reason for using tourism services, is the desire to play and move and conviction of the individual, that his active recreation contributes to recovery and health. To realistically consider and scientifically substantiate the facts about the use of sport and recreational programs in tourism, it is necessary to conduct such research, primarily with testing the attitudes of respondents on the following parameters:

- the need for sports and recreational activities;
- sports and sporting activities in the area of residence;
- sports recreation as a motive for the use of vacation or visiting tourist facility;
- service level of recreation in the buildings;
- the interests of tourists to particular ways of sports and recreational activities
- proposals of the tourists for the introduction of new contents;
- possible planned expenditures for sport and recreation contents;
- marketing coverage of the publication about facility contents equipment.

To such results of research we must pay close attention, as they will portray the views and interests of potential tourists and give us clear guidance of tourist offer progressing.

Such a survey is a method of data collection and research, which enables us to apply the results in practice or continue with similar studies.

Economic aspects of sports and recreational contents in tourism

It is undisputed that there are at least two economic aspects of sports recreation importance tourism.

1. direct economic justification related to sports and recreational services sale
2. indirect economic indicators that justify the need to invest in these contents in tourism.

The number of users and the cost of services make up two main factors that determine the direct indicators related to the possibility of total turnover in tourist facilities and centers. First of all, the prices of services cause frequency of tourists in one facility. In the formation of prices, it is necessary to consider the economic condition of the society and potential clients, as well as the orientation of guests for certain forms of sport and recreational programs and contents. So, again, "the voice of the market" is required, which comes only from the "science". The guest attendance at a tourist facility will depend on service prices, which gives us financial effects of the recreation program application.

If we observe physical culture and tourism, primarily sports and recreation of all structural elements, as two most massive phenomena of modern society, which cause huge tourist movement frequency and therefore consumption, it is necessary to study a more suitable approach to their processes and patterns. Both of these phenomena are based on non-economic motives; on the contrary, their motives are much the same as they amount to psychological and physical recreation. Tourist movements do not occur as a desire to earn or to engage in sports and recreational activities to make money. In contrast, his motives are not economic, but above all, they are about health protection and socio-psychological.

With the development of touristic culture, tourism and sports recreation are becoming indispensable components of any market economy and consumption, with a large share in national income of each state.

Retaining the principle of its basic characteristics of economic categories, both tourism and sport recreation, like it or not, are not any more satisfying factors of recreational and cultural tourism needs, but generators of enormous economic value movements.

In such a role, their performance is the most common case of a close relationship, where sports recreation becomes the function of tourism development, and tourism the function of the development of sports recreation and physical culture in general. Every tourist becomes a potential customer of sports recreation services. Such a relationship and influence result in their economic effect on consumption and the economy of each

country.

Applying sport and recreational programs in the tourist offer create the pre-conditions for the use of facilities and restaurant capacity throughout the year. Due to bad weather conditions, when a guest is conditioned to stay at the hotel, the need for its animation and retention is expressed. As a means to meet this goal there are only sports and recreational programs that can respond to the required task. Using sport and recreation contents, a guest uses board services and becomes a segment of economic valorization of a facility while meeting their own motives and goes with a positive transfer and tendency to come again to the tourist facility.

Economic justification of the application of recreation in tourism is reflected through the employment of a large number of experts in the field of sports and recreation in equipped facilities, and medical experts. For the realization of sports and recreational facilities in tourism, a number of people who serve and manage sports and recreational activities and issue requisites are necessary, as well as a number of experts of pedagogical and psychological orientation.

In the end, the meaning of sports recreation in tourism in terms of the formation of the huge additional market for the production of certain durables and consumer goods and facilities is not irrelevant.

Tourism is manifested not only through direct consumption in buildings, but also as an important factor in the overall consumption outside the tourist facility. Various forms of tourism excursion during their stay (visits to cultural and historical sites, mountaineers tours, rafting, events outside the building), also belong to activities in the field of sport and recreation, which are largely economic in character.

CONCLUSION

When we talk about the validity of the scientific value of a research we certainly conceive the possibility of the realization of the same or similar, as in other population samples, and in another time and period. It is a great help and support to future researchers to identify the parameters and variables resulting from the constructed questionnaire, which has been used in such research. In this paper a scientific body of the variables is shown, that represent components for studying the effect of application of sports recreation on quality of tourist offer. It is possible to apply it targeted at a tourist destination, but also it is applicable to the tourist region, country, etc., all depending on the covered population of the sample. Identified and differentiated variables were used to the study conducted in the period of 2001 to 2005 of tourist offer in the territory of Province of Vojvodina, on the theme Sport and recreation programs as a factor of tourist offer valorization of Province of Vojvodina, and the results are presented in defense of the

doctoral dissertation of the author at the Department of Interdisciplinary and Multidisciplinary Studies and Research in Sport Management, University of Novi Sad, 2005 (Nikolić, 2005).

Modern approach to assessment of tourist offer quality in the rural regions through this research has identified and established a new component of valorization level of tourist offer contained in cultural activities and called it SPORTS AND RECREATIONAL COMPONENT. It is inconceivable in future to deal with the serious study of tourist offer quality not to take into account the impact and implementation of sports and recreation program in its corpus.

САЖЕТАК МЕНАЏМЕНТ У ТУРИЗМУ – ВАЛОРИЗАЦИЈА КВАЛИТЕТА ТУРИСТИЧКЕ ПОНУДЕ У РУРАЛНИМ СРЕДИНАМА

У раду је приказан теоретски модел валоризације нивоа квалитета туристичке понуде у руралним срединама, са посебним освртом на утицај спорта и рекреације. Основни циљ сеоског туризма је да, на основу туристичке потражње, за сеоско становништво обезбеди додатне приходе и тиме побољша животни стандард и смањење миграције у градове. Интересовање за рекреацију у руралним подручјима је почело да расте већ у деветнаестом веку као реакција на растући притисак урбанизације и индустријализације.

У савременом туризму све више доминира спортска рекреација као главни мотив туристичких трендова, због својих свеобухватних циљева и услова предвиђених у свим својим облицима садржаја. Спортско рекреативни програм, као саставни део туристичке услуге, постаје императив за савремени туризам.

За процену валоризације ефеката примене рекреације у туристичкој индустрији, неопходно је да се идентификује читав сет варијабли које је потребно идентификовати анкетом како код прошлих тако и потенцијалних корисника, и на тај начин створити предуслове за даље статистичке анализе за тестирање хипотеза које се тичу утицаја коришћења спортско рекреативних програма на квалитет туристичке понуде у руралним подручјима.

Кључне речи: туризам, рурални туризам, валоризација туристичке понуде, спортска рекреација

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