



## Chapter 15

# Problems of Marketing Rural Tourism in Serbia

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### ABSTRACT

*Rural tourism can have some benefits from the use of marketing theory. Marketing is increasingly used on the one hand to help in the planning and promotion of traditional tourist centers, and on the other hand lacks expertise in its application in rural areas. Certain municipal tourist organizations tried to eliminate this situation in their areas, but in all likelihood there is insufficient evidence that they have produced anything more than poor marketing proposals. Authors want to emphasize that individuals in some areas have done a lot in developing the application of marketing in rural tourism. On the basis of all this, authors can point out that in this area much more can be done.*

### INTRODUCTION

At the very beginning, we want to emphasize that tourism is an economic activity that, through individual and integrated (integrated) products, connects numerous small enterprises of the rural area. Namely, tourism acts as a showroom for the supply of agricultural and other products and services. Through tourism, quality products and services of various activities are presented and presented (e.g. catering, rural, food processing, entrepreneurial, cultural-artistic, sports-recreational offer). Examples of good practices show that adequately connected and promoted tourism products of rural areas contribute to the successful business of entrepreneurs and small bidders, the international recognition of products, services and places as well as the ultimate and improved life, demography and cohesion of the rural area. (Brezovec, 2015, p. 6).

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## ***Problems of Marketing Rural Tourism in Serbia***

Rural development is part of the concept of a new development philosophy of the EU. The future of the agricultural sector is closely linked to the balanced development of rural areas. About 57% of the EU population lives in rural areas, which cover over 90% of the territory of the Union. The average population density is from 38 inhabitants / km<sup>2</sup> in predominantly rural regions, to 125 in strongly rural regions and 614 in predominantly urban regions. (Đorđević-Milošević & Milovanović, 2013).

In this sense, the rural tourism market, with time and supply, is the most developed and most active in Europe. According to the data of EUROGITÉS, the European Federation of Rural Tourism, the current state of rural tourism is as follows:

- 200,000 agro tourism households / households with a capacity of up to 1.2 million beds.
- 20% of the offer is made up of households / households that provide eating services to traditional / traditional specialties, while 80% of the offer consists of rural holiday homes.
- Daily consumption per guest is 45-80 Euro.
- 1/3 of spending refers to accommodation, the rest is spent on other services in the household / household and surroundings (additional services).
- Multiplier effect: 1-euro tourism consumption creates 2.2 euros for local rural economy.
- The equivalent of 4 beds creates one workplace.
- Indirectly / directly rural tourism maintains three million jobs.
- Agro tourism estimates at the annual level / level globally at 12 billion euros a year - France itself from rural tourism earns two billion euros a year.

Access the tourist offer organization: Tirol, Tuscany, Provence, Andalusia, etc. (<https://www.eurogites.org>).

The document of the Tourism Development Strategy of the Republic of Serbia under the concept of rural tourism states that “rural tourism implies and includes a range of activities, services and additional content organized by the rural population on family farms in order to attract tourists and generate additional income, respecting the principles of sustainable development and conservation of natural resources. (Tourism Development Strategy of the Republic of Serbia, 2005, p. 69/ Стратегија развоја туризма Републике Србије, 2005, п. 69).

In the National Program for the Integration of the Republic of Serbia in the EU, adopted by the Government (2008), the section titled Agriculture and Rural Development, which speaks of our clear definition of both these integrations and this concept, is highlighted. (Pejanović, Vujović, 2008, p. 6). Accordingly, we emphasize that the rural areas occupy about 85% of the territory of Serbia and that the rural population accounts for more than half of the total population. This certainly creates the need for further investment in these areas in order to improve social and economic conditions, both in isolated rural areas facing the tendency of depopulation, as well as in suburban areas. Investing in the development of rural economy and local communities is a vital factor in improving the quality of life in rural areas, primarily by better provision of public services, building infrastructure and a more favorable business environment.

Creating conditions for better competitiveness of rural areas requires the promotion of sustainable development and the creation of new employment opportunities, especially for the younger population, as well as enabling access to modern information and communication technologies. Diversification of activities in rural areas on agricultural and non-agricultural activities, support to non-agricultural activi-

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