

Stanje i perspektive razvoja ruralnog turizma na Zlatiboru sa aspekta socioloških indikatora održivosti

Emilija Stojanović¹, Aleksandra Vujko^{2*}, Miroslav Knežević³

¹Faculty of Tourism and Hospitality Management, Singidunum University, 11000, Belgrade, Serbia, emilija.stojanovic.18@singimail.rs

² Faculty of Tourism and Hospitality Management, Singidunum University, 11000, Belgrade, Serbia. avujko@singidunum.ac.rs

³ Faculty of Tourism and Hospitality Management, Singidunum University, 11000, Belgrade, Serbia, mknezevic@singidunum.ac.rs

Apstrakt: Sociološki indikatori održivosti predstavljaju značajnu oblast za turizam kroz ispitivanje društvenih pojava unutar jedne zajednice. Rad se zasniva na analiziranju anketnih pitanja lokalnog stanovništva opštine Čajetina u vezi razvoja turizma na planini i uticaju koji turizam ima na lokalno stanovništvo. Cilj i svrha istraživanja je ispitati i utvrditi uticaj socioloških indikatora održivosti na sam razvoj turizma, na primeru Zlatibora. Indikatori su sredstva koja se koriste za odabir postojećih informacija i sakupljanje novih podataka o određenoj temi koja se ispituje kroz rad. Sociološki indikatori predstavljaju integritet lokalne zajednice sa aspekta subjektivnog blagostanja lokalnog stanovništva u turističkoj destinaciji. Na osnovu sprovedenog istraživanja i rezultata anketnog istraživanja utvrdiće se značaj i primena socioloških indikatora održivosti na primeru ruralnog turizma Zlatibora. Zaključak je da razvoj turizma pozitivno utiče na lokalno stanovništvo što predstavlja „push-up“ efekat daljeg razvoja ruralnih destinacija.

Cljučne reči: Sociološki indikatori, Zlatibor, ruralni turizam, održivi razvoj, turizam.

The state and perspectives of the Zlatibor rural tourism development from the aspect of sociological indicators of sustainability

Abstract: Through the examination of social phenomena within a community, sociological indicators of sustainability represent an important area for tourism. The work is based on the analysis of answers in survey of the local population of the municipality of Čajetina regarding the development of tourism on the mountain and the impact that tourism has on the local population. The aim and purpose of the research is to examine and determine the impact of sociological indicators of sustainability on the development of tourism itself, using the example of Zlatibor. Indicators are means used to select existing information and collect new data on a specific topic that is examined through the work. Sociological indicators represent the integrity of the local community from the aspect of the subjective well-being of the local population in the tourist destination. Based on the conducted research and survey results, the importance and application of sociological indicators of sustainability will be determined on the example of rural tourism in Zlatibor. The conclusion is that the development of tourism has a positive effect on the local population, which represents a "push-up" effect of the further development of rural destinations.

Keywords: Sociological indicators, Zlatibor, rural tourism, sustainable development, tourism.

1. Introduction

The sustainable development of tourism represents a combination of responsible and social business, which as such combines the care of natural resources through the realization of economic profit with as little negative impact on the environment as possible. The goal and basic purpose of sustainable

development is to achieve equality or at least a balance between consumption and use, as well as the renewal of resources (An & Alarcon, 2020). Sustainable development is not easy to achieve, this type of development is a long-term and complex process that requires the use of all preventive and corrective measures, as well as environmental business standards (Chen et al., 2023). True long-term sustainability must combine three aspects of sustainability: ecological, economic and socio-cultural. All these aspects are closely related and rely on each other (Wallace, 2005).

Sociological indicators of sustainability have several directions of understanding, but scientists agree that each of the observed aspects is important for the sustainable development of tourism in destinations. According to Pizam et al. (2000) the socio-cultural aspect includes the support of local communities and their direct involvement in the development of tourism, in such a way that a positive attitude regarding the development of tourism is key to the development of tourism at the destination (Baral & Prasad Rijal, 2022).

Local communities and the local population, as a reflection of the destination itself, contribute to the creation and transmission of the guests' experience during their stay (Ahmed, 2007). If this reflection is positive regarding the development of tourism, then the experiences of tourists will also be positive (Richards, 1999). According to Chapman et al. (2008) positive perception of tourism development by the local population is in direct proportion to the form of tourism that develops at the destination. If the form of tourism is sustainable and responsible, it will be accepted by the local population and vice versa (Pizam & Jeong, 1996). This, on the other hand, means that a positive image of the impact of tourism development on the part of the local population will have a long-term effect on the creation of a positive image of the destination.

Sociological indicators of sustainability represent an important factor in the identity of a certain tourist destination. If there is a tendency to look at tourism from a social aspect, the result of it is its impact on the psychophysical condition and health of the population, culture and tradition of a certain area, cultural and historical heritage and better understanding between people (Brown, 2000).

Viewed in this way, tourism also has the function of overcoming numerous prejudices among certain groups, peoples and nationalities (Pizam & Sussmann, 1995; O'Grady & Lane, 1996). What scientists emphasize is the most important characteristic that defines tourism in that context, is contact (Sinkovics & Penz, 2009). Contact between the local population and tourists is especially viewed through the scientific connotation that sees tourism as a factor of peace, prosperity and development (Yang et al., 2013).

Having all this in mind, the global result of the social and sociological aspect of tourism refers to the positioning of a certain destination (Chronis, 2012). Here, special attention is paid to those destinations that have the potential for sustainable development, but are still not sufficiently established. Rural destinations are such destinations. The subject of the work is Zlatibor as the most visited mountain destination, which records an increase in tourists from year to year, and as such has all the predispositions to become the main mountain center and bearer of mountain tourism in Serbia. The paper shows how the development of mountain tourism affects the development of rural tourism in the villages that gravitate to the center of Zlatibor, which is considered to be the bearer of the development of tourism on the mountain.

The starting hypothesis of the work was that the local population has a positive attitude regarding the development of tourism on the mountain. This positive attitude affects the development of rural areas on the mountain and is directly proportional to the interest in rural areas, through the demand for local products, souvenirs, gastronomy and private accommodation in rural households. The results showed that all five factors of the socio-sociological indicator of sustainability showed a positive balance, which is a reflection of the support for the development of tourism by the local population. In fact, the most important support for the development of tourism is the support of the local population because it is a reflection of awareness and understanding of the importance of tourism development for destinations and also the first step in the transformation of comparative advantages into competitive ones.

2. Methodology

The research was carried out in the form of a survey. Based on sample of 279 respondents (male and female) of the local population of the municipality of Čajetina,, data were collected related to various

sociological indicators of sustainability and their impact on the development of rural tourism in Zlatibor, as well as creating a picture of the social influence and maturity of the local community, especially in terms of development tourism. The research results in this paper include the analysis of the most influential indicators and their application through the development of tourism, as well as the possibility of additional guidelines for further progress. Zlatibor belongs to the municipality of Čajetina, which represents the dominant population of this region, and because of that importance, it was sampled in this research (Todorović, 2015).

The research used socio-sociological indicators of sustainable tourism development, as parameters for measuring the attitudes of the local population about the importance of tourism development and the influences that are important for the development of tourism in rural destinations. For this research, variables such as: Human relationships, Trust in people, Personal appearance, Social responsibility and Women's health were used. Respondents were expected to use a five-point Likert scale (Likert, 1967) to rank the impacts of tourism development on certain items, grouped into five variables.

In order to compare the answers of the respondents in relation to the gender of the respondents, the Pearson Chi-Square test was used. For statistically significant differences in answers, those with a value of p less than 0.05 are considered. With higher values, it can be stated that there is no statistical significance in relation to the sex of the respondents.

Zlatibor is the largest mountain tourist center in Serbia and is always a popular destination for both winter and summer holidays. Numerous medical studies confirm the benefits and invigorating effects of mountain air on healing and improving people's health. It is suitable for all lovers of walks, various contents in nature and active vacations, recreationists and professional athletes.

During the first six months of 2022, more than 480,000 overnight stays were realized, which represents an increase of 15% compared to the same period in 2021. Official statistical data show that for the first 10 months of 2023, tourist traffic on Zlatibor is 25% higher compared to the same period of the previous year. In the period January-May 2023, domestic tourists stayed in Zlatibor for 307,991 nights, which is 69% more than in 2022. In the tourist traffic, guests from Belgrade, Novi Sad and Niš are the most numerous. Institute of Statistics in February 2024, out of a total of 262,191 tourists, 96,591 of them spent nights on Zlatibor. An increasing number of foreign tourists is noticeable in addition to a large number of domestic, who regularly visit this mountain. During the New Year holidays, Zlatibor expects up to 50,000 tourists per day. Year after year, Zlatibor becomes one of the most sought-after destinations and attracts a large number of new tourists.

The Zlatibor market in the very center offers tourists a large selection of local Zlatibor products, local specialties, spices, medicinal herbs, and souvenirs. In the very center there is an artificial lake that is a symbol of Zlatibor, surrounded by a walking path and numerous cafes and restaurants. A ride on the longest panoramic gondola in the world, which connects the center of Zlatibor with the peak of Tornik at a height of 1496 meters, will provide an extraordinary view and real pleasure in the unreal landscapes of Zlatibor. The monument on Šumatni brdo (hill), to which the "path of health" leads, is unavoidable in every tourist walking.

Lookouts on Gradina and Obadovo brdo attract more and more nature lovers. The waterfall in Gostilje, Stopićeva cave, Prerast in Dobroselica, Ethno village Sirogojno, El Paso city, Drvengrad, Ribničko lake, Trim trail Karaula, Ski center Gold Mountain are real tourist attractions that are worth visiting and they make Zlatibor mountain a complete tourist destination. Adventure and Dino Park attracts families with children who are welcome visitors to this mountain. A visit to the dryer in the village of Musvete offers visitors the opportunity to witness the entire process of making Dalmatian prosciutto, while in the village of Mackat, during February, the "Pršutijada" is traditionally held, which gathers a large number of tourists all around the country. The Zlatibor cultural summer is a set of various cultural and entertainment events, concerts, theater performances and sports competitions that completes the content of a tourist's stay in Zlatibor.

Rural tourism is a specific form of tourism that family farms deal with and thus help in the development of rural areas, as well as increasing the employment of the local population. Rural tourism is important for the preservation of local identity, traditions and customs of rural areas. The trend of traveling and staying in the private accommodation of some rural household is increasing, as is the desire to get to know the culture of different parts of the country. Tourists are eager for new and

unexplored places that will offer them respite and escape from everyday life. Nature, cottages or log cabins, hospitality, local food, fresh air and peace are the characteristics of a rural destination.

3. Results and Discussion

The survey results include a total of 279 responses, of which 152 was given by male and 127 female respondents.

Table 1. Human relationships

		Gender		Total
		Male	Female	
Human relationships	No change	6	9	15
	Better	13	1	14
	Much better	133	117	250
Total		152	127	279

Source: Authors

The first sociological indicator that was examined is human relations (Table 1). Human relations are an important sociological indicator in tourism because they will bring a sense of unity and well-being both to the local population and to a large number of tourists staying in the municipality of Čajetina. For tourists, the friendliness of the local population and the feeling of security are important factors, which will surely make them want to visit a destination again. The results of the research show that the local population perceives the relationship with tourists in a positive way. There is research that supports why is that so.

According to one theory, the positive attitude of the local population is due to the economic indicators of sustainability. According to Boley et al. (2018) after the tangible and visible positive economic effects of the development of tourism on the development of the destination, the local population is satisfied with the effect and this can be seen and felt immediately. According to another theory, the positive attitude of the local population towards the development of tourism is directly proportional to the form of tourism that develops at the destination. According to Balaguer & Cantavella-Jorda (2002) desirable forms of tourism are sustainable and responsible forms of tourism, which have a number of positive effects on the destination, the most important of which is the economic effect felt by the local population.

Table 2. Pearson Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,748 ^a	2	,008

Source: Authors

Table 2 indicates that there is no statistically significant difference in the respondents' answers in relation to the respondent's gender, given that $p=0.008$. Namely, both male and female respondents have uniform attitudes regarding relations with tourists.

Table 3. Trust in people

		Gender		Total
		Male	Female	
Trust in people	No change	44	19	63
	Increasing	73	79	152
	Greatly increasing	35	29	64
Total		152	127	279

Source: Authors

Another sociological indicator that was examined is faith in people (Table 3). The result of the respondents in the highest percentage equally shows that mutual trust is increasing in the female population and the male population. However, a part of the male population thinks that there is no change, while among the female population, that percentage is slightly lower. This result shows us that trust in people is increasing, which is good, although there is still room for that percentage to grow to a large extent. Trust is a sociological indicator for which increase need a lots of time, it is a matter of

individuality and it is generally a challenge to build and maintain faith in people. Certainly for tourists, it is an important factor that will affect the complete picture and experience of the place where they stay during their vacation or recreation. The feeling of togetherness and warmth of the local population among themselves will contribute to a similar feeling of home among tourists as they have in their place of residence. Table 4 shows that there is a difference in the answers in relation to the sex of the respondents, that is, that the responses of the respondents in relation to the gender differ.

Table 4. Pearson Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,548 ^a	2	,014

Source: Authors

The third sociological indicator that was examined is Personal appearance (Table 5). The result of the respondents in the largest percentage shows that the local population of the municipality of Čajetina thinks that value of Personal appearance is increasing, as well as that to a greater extent there is progress in the improvement and satisfaction with the picture by which the local population represents to the public. Personal appearance is a sociological indicator that can be viewed partly as personal satisfaction with oneself and one's way of life. We associate this factor with an increase in living standards and better living conditions for the local population. Only a satisfied and fulfilled man can pass on his positive energy and offer a warm welcome as a true host to everyone who will visit his area.

Table 5. Personal appearance

		Gender		Total
		Male	Female	
Personal appearance	No change	35	8	43
	Increasing	66	79	145
	Greatly increasing	51	40	91
Total		152	127	279

Source: Authors

Table 6 indicates that there is no statistically significant difference in relation to the gender of the respondents, that is, that the responses of the respondents are uniform when it comes to the Personal appearance variable.

Table 6. Pearson Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17,348 ^a	2	,000

Source: Authors

The fourth sociological indicator examined is social responsibility (table 7). The result of the respondents in the largest percentage shows that the situation regarding the level of social responsibility is at a very high level, equally among the male and female population of the local population of the municipality of Čajetina. Social responsibility represents the personal responsibility of individuals towards the community, family, way of doing business and responsibility towards the preservation of the environment. The municipality of Čajetina was declared the first ecological municipality in Serbia and as such is maximally committed to respecting all preventive measures in preserving the environment. Modern tourists know much more about the problem of pollution and want to influence the improvement of the current ecological state of the planet by their stay and choice of destination.

Table 7. Social responsibility

		Gender		Total
		Male	Female	
Social responsibility	No change	5	4	9
	Better	28	7	35
	Much better	119	116	235
Total		152	127	279

Source: Authors

Table 8 indicates the absence of a statistically significant difference in the respondents' answers in relation to the respondent's gender. In this case too, the respondents gave uniform answers.

Table 8. Pearson Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,594 ^a	2	,005

Source: Authors

The fifth sociological indicator that was examined was women's health (Table 9). The result of respondents in the largest percentage of the male and female population of the local population of the municipality of Čajetine thinks that women's health is much better due to the influence of tourism development. Women's health is influenced by many sociological factors such as living standards, health care, social and material status, employment and family obligations. Tourism and hotel industry represent service activities in which a higher percentage of women prevails in the total employed staff. Women's health should be nurtured, they should be provided with sufficient protection and the possibility of better employment, as well as the opportunity for education and advancement. Today's modern woman, in addition to work and household duties, must take care of her psychophysical health. Tourism empowers women and makes them think more about themselves and value themselves (Vujko et al., 2018).

Table 9. Women's health

		Gender		Total
		Male	Female	
Women's health	No change	8	3	11
	Better	16	5	21
	Much better	128	119	247
Total		152	127	279

Source: Authors

Table 10 shows that both men and women have similar attitudes regarding the fifth variable of the socio-sociological indicator of sustainable development of tourism.

Table 10. Pearson Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,172 ^a	2	,046

Source: Authors

Looking at all the previous results, it can be concluded that the initial hypothesis has been confirmed, that is, that the local population has a positive attitude regarding the development of tourism on the mountain.

4. Conclusion

"Golden Mountain", the popular nickname of Zlatibor, represents a tourist destination and mountain center that offers tourists numerous natural benefits and rich additional content. As an air spa, Zlatibor offers clean mountain air, untouched nature, traditional gourmet specialties and a warm welcome that will give every visitor a sense of peace and rest. The examined sociological indicators and the results of the conducted research confirm the fact that the identity of the local population greatly influences the experience and overall tourist offer of the destination. Human relations, trust, personal appearance, social responsibility and women's health make up a set of indicators that, in the municipality of Čajetine, that are much better in the opinion of the local population, by the development of tourism.

We should work on the additional improvement of each individual segment, listen to the needs of the population and see them as an inseparable part of the overall tourist offer. An additional impression that a tourist "carries" with him and remembers as a positive emotion and memory of a certain place is certainly the kindness and feeling of warmth of the local population. The population's satisfaction with life in the destination is closely related to the tourist development of the destination itself, because it brings numerous material and non-material benefits. The feeling of acceptance and the view of tourists as desirable visitors will influence the loyalty and return of tourists to a certain destination.

Rural tourism on Zlatibor is the most promising form of tourism that is represented in this area. The possibility of a year-round tourist offer of mountain tourism through the winter and summer periods on this mountain gives an opportunity for better occupancy of capacities, as well as a greater influx of tourists, and therefore for the visit and development of rural destinations. Rural tourism is closely connected with eco-tourism and sports-adventure tourism, which can also be developed on this mountain as an additional offer, beside current - local products, souvenirs, gastronomy and private accommodation in rural households.

Local products and souvenirs that are available to tourists all over Zlatibor, even at the market in the very center, represent the right combination of preserving the tradition and identity of the local population, while for tourists they are an ideal way of getting to know the culture and creating memories during the trip. Zlatibor specialties such as a set of buns, prosciutto, cream and cheese, honey, brandy, roasted lamb and Ljubiska trout are known to all lovers of gourmet food and represent an unavoidable stop in the exploration of the rich gastronomic offer of the Zlatibor region. Rural tourism on Zlatibor is best reflected through private accommodation in rural households, which are increasing in number in this area.

Rural households offer, in addition to authentic nature and peace, local food and review of the former lifestyle of the local inhabitants, as well as the hospitality, which in this region is part of elementary upbringing. Small cottages built in ethnic style on the beautiful undulating expanse of this "golden" mountain can be found in numerous Zlatibor villages: Dobroselica, Branešci, Vodice, Ljubiš, Gostilje, Sirogojno, Mačkat and Šljivovica. The landscape of flowery meadows, golden pines and clean mountain air will provide the modern traveler with a much-needed reset.

Good infrastructure and modernly built accommodation facilities, as well as further commitment of the local self-government regarding the increase of parking places number, the construction of airports, golf and sports fields with additional effort and the project can greatly increase the growth of tourists visit and the standard of living of the local population. A major role in the development and promotion of tourism is played by the Zlatibor Tourist Organization, which is the winner of the prestigious "Tourist Flower" award for 130 years of rich tourist history. The award is dedicated to all the people of Zlatibor who warmly welcome tourists every day. It is with this dedication that we can see the excellent relationship and support of the organization towards the local population. Electronic newspaper TO Zlatibor is also a good step to bring closer the tourist offer and interesting things that will be available to everyone while a pine-shaped mailbox in the very center of Zlatibor for suggestions and proposals speaks of the readiness of the organization to further engage in the proactive development of tourism.

As a final consideration, we can say that in a short time, with a lot of work and of construction, Zlatibor has become a real complete tourist destination that can satisfy all the needs of modern tourists around the world. There is room for further tourism development in Zlatibor, which, with good investments and projects, the help of the local population, as well as by examining the needs of tourists can be realized.

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