

SPA TOURISM IN SERBIA WITH REFERENCE TO GAMZIGRAD SPA

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ABSTRACT. Spas are rich in medicinal water, mud, air or other properties that help in the healing process. By analyzing the factors of Serbian spa tourism, it can be determined their integrity and importance for the development of certain types of tourism, as well as the importance of these factors for the strengthening of the region in which the spas are located. Can Serbia rely on its own capabilities and resources? Answer to those question should be sought in the successful management of the country, its regions and the state of natural resources, in the establishment of proper national strategy for sustainable development. Given that Serbia has a considerable sources of renewable energy, among which occupies an important place and hydro energy, and that they are not utilized enough, both at the national and regional levels, the paper will try to give an overview of the factors of spa tourism with emphasis on Gamzigrad spa.

Key words: Spas, factors of spas tourism, strengthening the region, hydro-geothermal energy, Gamzigrad spa

SPA ТУРИЗМА В СЪРБИЯ, С РЕФЕРЕНЦИЯ КЪМ SPA ЦЕНТЪР ГАМЗИГРАД

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РЕЗЮМЕ. В статията са ангажирани факторите на влияние, определящи интегритета и важноста на SPA центровете за един от основните видове съвременен туризъм – SPA туризма, имащ основен принос за развитието на региона, в които те са разположени. Оценени са възможностите на Сърбия за развитието на SPA туризма чрез принципите на успешен мениджмънт на природните ресурси в локален, регионален и държавен аспект. Мениджмънтът основан на националната стратегия за устойчиво развитие, чрез управлението на георесурсите (възстановимите енергоизточници, хидротермални, серни минерални източници) на примера на SPA център Гамзиград, все още не използвани пълноценно и ефективно.

Ключови думи: Спа, фактори на Спа туризма, заздравяване на региона, хидро-геотермална енергия, Гамзиград Спа.

Introduction

The development of tourism and its economic effects in the last few years, showed that it represent the future of the world economy. Therefore, new business concept is aimed in exploring new strategies in the development of tourism in relation to the preservation and improvement of the environment, meeting the increased needs and the realization of economic effects (Momirovic, 2008). Gamzigrad spa is one of the highlights registered spas in Serbia. It is located on the site 220 km southeast of Belgrade, near Zajecar. It is located at 160m above sea level in the valley of the river Crni Timok, on the end of the main road Paracin - Zajecar. Gamzigrad spa has three rounded whole, which consists of a unique tourist offer of Timok region: Institute for Rehabilitation, Company for Hotels and Tourism „Romulijana" and holiday center workers "Elektrotimok Zajecar" (www.gamzigradskabanja.org.rs/). After considering the factors of Serbian spa tourism, with emphasis on Gamzigrad spa, the Paper gives an overview of the hotel industry in the development of Serbian tourism.

Thermo-mineral and climatic factors in Serbian spas with regard to Gamzigrad spa

Gamzigrad spa is rich in medical mineral water with temperature of most abundant source of 42 * C. Table 1 presents the results of the assessment for 14 major spas in Serbia (Matic, 2011). Gamzigrad spa takes 7th place in the table, after Niš spa, Soko spa, Vrnjci spa, Atomska spa, Ribarska spa and Prolom spa.

Estimates are given for 1-5 thermo-mineral and climatic factors, while the total score for both factors ranging from 1-10. From the table it can be seen that the Gamzigrad spa have the highest marks by the composition of mineral water, according to climatic factors, as well as to the total natural factors.

It is believed that the Romans used thermal mineral water of Gamzigrad spa, because they are far from them built the Imperial complex Felix Romuliana.

Table 1.
Effect of the presence of thermo-mineral and climatic factors in Serbian spas

	<i>Classification of mineral water</i>	<i>Mineral water-mark</i>	<i>Climate factors</i>	Rank natural factors
Niš Spa	Hydrogen carbonate water, a subclass of calcium, radon	5	5	10
Soko Spa	Hydrogen carbonate water, subclass kalcijum.-magnesium-radium radon	5	5	10
Vrnjci Spa	Hydrogen carbonate water, subclass Sodium-Calcium-Magnesium	5	5	10
Atomska Spa	Hydrogen carbonate water, subclass Calcium-Magnesium	5	5	10
Ribarska Spa	Hydrocarbonate-sulfate water, subclass The sodium	5	5	10
Prolom Spa	Hydrogen carbonate water, subclass The sodium	5	5	10
Gamzigrad Spa	Hydrogen carbon. - chloride-sulfate water, sodium subclass-Calcium-magesium	5	5	10
Koviljača Spa	Hydrogen carbonate - a chloride water, sodium-calcium subclass-magnesium	5	5	10
Kanjiza Spa	Hydrogen carbonate water, subclass The sodium	5	4	9
Junaković Spa	Hydrogen carbonate - chloride-water, subclass The sodium	5	4	9
Palić Spa	Hydrogen carbonate - chloride-water subclass The sodium	5	4	9
Slankamen Spa	Hydrogen carbonate water, subclass Calcium-Magnesium	5	4	9
Rusanda Spa	Hydrochloric water, subclass The sodium	5	4	9
Vrdnik Spa	Hydrogen carbonate water, sodium-calcium subclass magnesium	5	5	10

Source: Exploring the impact of development parameters of spa tourism, Matic, 2011.

Total number of indications for Gamzigrad spa is 9, and mineral water from its source has a positive effect in the treatment of diseases such as chronic occupational diseases, injuries and diseases of the peripheral nervous system, chronic non-communicable diseases of the skin, with posttraumatic conditions, gynecological diseases, injuries, and peripheral vascular disease, joint and soft tissue rheumatism, inflammatory and metabolic rheumatism, the overall recovery of the organism (Matic, Ilic, 2011).

Serbian spas accommodation with regard to Gamzigrad spa, staff potential and wellness presence

Based on the available data, it was found that Gamzigrad spa has most of the holiday accommodation, in addition to Sokobanja spa, Vrnjci spa and Niskabanja spa, whereas the total sum beds at the third position from the rear compared to other tested spas, or in 12th place (Matic, 2011). Vrnjačka Spa occupies first place ranking at the spa. It is accordingly a number of visits by tourists, significantly expanded accommodation facilities (<http://smestajvrnjackabanja.com/>). Most tourists when it comes to Serbia spas, choose hotel accommodation, because they get good service, quality meals, as well as numerous activities that they wanted to in accordance with their wishes. However, tourists are increasingly opting for private housing, which in recent years recorded rapid development in some spas in Serbia. Consequently, opened up more space for the night. Recommendation for Gamzigrad spa is definitely capacity expansion and introduction of new content to attract visitors. Staff potential of Gamzigrad spa, compared with other major spas in Serbia is given in the text (Matic, 2011). Gamzigrad spa has a total of 142 employees (data from 2011), of which 73 medical staff and nonmedical 69. It is essential for the development of spa, especially medical tourism, investment in continuing education of employees, but not for medical purposes, but also in the way of hospitality and professional dealings with spa visitors. Ranking by the presence of wellness and wellbeing, Gamzigrad spa is on the 7th place, after Vrnjci, Niš spa, Soko spa, Prolom spa, Atomska spa and Koviljaca spa. It can be concluded that the presence of such a special wellness center is not the case, but it is noted presence of certain segments in Gamzigrad wellness spa, which opens the possibility for further investment and the the entire program of spa products. All 14 spas are the contents of cultural, historical, sports and recreational potential, the same ranking, but are listed facilities are insufficient, suggesting that there is scope for enlargement of that part of the offer. Acceptance and innovate inevitably points to the Gamzigrad spa. The sooner you accept the change, the greater the possibility of adapting the same (Matic, Ilic, 2011).

Business development of the region of Gamzigrad spa - impact

Serbia represents a country with a very distinct regional differences, which are particularly pronounced among the most developed, the Belgrade region, and the least developed regions of Southern and Eastern Serbia. (<http://www.pmf.ni.ac.rs/pmf/master/geografija/doc/2014/2014->

02-05-rm.pdf). However, much of the natural resources of Serbia is concentrated just in underdeveloped areas. This is a significant comparative advantage over developed regions and it provides the ability to underdeveloped areas to develop tourism, and efficient utilization of natural and climatic conditions, as well as improving existing facilities, ensuring efficient operations, faster economic growth, and thus regional development (Bogdanić , 2012). When it comes to the environment Gamzigrad spa, are evident knowledge since ancient times, with traces that mining near Bora has traces of knowledge of the healing waters Brestovacka Spa.

Near Gamzigrad spa are monasteries Suvodol and Gliško monastery. In its surroundings, there is a mountain Rtanj, Zlot caves and a number of lakes, which certainly contributes to the attractiveness of the destination. Serbian spas in this region, are rich in extraordinary conditions for the preparation of athletes, which is very important for future development of Serbian tourism. It also has more facilities for various sports, a view of the clean air and mild climate, it is recommended to all who are looking for a good rest and a healthy environment.



Fig. 1. Gamzigrad Spa in Serbia
Source:<http://www.gamzigradskabanja.org.rs/index.php/contact>

To the potential of this tourist destination could use and with minimal investment, it is necessary to examine and identify development opportunities, as well as the amount of investment in some directions in Gamzigrad spa. Given that Gamzigrad spa falls under Zajecar district of Eastern Serbia (Fig. 1), Table 2 shows the general SWOT analysis of strengths, weaknesses, opportunities and threats for Zajecar district. It can be clearly seen that the spa and health tourism is an opportunity for development, while tourism potential and thermal springs are developmental force Zajecar districts. The use of geothermal resources of Gamzigrad have heating purposes Rehabilitation Institute to enable stimulate the energy increase of efficiency, and reduction of harmful gases released into the atmosphere by burning fossil fuels. Better heating of the building can attract consumers to come, because they would have better accommodation. Therefore, more consumers, would contribute to greater economic benefits. Introduction of wellness programs, as a special center will be good for Gamzigrad (hereinafter: Gamzigradska banja spa). Wellness is a term that first appeared in 1654 in the monograph by Sir A. Johnson as "wellness" in the dictionary Oxford Dictionary spelled "good health" (<http://hr.wikipedia.org/wiki/Wellness>). Based on the factors listed in the SWOT analysis, could be conceived program orientation to the strategy of development of spa tourism, which includes the following activities (Jovicic, 2008): Develop

a strategy with short- and long-term plans in cooperation with the Ministries Support the development of spa tourism; Determine which market should turn; Study and accept the principles of wellness and support private initiatives to Wellness in the creation of partnerships; Implement education and training-Wellbeing Spa management development of branding, marketing and sales experience.

Table 2.
SWOT analysis for Zajecar district

S	W
<i>People</i> <i>Production and Energy</i> <i>Resources</i> <i>Tourism potential</i> <i>Thermal springs</i> <i>Traditional events</i> <i>Administrative Centre</i> <i>The position</i>	Unemployment Position of the city - from the distance of the choir. 10 Poor infrastructure of roads Inadequately trained workforce Obsolete machinery Lack of development concept Technological underdevelopment Unresolved Property Issues
O	T
<i>The spa and health tourism</i> <i>The position</i> <i>Agriculture</i> <i>Natural Resources</i> <i>Cross-border cooperation</i> <i>Decentralization and regionalization</i> <i>Agribusiness</i>	The economic crisis Unstable policy Large population migrations from the countryside Great Migrations staff Inadequate policies reg. development The lack of a national strategy Inconsistency strategy on attitudes. level Inconsistency development policies

Source: *Local strategy Plan*

Perspectives of tourism in Serbia and hospitality Industry - discussion

On the basis of the estimation of the natural and anthropogenic resources which Serbia disposes of, including also human resources as the element of services offer, Serbia has real perspective chances to develop tourism, and hospitality industry, as a very important component of tourism.

Certain conditions, particularly in economic-legal and management-organizational domain are necessary to create a favourable environment for further investments in hospitality industry and whole tourism and its future development. Such investments should involve direct investments into hotels and other structures of tourist industry, as well as investment into getting knowledge and permanent education of the employees, then into research-developing projects, business connection of enterprises, organized enterprise marketing activities, organization and destination and other domains which will maximize orientation to customers from Serbia and abroad and their requirements in the future.

On the tourist market, demands are changing and structurally adjusting to all significant economic, demographic, political and other tendencies. Realizes of travels, such as tour operators, airline and other transport companies, national and local tourist organizations and many others, adjust quickly and permanently to the changes of demands. Those adjustments have to involve current and developing policy in hospitality industry of each area tending to achieve success on tourist market.

The strategy of the development of tourism in Serbia determined basic directions and range of development of hospitality industry up to 2015 (the Ministry of Trade, Tourism and Services, 2005/06). It is connected to possible scenario of development and previously defined tourist products with which Serbia can realize stated chances in tourism.

The Strategy also defines the action plan for increasing competence of Serbian tourism, and in a significant measure involves necessary activities of the accommodation offer in hotels and elsewhere.

Those activities include rehabilitation, renewing and modernization of existing capacities, new investment projects (Greenfield projects), programmes of making the system of categorization and quality based on standards of accommodation and alike services (including introduction of new activities and structures, such as eco and ethno-houses, hostels, boutiques in hotels, etc.); programmes of additional offer which will complementarily follow accommodation capacities; improvement of cooperation and process of associating and business connection within the accommodation sector, with special emphasis on both mutual cooperation within the hospitality industry, in which the process of privatization is to be completed soon, and cooperation with public sector and its representatives (Cacic, 2015). During the years 2006 and 2007, strategic commitments were turned into elaboration of 11 business master plans for definite destinations or areas by using the finances of the National Investment Plan.

Those master plans, among all, thoroughly elaborate the development of hospitality industry in future and estimate the range of necessary investments of new or renewed capacities that those investments will make, and point to the type of hotels that should be built in accordance with demands of the market, that is, in accordance to the tourist products of the destination defined by the Strategy (town councils, business tourism, mountains and lakes, rural tourism, tourism of special interests, etc.). There are numerous spa and other destinations with good-quality resources and other conditions for further development.

The same processes of development in the following years will take place in them. Anyhow, regardless the fact whether master plans and other documents of development have been already worked out or they will be in future, the answers to at least two questions will be crucial for each investor and initiator of development in these spheres: firstly, what new or already existing, but modernized, to offer as new hotel and accompanying activity, and, secondly, how to organize activities in enterprises and destinations and conduct development. As far as the former concerned, it is necessary to estimate both domestic and international market and market demands, or possibilities by which additional value for consumers will be achieved and, in that way, make them loyal

guests that will visit the destination again. It means that hotels and activities in them have to be precisely 'addressed' to certain segments of guests and efficiently adjusted to other tourist contents of the same quality in a certain destination.

The contents based on the demands of the customers themselves and the economic ratio should determine the capacity of a structure and its performances. As far as the latter is concerned, it is essential to provide not only professional and efficient management, but also the whole personnel in an enterprise or destination, who are able to create appropriate environment for guests and offer them the feeling of additional value.

This requires knowing relevant techniques and organization of management, that is managing both total business and all modern business processes on the market (Ratkovic, 2007). We should count on such innovations in the following period.

Foreign investors and other partners will bring innovations, and that is why it is extremely important for all managers and employees to be educated, so that they could readily react to the market requirements and provide competence of Serbian hospitality industry and tourism as a whole in the region and abroad.

Developing activities are a part of the Action Plan for Improving Competition in the Strategy of Tourism Development in Serbia. The issue 'what to build' and 'how to organize activities and managing' is going to be present in several streams of development in future. Each of them will involve complex relations and procedures on which the realization of strategic aims of tourism in Serbia will significantly depend. Three such streams are quite certain and they will crucially orient further development. The first refers to entry of foreign companies and organizations on both hotel and whole tourist market of Serbia.

They could be either interested investors, through Greenfield projects or acquisition and common investment, or to offer some of contracted forms, such as franchising, contract on management, by which they will ensure their own growth and development and enable more efficient business operations of our enterprises and destinations in the country and abroad. We are not to expect only great hotel corporations and the best-known world brands but also those who belong to the group of less-known but strong companies with developed international business and good market positions, as well as those with mainly standardized distinguishable structures of certain contents intended to known target groups of guests. This is proved by experience of other transitional countries in Europe.

In the mid 90s of the last century, it was observed that foreign investors and other partners tended to orient primarily to big cities as business, administrative and cultural centres and that they followed the streams of those segments, for example, business travellers, whom they primarily offered their services. It is useful to remind that great hotel companies use largely the strategy of brand. That is how the strategy of international brand differs from the strategy of national brand. The former is used by the hotel companies characterized by high quality of services, and the point is that they do not significantly break into the market of a certain country, they cover the market through involving a larger number of

countries instead of having a larger number of structures in a certain country.

The strategy of a national brand is more oriented to the guests with medium and low incomes, and is used by the hotel companies which wish to attract attention of tourists in other countries. This is how it is broken onto the market of a certain country much deeper. Therefore, hotel companies in their growth and development use the strategy of brand in the following way: the strategy of a national brand ensures presence in a less number of countries with more units, while the strategy of international brand ensures presence in a larger number of countries with smaller number of units (Cacic, 1998.)

The second stream will involve completion of the process of privatization and restructuring in hospitality industry in Serbia (Barjaktarovic, 2008).

This will make conditions for new investments and necessary changes in accordance with requirements on the market. Privatization is an additional opportunity for foreign partners to come, especially through the form of acquisition and merging, then through common investments, etc.

The third stream will determine the position of autonomous private sector which has been present in the hospitality industry in Serbia for a few years and whose further expansion can be expected in future. It is primarily about small and then medium family enterprises. They are flexible and their structures are suitable for completion of accommodation offer in all touristic products in Serbia defined by the Strategy.

Conclusion

The answer to the question, how to minimize the negative effects of tourism development in Serbia, while retaining the positive ones, could be "to look into the possibilities of sustainable tourism development". Today, sustainable development is one of the most acceptable, however, and most controversial approaches to management of tourist destinations. Sustainable tourism can be seen as the ultimate goal, which can not be fully achieved in practice (Ilic et al., 2012). Although there is still no single definition of sustainable tourism, it can be said that this term implies a business that contributes to the protection of the environment, social and economic integrity and improving natural, created and cultural values on an ongoing basis (<http://www.lovetravel.rs/green-planet/sustainable-development-tourism>). To reach the level of development of European spas is necessary for Serbia to highlight the specifics of individual spa resorts such as medical-health area, tourist facilities, etc., strengthen the Wellness program content as spa resorts, to educate all employees, starting from the top management, to medium and lower-level employees. The main tasks of the state are to support the development of the concept of public-private partnerships, then the cooperation and coordination with various stakeholders, such as government and parastatal bodies, associations, tourism and other businesses.

Spa centers should of course be a main part for marketing presentations, as well as the prominence of the most important tourist potential in the destination. Priority of Serbia should be a clear demarcation of those spa tourist destination that can successfully qualify for the foreign tourist market, from those who are predominantly oriented towards the domestic market. In other words, it is necessary to build the brand of Serbian spa tourism.

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