

Predrg Vuković,¹
Nataša Kljajić²
Zoran Simonović³
Institute of Agricultural Economics, Belgrade

ORIGINAL SCIENTIFIC ARTICLE
DOI: 10.5937/ekonomika2403025V
Received: September, 04. 2024.
Accepted: September, 24. 2024.

PERSPECTIVES OF THE DEVELOPMENT OF TOURISM IN THE MUNICIPALITY OF BEOČIN

Abstract

The municipality of Beočin is located in the northwest of the Republic of Serbia on the territory of AP Vojvodina. Territorially it belongs to the northern part of region of Srem, while administratively it belongs to the South-Bačka District. There are a total of nine settlements on the territory of the municipality, of which only the narrow municipal core can be classified as an urban unit, while the other settlements can be classified as rural settlements. On the territory of the municipality there are a large number of natural and social (anthropogenic) resources suitable for the development of tourism, which to some extent has been put to the function of development. In order to continue the development, it is necessary to follow the strategic principles and positive experiences of other municipalities that develop tourism. One of the principles on which development should be based is the principle of sustainability. The requirement to preserve the local rural environment and the local community must be correlated. The aim of the work is to present the potential for the development of tourism in the municipality of Beočin, starting from the natural and social resources that are present, as well as to indicate future strategic directions of development.

Key words: tourism, destination, rural area, resources.

JEL classification: M31, M37, Q12, Q13.

ПЕРСПЕКТИВЕ РАЗВОЈА ТУРИЗМА У ОПШТИНИ БЕОЧИН

Апстракт

Општина Беоцин се налази на северозападу Републике Србије на територији АП Војводине. Територијално припада северном делу Срема, док административно припада Јужно-Бачком округу. На територији општине има укупно девет насеља, од чега само уже општинско језгро се може сврстати у урбану целину, док се остала насеља могу сврстати у сеоска насеља. На територији општине се налази велики број природних и друштвених (антропогених) ресурса погодних за развој туризма, који су донекле до сада били стављени у функцију развоја. Да би се наставио развој неопходно је

¹ predrag_v@iep.bg.ac.rs, ORCID ID <https://orcid.org/0000-0002-4723-9815>

² natasa_k@iep.bg.ac.rs, ORCID ID <https://orcid.org/0000-0003-2245-8285>

³ zoran_s@iep.bg.ac.rs ORCID ID <https://orcid.org/0000-0002-2769-6867>

следити стратешке принципе и позитивна искуства других општина које развијају туризам. Један од принципа на којима треба заснивати будући развој је принцип одрживости. Захтев за очувањем локалног руралног амбијента и локалне заједнице морају бити у корелацији. Циљ рада је да представи потенцијале за развој туризма у општини Беоџин, полазећи од природних и друштвених ресурса који су присутни, као и да укаже на будуће стратешке правце развоја.

Кључне речи: туризам, дестинација, рурално подручје, ресурси.

Introduction

Bearing in mind the often publicly stated views that tourism represent one of the underutilized opportunities for the development of the Republic of Serbia, as well as the strategic determinations for the development of tourism in Serbia presented in the document "Strategy for development tourism in the Republic of Serbia for the period 2016-2025", the focus of the author's research is on the municipality of Beočin, as potentially attractive for development tourism and not sufficiently valorised for all tourist resources that it possess.

In that sense, seeing tourist resources in the light of their practical valorisation is the starting point of the general strategy of tourism development, which as such is always the result of three basic strategies that each tourist destination has and which is emphasized by a large number of authors (Kotler, 2017, Parishant et al 2016; Bakić, O, 2005.): tourism market segmentation strategy, tourism product differentiation strategy and image profiling strategy.

Natural attractions of the destination Beočin

Based on the conducted desk/cabinet and field research in the period April - June 2024 and data available from the Beočin Tourist Organization and the municipal administration, it can be concluded that the natural attractiveness of the municipality of Beočin, significant for the development of tourism, is characterized by a high degree of attractiveness. They include:

- Danube River (European Corridor 7);
- „Fruška Gora“ National Park with its peculiarities;
- Good geographical and traffic position (location of the Municipality on the Danube River, close to the European Road Corridor 10, close to Novi Sad, a large urban and administrative center of region of AP Vojvodina and second largest city in the Republic of Serbia);
- Diversity of flora and fauna on the territory of the Municipality and in the immediate surroundings;
- Moderate-continental climate;
- Spatial diversity consisting of: the city core of the Municipality, the banks of the Danube River, the Fruška Gora National Park, and typical Vojvodina rural

ambient units on the territory of the whole Municipality).

They are undoubtedly a great potential for the development of tourism and as such provide the opportunity to exercise different:

- conveniences for stay and rehabilitation;
- conveniences for the development of different types of thematic tourism:
 - hunting tourism
 - fishing tourism;
 - excursion tourism (there is an attractive natural environment in the immediate vicinity of the city);
 - rural tourism;
 - wine tourism,
 - water sports (Danube River with the coast); etc.

Most of these resources are currently not used for tourism development or are in the very beginning of their tourism exploitation.

Social conveniences for development tourism

Until the beginning of the 2000s, to the tourism market was offered a uniform Serbian tourist product that was not adapted to the flexible tourist demand, i.e. an undifferentiated tourist product was offered that was not aimed at appropriate market segments, i.e. market niches. This practically means that social development was unfairly neglected, that is, it took place spontaneously. This kind of policy was for the most part conducted on the basis of the views of the global planning policy at the level of the then federation, according to which the republics of the former Yugoslavia that had access to the sea coast and mountain ski centers (those that had the conditions for the development of mass forms of tourism) were recognized as tourism prospective, while Serbia was seen primarily as a raw material-resource base. In case of AP Vojvodina, this means that it should have been used agricultural potentials which was the case with the municipality of Beočin.

On the basis of the carried out desk and field research, it can be concluded that in Beočin, minimal social conditions and prerequisites for the development of tourism have been created so far. This is the result of the fact that when it comes to this municipality, in the minds of people in the area of economic development and business, the cement factory was primarily, and the entire area of the municipality was considered in a certain way as the “appendix” of the large urban and administrative center of AP Vojvodina, which consists of the city Novi Sad. Nevertheless, despite the aforementioned weaknesses, social conditions have naturally been created in the municipality that can serve as a good starting point for the future development of tourism, i.e. there are anthropogenic resources that can be put to the function of tourism development. Based on the available data obtained from the Beočin Municipal Administration and the Beočin Tourist Organization, we can include in this kind of conditions suitable for development tourism:

- Castle of Count “Špicer” from 1898 or Beočin Castle which is its second name;
- Different cultural and historical monuments;
- Development of the economy, education, sports and other social activities, which would represent important potentials for the development of tourism.

- Contents related to the life and customs of the inhabitants;
- Multi-ethnicity - a large number of people of different nationalities live in Beočin, as well as in the entire area of AP Vojvodina;
- Folklore as a peculiarity and an integral part of the tradition of this area.

In the desire to tourist valorize all the social conditions of life as fully and successfully, a series of manifestations was established, i.e. different kind of events. Existing events (for example: “*Banoštor Grape Days*” which is traditionally held in the first half of September every year, “*Bazar of Wine, Handicrafts and Tambourines*” which is traditionally organized during February, etc.) must be entirely set up on a marketing basis, in order to achieved full effect and had a long-term impact on the creation of the destination’s image and its successful positioning on the tourist market.

According to the data of the Municipal Administration in 2024, the organization and management of tourism takes place in such a way that it is managed by the Municipal Secretariat for the Economy, the Tourist Organization of Beočin, as well as various branch of professional associations, i.e. there is no central organization that manages tourism development, as it is prescribed by the World Tourism Organization (UNWTO, 2007) in the Document “A Practical Guide to Tourism Destination Management”. Namely, this document suggests the formation of Destination Management Organizations.

Tourist movements

Taking into account the current tourist demand as well as the supply, it can be concluded that Beočin can currently meet the needs of the tourist market. The volume and dynamics of tourist movements in the last five years are shown in table 1.

Table 1. *Movement of tourists on the territory of the municipality of Beočin in the period from 2018 to 2022.*

Year	Tourists			Overnight stays of tourists			Average number overnight stays of tourists ¹	
	Total	Domestic	Foreign	Total	Domestic	Foreign	Domestic	Foreign
2018	1.889	1.434	455	5.367	3.145	2.222	2,2	4,9
2019	1876	1477	399	4721	3142	1579	2,1	4,0
2020	881	807	74	2.013	1.702	311	2,1	4,2
2021	1.046	971	75	2.969	2.704	265	2,8	3,5
2022	2.315	2.002	313	9.169	7.310	1.859	3,7	5,9

Source: Publication “Municipalities and Regions in the Republic of Serbia” Statistical Office of the Republic of Serbia for the period 2019, 2020, 2021, 2022, 2023.

Note: The average number of overnight stays by tourists is calculated by dividing the number of overnight stays by the number of tourists. Since the tourist registers in every place where he stays, in the event of a change of place, he/she must be re-registered, i.e. duplicated. Therefore, probably, the average number of overnight stays of tourists, calculated in this way, is lower than the real one.

The data presented in Table 1 clearly shows the negative impact of the presence of the “COVID - 19” virus, which caused a drop in tourist traffic, as well as a re-growth after the end of the pandemic.

Bearing in mind that we want to improve the development of tourism in the coming period, it must be invested in improving the quality of accommodation facilities, because the quantity currently meets the needs of the market. This attitude stems from the growing demand for increasing the quality of accommodation facilities and the services provided in them, which are a prerequisite for the growth and development of tourist traffic.

Accommodation capacities of the municipality of Beočin with special reference to the accommodation capacities of rural tourism

The “Center for Economic Technological Development - CEPTOR”, located on one of the peaks of the Fruška Gora National Park named “Andrevlje”, stands out as the largest tourist accommodation capacity in the area of the municipality of Beočin. The center is primarily intended for the purpose of developing congress tourism. It has 4 (four) conference rooms:

- Hall “President” has 16 seats;
- Hall “Board” has 12 seats;
- Hall “Smart” has 25 seats and
- The hall “Atrium” is the largest with 120 seats.

The owners and architects planned it for mini-conferences and various types of gatherings and meetings. The facility has 31 rooms with 55 beds. Of these, 11 single rooms, 10 double rooms and 3 rooms with double beds (<http://ceptor-andrevlje.rs/index.html> accessed: July 30th, 2024).

In addition to this facility, there are a large number of other accommodation facilities on the territory of the municipality, which according to the Characteristics and criteria given by the UN FAO (2004) and UN WTO (2017) can be classified in the activity of rural tourism. A detailed description of these accommodation facilities is given in Table 2.

Table 2. *Accommodation capacities of rural tourism in the municipality of Beočin in July 2024.*

Name	Description
Eco-ethno club „Seoska priča“ (“Country Tale”)	Located in the village of Cerević. It has 15 rooms and 30 beds. Within the building, there are also family apartments that can accommodate up to 4 people. Part of the accommodation is hostel type. The facility also has a wine cellar, which favors the development of wine tourism, the development of which is complementary to the development of rural tourism (https://www.seoskiturizam-dunav-fruskagora.com/ accessed: July 30 th , 2024).
Village tourist household „Олор“.	Located in the village of Banoštor. It has 3 apartments. The first two apartments have the capacity to host 4 people, each apartment individually, (8 people in total) The third apartment has the capacity to host 6 people (https://mojabaza.com/apartmanilor-banostor/ accessed: July 30 th , 2024).

Village tourist household „Stojković“	Located in the village of Banoštor. It has 2 rooms with bathrooms. It is a classic rural tourism accommodation with local ethnic, cultural and culinary specialties.
Village tourist household „Etno budžak“ (“Ethno a secluded corner”)	Located in the village of Čerević. It has 1 apartment for 4 people and 1 double room. The offer is a classic offer of rural tourism with specialties of local cuisine.
Log cabin „Зелена оаза“ "Green Oasis"	Located by the river Danube in the village of Banoštor. It offers accommodation of high quality services for 4 people. The emphasis is on tourists who are determined and interested in fishing on the Danube.
Mountain house „Звук тишине“ (“The Sound of Silence”)	Located at the entrance to the Fruška Gora National Park, in the immediate vicinity of the Beočin Monastery. It has 2 bedrooms, living room, kitchen, bathroom. Construction type mountain house "Golija". Cover area 93m ² .
Villa „Salaksije Holiday House“	Located in the village of Susek on the slopes of Fruška Gora. It has 4 bedrooms, a large living room, 2 bathrooms, a kitchen and a large yard.
Restaurant with lodging "Karaš"	Located on the Beočin beach on the Danube River. The restaurant has 3 halls with a capacity of up to 300 people. There are 1 double and 4 single rooms in the facility.
Local food restaurant with lodging „Бели чин“ (“White Rank”)	Located on the monastery road to the Beočin monastery.

Source: Tourist organization of Beočin, Tourist organization of Vojvodina.

As can be seen from the above-mentioned accommodation facilities offered by rural tourism, the village of Banoštor leads the way in terms of their number.

Village Banoštor is a famous wine destination with excellent wine cellars, attractive areas for cycling, famous Fruškogora monasteries and excellent fishing grounds on the Danube River.

Directions for intensifying tourism development

Based on the results of the cabinet research of the previously made strategy of development the municipality of Beočin (document: “Strategy of sustainable development of the municipality of Beočin 2013-2022”), as well as the field research conducted in the period May - July 2024, it can be concluded that the municipality of Beočin possesses quality resources for development tourism.

From the conducted analysis, general and individual goals and directions for intensifying the future strategic development of tourism can be identified and defined. The most important general strategic goals and directions could be:

- Organizational improvements at the level of the entire tourist destination. This primarily meant business networking of all stakeholders from the public and private sector. The UNWTO (2007) proposed the formation of Destination Management Organizations (DMOs) or similar organizations or associations, depending on the achievement of a consensus of the interests of the public and private sectors in the field of tourism;
- Intensification of overall development through fuller use of existing and construction of necessary new tourist capacities;
- Improvement of all conditions for the development of domestic tourism;
- Faster planned exit of the destination to the international market;
- Establishing an economic environment, this as an imperative and economic motive, will have continuous investments and improvements in the field of tourism.

General strategic goals and directions for the intensification of tourism development can, if practically implemented, provide long-term effects and enrich the tourist offer as a whole. In order to achieve these general directions and goals of the strategic development of the destination, it is necessary to fulfill the corresponding assumptions and conditions.

Based on research conducted by the Institute for Agricultural Economics in the field in the period May - July 2024, as well as data obtained from the Beočin Municipal Administration and the Tourism Organization of Beočin, i.e. conducted cabinet research, the tourist destination of Beočin viewed from the aspect of natural and social resources in order to create appropriate conditions for the development of tourism, it must make appropriate investments in the tourist infrastructure. In this way, the prerequisites for the development of certain types of thematic tourism would be created. In that sense, as individual, (partial) goals and directions of future development, they should include:

- 1) Greater orientation towards the construction of attractive accommodation capacities. There is not a single hotel or motel in the true sense of the meaning of those words in the urban centre of the municipality of Beočin. The absence of accommodation capacity means the absence of a base for the development of tourism, which makes any further planning of its development pointless. Therefore, this is the first priority if Beočin really wants to invest in the development of tourism and expects effects based on the investment. The accommodation capacities of rural tourism that have already been mentioned (village tourist households, ethnic houses, mountain houses, etc.) have developed spontaneously in places (most often the villages of Banoštor and Čerević) where there are conditions for the development of rural tourism. According to the data of the Tourism Organization of Beočin, some of these facilities are categorized, while some do not meet the requirements for categorization.
- 2) Investing in restaurant-type catering facilities and promoting the tradition of the rich local Vojvodina cuisine and its specialties in promotional activities. Hospitality establishments give a special “stamp” to each destination and represent one of its basic specific tourist features. Based on the data obtained from the Municipal Administration of Beočin, the following stand out as significant:

- Restaurant “*Karaš*” is categorized with three stars. Located on the bank of the Danube (at the beach), it is the only larger restaurant in Beočin. The restaurant has three halls with 80 tables that can accommodate 300 guests. It also has a summer garden with a capacity of 300 seats, so it is suitable for holding various ceremonies. The restaurant also has its own beach with a capacity of 5,000 people. (<https://www.restorankarasbeocin.rs/onama.html> accessed: 10th august 2024);
- Restaurant “*Athos - Koruška* “. It is about the restaurant vidikovac located on the road from Beočin towards the state border with the Republic of Croatia, at the intersection of state roads number 116 leading to Ilok and number 125, towards Sremska Mitrovica. The newest catering establishment in the area of Beočin municipality is located on the Fruškogorska wine road between the villages of Banoštor and Susek in the well-known weekend resort of Koruška. The closed part of the restaurant can accommodate 50 guests, while the beautiful terrace, which offers a magnificent view of the Danube, can accommodate 100 guests. The specialties of the restaurant are dishes from the Srem area. The building has eight double and triple rooms as well as an outdoor swimming pool. (<https://turizambeocin.com/blog/restorani-beocin/> , accessed: 10th august 2024);
- Restored “*White rank*”. It is located on the left side of the road, when you leave Beočin for the Beočin monastery. The restaurant is more recent and is furnished in ethnic style. Its capacity is about 80 guests. (<https://turizambeocin.com/blog/restorani-beocin/> , accessed: 10th august 2024).

Here we criticize the quantity and quality of hospitality services at the level of the entire municipality, because they are currently at a low level, which must necessarily change with the development of tourism. When it comes to catering, Beočin can look for its chance in the rich Vojvodina cuisine and traditional specialties, given the trends in the world market that the concept of healthy food is gaining more and more importance, as well as escaping from the uniformity of “Western cuisine”. An important suggestion for the future development of the hospitality industry is that some of the group of restaurant chains (domestic or foreign), through the franchising system of business, can visibly enrich the tourist offer of the destination, offering traditional specialties. It would also be an example for other tourist destinations in our country, given the richness and diversity of our national cuisine.

- 3) Modernization of existing and building of specialized shopping facilities, chains and supermarkets. The construction of one or more large markets from one of the well-known trade chains that already operate on the domestic market would certainly enrich the tourist offer. Despite the relatively good supply, this is a necessary step in enriching the tourist offer, which makes the destination more attractive for tourists.
- 4) Arrangement and adaptation of Count Spitzer’s castle from 1898 to the needs of tourism. The castle of the Spitzer family, former co-owner of the Beočin cement factory, is one of the oldest cultural monuments in the municipality of Beočin, which is under state protection. In the opinion of the expert service, among the

numerous castles in AP Vojvodina, this one stands out as a unique example of secessionism, the predominant style in European architecture. Apart from the roof, which is largely preserved and partly protected from further deterioration, nothing else was done. The project of this once magnificent building exists, and with its realization, it is certain that Beočin would be adequately positioned on the tourist market of Vojvodina and Serbia as a whole, and this would visibly enrich the tourist offer of Beočin. The suggestion is that it is necessary to: organize professional services, guides for visits, etc. Castles in the immediate vicinity can be taken as an example, such as the castles of the Dundjerski family in Bečež or castles in Hungary, Austria, Romania, etc. (data of the Municipal Administration of Beočin and <https://www.dvorciserbije.rs/vojvodina/> accessed: 10th august 2024.)

- 5) The building and arrange construction of a complete tourist infrastructure on the banks of the Danube River implies:
 - Construction of marinas, with all accompanying facilities. On the initiative of the Provincial Secretariat for Economy, Sector for Trade, Tourism and Services, a Study of the network of marinas on the Danube River in AP Vojvodina was carried out. On the basis of that Study, it was proposed to build three marinas on the territory of the municipality of Beočin. A marina with 100 moorings in Beočin was proposed for the primary macrolocation, Banoštor for a secondary macrolocation with 50 moorings and a location in Čerevic was proposed for a tertiary macrolocation with 50 moorings. In order to move towards the implementation of the next step, it is necessary to prepare a detailed regulation plan for the proposed marinas in the municipality of Beočin.
 - Organizing the so-called river taxi transport to Novi Sad, Futog, a tour of the Beočinska ada (the “island of love” as it is popularly called by the people of Beočin) and the like.
 - Construction of a larger number of restaurant-type catering establishments on the Danube River that would promote local food specialties, as well as local culture and content related to folklore - the development of food tourism.
 - Considering the rich fish stocks of the Danube River, there is a possibility of building a fishing ethno-village with typical fish farms. Bearing in mind the fact that this requires large investments, one must take into account the economic effects, i.e. the constancy in tourist demand over a longer period of time, which would practically justify the investments. An important role in this would be the promotion policy, as well as the possibility of entrusting this work to a private investor. It should be emphasized that in this, all urban conditions must be clearly prescribed and respected, which must be in accordance with the principles of sustainable development.
 - Arrangement of the swimming pool with all accompanying facilities. Beocin has one of the most beautiful sandy beaches. It is located right next to the restaurant “Karaš” near Beočinska ada. It is necessary to build content that would keep the visitor to spend the whole day in this part of

Beočin. This primarily refers to sports-recreational activities, for which it is necessary to build suitable sports-recreational fields for: football, basketball, volleyball, beach-volleyball, tennis, etc. Also, it is necessary to build facilities related to the stay of children in this area, such as, for example, a children's playground, etc.). For better accessibility of this locality, it is necessary to buy the so-called A small tourist train for transportation from the center of Beočin to the city beach, which would make the location more accessible for visitors.

- Construction of a camp in the "Dunav" settlement. The area next to the city beach has possibilities for building a camp, which would enrich the accommodation offer of the Beočin municipality.

Perspectives for the development of thematic types of tourism

Rural tourism. Arrangement and adaptation of numerous rural ambient units to the needs of tourism is one of the priorities facing the Municipality. Agriculture has far-reaching interests in complementary cooperation with all sectors of the economy, including tourism. As the conducted research has shown, as a small number of inhabitants of the municipality are engaged in agriculture as a basic activity, there is already a large number of households that are ready to engage in rural tourism. One of the ideas that would contribute to the positioning of Beočin on the tourist map of rural tourism in region of AP Vojvodina and building its image as a potentially attractive tourist destination is the arrangement of an ethno-house that would present all the anthropogenic values of this area.

Recently, in the "West" there is a great interest for this type of tourist offer. Ethno - households, which would deal with the presentation of contents related to the life and work of the locals, often long forgotten and abandoned, attract a lot of attention from tourists. It would certainly complete the tourist offer, and for people from highly urbanized industrial centers it would represent a special tourist attraction.

In the village of Banoštor there is a house that has all the features of the ethno-style that is typical for this area and whose owners are ready to further adapt and reconstruct it. The presentation of old tools, folk handicrafts, the engagement of people who would be ready to demonstrate long-abandoned crafts would certainly enrich the program of a stay in the countryside. If we add to this the already famous "Banoštor Grape Days" event, the program of staying at this micro-destination would be complete.

Adequately built vacation homes in nature, characterized by peace and quiet, are true "oasis" for people from highly urbanized, industrial centers. The basic prerequisites that should be provided for the successful development of this specific type of tourism are as follows:

- professional selection of the exact number of households that would be engaged in rural tourism, with a clear specification of all the conditions (standards) that the household would have to fulfill in order to be able to engage in tourism;
- education of the local population to provide the appropriate level and quality of tourist services is the assumption (basis) for future development; this is closely related to the formation of a tourist organization, which must play a

major (decisive) role in this; other state and professional organizations must also play an important role;

- the creation of a quality program of stay in the countryside must not be left to local resourcefulness, it must be a serious subject of analysis at all levels, if development and effects from this type of tourism are expected;
- defining urban conditions for the development of rural tourism, both by state and local authorities (Municipalities and Local communities).

Wine tourism. Given that the area of the Municipality has ideal conditions for the cultivation of some types of fruit, tourism based on them could be developed as one of the specific types of rural tourism. Here we suggest the development of wine tourism. Regions characterized by the cultivation of vines and the production of wine record significant income from numerous tourists who want to attend numerous events held in honor of wine during the harvest. Revenues are generated both from the sale and consumption of wine, as well as from all expenses incurred by tourists during their stay at a given destination. There are approximately 450 ha of vineyards in the municipality of Beočin. The most famous winemakers are from the villages of Banoštor, Čerević and Susek. The association of winemakers “St. Trifun” has 28 members, and the most famous among them are: Milan Šijački, Jovan Stojković, Petar Silbaški, and Jovica Ačanski. Wines from Fruška Gora are widely known, and it is a well-known fact that today in Vienna there is a protected the name of the Ruzica wine, the far-famed “*Karlovački tovjan*”. Among all Srem wines, the Fruškogorsk wines made from dried grapes (suska), especially black ones, have gained a special reputation. The famous “ausbruch” (lone stream) “Cyprus wine”, “bermet kapljaš” (tropfwermt) and “pelenaš”, ordinary bermet, were made from these grapes. The production of numerous varieties for which there are objectively all the necessary natural conditions on Fruška Gora, as well as numerous wine cellars, are the potential and resource that the destination has and which, if the already existing event “Banoštorsk grape days” is well thought out in terms of promotion, i.e. marketing and culture, can attract a significant number of tourists, both from the country and from abroad. This would be an example of a direct form of tourism cooperation with other economic branches (agriculture, trade, etc.), which would achieve a positive multiplied effect of tourism on the overall economy and its development.

Monastery tourism. Arrangement and adaptation of religious facilities to the needs of tourism. The most famous among them are certainly the Beočin and Rakovac monasteries.

- When it comes to the Beočin monastery, there are no written traces about who founded the monastery. The monastery was destroyed several times. Until the Second World War, the monastery had a rich treasury with many valuables, icons and paintings. Despite the fact that it was completely looted, the monastery remained undamaged during the war. The monastery was built in a mixture of traditional Byzantine-Serbian motifs and a mixture of various directions, which is the result of the fact that the masters were from different parts of Europe. Icons were made by numerous icon painters Janko Halkozović, Maksim Petrović, Dimitrije Bačević, Teodor Dimitrijević.
- Rakovac Monastery was founded by Raka Milošević, the great chamberlain of despot Jovan Branković at the end of the 15th century. During the Second World

War, the monastery was burned down. The burned iconostasis was the work of the famous painter Vasilij Ostojić from 1763.

It should be noted here that the consent of the Serbian Orthodox Church is necessary for the development of the religious type of tourism, i.e. the harmonization of the ways, rules and regulations of tourist visits with religious rules, principles - canons of behaviour. A good example is the countries in the immediate vicinity (Greece, Bulgaria, Russia, etc.). Organizing a professional service, guides for visits, supporting infrastructure that does not disturb the ambient whole, are just some of the rules that must be followed.

Hunting tourism and photo safari. The hunting organization has a long tradition and developed cooperation with numerous domestic and foreign hunting organizations. The organization of hunting tourism is a delicate business, as it requires strict rules of conduct, with compliance with strict legal regulations, both for domestic and international users of hunting grounds. In order to use this natural potential, as a task facing the Municipality, the following should be regulated: transportation to the hunting grounds, provision of permits for weapons and ammunition, construction of feedlots and checks, construction of a hunting lodge, as well as specialized hunting accommodation and catering facilities. One of the traditional hunting events is the “*jackal hunt*”, which is held every year, traditionally every first Saturday in February, organized by hunting associations: „Srndać“ (Roe Deer) from Beočin, as well as hunting associations from the village of Banoštor and village of Čerević. Associations cooperate with numerous hunting associations from the country and abroad.

Fishing tourism. Breeding of noble species of fish, their nutrition, with a clear specification of the place for hunting and fishing, the time of permitted hunting of certain species, as well as their legal protection (with regard to spawning, etc.), can be organized in a similar way as for hunting. Today, there is already a manifestation “Youth Cup in Fishing”, which is one of the biggest manifestations when it comes to fishing in the municipality of Beočin.

Free-climbing. There are fields on Fruška Gora that could be used for this specific and attractive type of sport. With minimal investments, the stay program at the destination would be enriched.

Moto cross track. One of the suggestions is the construction of a motocross track on Fruška Gora. Expansion of motorcycles, the lack of adequate space for motorcycling enthusiasts can be a serious project that would help profile the image of Beočin as a tourist destination. In this way, numerous tourists could be attracted both from the country and from abroad. One should be careful here, considering that Fruška Gora is one of the five national parks in the territory of the Republic of Serbia and strict legal regulations on sustainable tourism development must be observed.

Excursion tourism. There are numerous picnic spots on Fruška Gora, which certainly include the most famous “Andrevlje”, “Osovlje”, “Zmajevac”, “Testera”, as well as a tour of the “Sviloška Klisura” with a waterfall, which is certainly a natural rarity of Fruška Gora that must be valorized as a tourist. It is necessary to equip these localities with infrastructure in order to enable visitors to stay all day.

Events (manifestations). On this way, the program of staying at the destination is completed and enables its positioning on the tourist market. The list of existing manifestations/ events is given in table 3.

Table 3. *Manifestations/events on the area of the municipality of Beočin.*

No.	Name of manifestation/ event	Description
1.	Jackal hunting	The event is held on the first Saturday in February, organized by the Hunting Association "Srndać" (roe deer) from Beočin and hunting societies from village of Čerević and village of Banoštor. The event is included in the Calendar of the Hunting Association and has been organized for ten years. The municipality of Beočin is the sponsor of this large gathering of hunters.
2.	Cup of youth in fishing	One of the biggest events when it comes to fishing in the municipality of Beočin, takes place in the first half of May (depending on the water level). It is an international competition.
3.	Banoštor grape days	A traditional event that has been held since 1997. The event takes place on the second weekend in September and lasts for three days. The organizer of the gathering of winemakers is the Banoštor Municipal Community and the "St. Trifun" Winegrowers and Winemakers' Club from Banoštor, while the patron is the municipality of Beočin.
4.	The Golden Cauldron of the Danube	A traditional manifestation that is organized during July in the immediate vicinity of the "Karaš" restaurant in Beočin. The event has the character of qualifications for the International Golden Cauldron, which is traditionally held during the International Fair of Hunting, Fishing, Sports and Tourism in Novi Sad.
5.	Wine, handicraft and tambourine bazaar	The event is held at the Center for Culture, Sports and Tourism of Beočin in cooperation with winemakers, wineries, as well as women's associations and numerous tambura orchestras that exist in Beočin. It is traditionally organized on February 13, which coincides with the feast of Saint Tryphon.
6.	Čerević in May	The event takes place throughout the month of May, and it is traditionally celebrated when the "Night of the Museum" event is celebrated throughout all around of the Republic of Serbia. In addition to Municipality administration of Beočin, the women's association "My village" is also the organizer.
7.	Days of the Danube River	The event takes place in the month of June, and the organizer is the Local Community of Banoštor. The program of this event is dedicated to educating the youngest population about the needs of preserving the ecological system of the Danube River.
8.	Beoleto	The event is held at the Center for Culture, Sports and Tourism. The task of the event is to enrich the cultural and entertainment life in the municipality of Beočin during the summer months.
9.	Echoes of White Maidan	The event is held in the village of Rakovac. At this event, folk handicrafts, works of art, agricultural products, as well as a food preparation competition are presented, local specialties. The event is accompanied by rich artistic and folklore content.

10.	<p>Manifestation</p> <p>„... But it used to be good to eat“</p> <p>„Ал се некад добро јело баш.“</p>	<p>The event is held in the village of Rakovac in the House of Culture. The festival was designed to preserve the tradition, culture, and customs of the region represented by exhibitors from about 30 places in Vojvodina, presented through women's creativity. The preparation of specialties on the spot with plenty of old-fashioned cakes and the sounds of the tambourine give a special charm to the event and is fun for the whole family and a real delight for hedonists. The event has been held since 2011 and gathers a large number of snack lovers.</p>
11.	<p>Exhibition "Orthodoxy on the Internet"</p>	<p>The event is held in the village of Beočin, and the organizer is the Society of Photography, Film and Video Lovers "BEOFOTO" Beočin. Thanks to the Internet, this unique cultural event, which presents photos of Orthodox content from all over the world, brings together a large number of authors. The sponsor of the exhibition is the Municipality of Beočin, and the organizer is the "Beofoto" Beočin Association of Photography, Film and Video Enthusiasts.</p>
12.	<p>„Winter Fest“ outdoor</p>	<p>The event is held at the Center for Culture, Sports and Tourism of the Municipality of Beočin. It was conceived as a winter festival that takes place on Beočin Square near the sports center. Various programs complement and enhance the festive atmosphere.</p>

Source: Tourist organization Beočin (<https://turizambeocin.com/blog/манifestације-у-општини-беочин/> accessed: 3rd august 2024), Beočin Municipal administration July 2024.

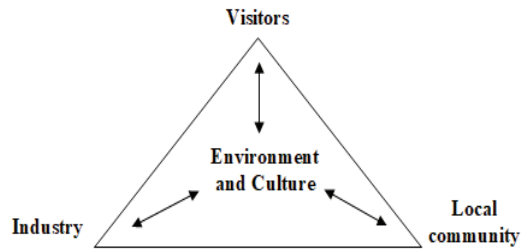
Characteristic of sustainable development rural tourism

The conditions for sustainable development of tourism and the improvement of the offer through the simultaneous policy of preservation and protection of space and the environment represent an imperative that must be consistently respected in plans for future tourism development.

International organizations that monitor the development of rural tourism (UNWTO, UNFAO, OECD, EuroGites), as well as numerous authors in professional literature (Lane, 2024, Eusebio et al 2014, etc.), have a consensus that rural tourism is not massive in character and scope, but small and of low intensity. It's about "exclusive tourist small markets" focused on trips to mini-tourist destinations such as villages, rural households, etc. The offer of rural tourism is something different, specifically related to the rural area and the rural way of life.

The development of rural tourism must be in accordance with the principles of preserving the rural environment, because tourists come to the rural area in order to experience and feel the rural environment and the rural way of life in the original sense of the meaning of those words. Therefore, it is in the interest of the development of rural tourism to preserve the authentic rural area with all its peculiarities. This is practically stated in the Encyclopedia of Tourism (2016) when it is said that the rural area represents the basis on which its development rests and is based.

This is in accordance with the principles promoted by the UNWTO in 2007 in the document "A Practical Guide to Tourism Destination Management" (p. 12) in which it promoted the VICE model (Figure 1). This model actually represents the mutual interaction between three important elements in a tourist destination, namely the visitors, the local industry that is responsible for satisfying tourists during their visit, and the local community in which this exchange takes place.



Source: UNWTO (2007), A Practical Guide to Tourism Destination Management, p.12.

Bearing in mind reach natural and anthropogenic resources that Municipality of Beočin possess and fact that only settlement Beočin has urban character it is very important to implement and lead all principles of sustainable rural tourism development which UNWTO suggested and insist.

Rural tourism is now in first stage of development which main characteristic is that it is developing without any serious planning. To get across in second phase of development well known as phase of dedicated development where state must invest on its development, it is important that all stakeholders must doing its rural tourism business in accordance with approach on which UNWTO insist. On that way it can be protected all natural and social (anthropogenic) resources of this area.

If we accept the views on the phased development of rural tourism discussed by Zodorov (2009), and based on the conducted research, it is clear that rural tourism in the municipality of Beočin is in the initial phase of development, i.e. that until now it has developed spontaneously without a clear plan. In order to enter a higher phase of "local development" characterized by investments in its development, i.e. when the Municipality, the state and local stakeholders must invest in its development, it is clear that one must insist on the approach insisted on by UNWTO (2007) as its development would not take place to the detriment of the destination itself.

Conclusion

The municipality of Beočin has respectable resources for the development of tourism. Hence, these evidently present resources must be put into the function of development. All the more, tourism must become a factor in its further overall development, especially if we take into account its multiplied effect on the economy. The biggest part of attractiveness has yet to be included in the further development plans and programs of the Municipality, and then in all modern tourist and economic flows in the

country. With the inclusion of numerous economic activities, Beočin can become a factor in the stabilization and growth of overall economic activities in the area of Vojvodina in a long period of time. Selective, market-oriented, properly coordinated, strategic development of the entire destination should play an important role in all of this. In this way, the positive results that should be, and are imperative for tourism and overall economic development, are realistic and achievable.

In the following years, it is necessary to seriously approach the positioning of Beočin as a tourist destination on the tourist market. In this respect, one of the priority tasks facing both the Municipal Tourism Organization on the one hand, and all the factors of the tourist offer on the other hand, would be to work on image building. Building an image would enable easier positioning in potential markets, which would certainly attract the attention of potential tourists (targeted market groups) to Beočin.

Another important task is the complementary development of domestic and international tourism. In the short term, Beočin is not able to put all its potentials into the tourist function. This means that it cannot create a large number of competitive tourism products at once. The strategic positioning and branding of Beočin as a tourist destination must, therefore, arouse interest in traveling to it on the basis of only a certain number of products that are already almost ready, or can be prepared for commercialization (domestic and international) in a very short time. The selection is in the hands of the management of the tourist destination and their valid assessment of the products and the steps for their market exploitation. These are products such as:

- *Tourism of the special interests, thematic tourism.* The wealth of natural and anthropogenic elements in the entire destination offers great opportunities for tourism commercialization. These are: hunting, fishing, excursion and recreational tourism, as well as a visit to Count Spitzer's castle from 1898.
- *Rural tourism* for which there are objectively good foundations and where, with minimal investments and adaptation time, commercialization can be started.
- *Transit tourism.* The geographical position and importance of the road leaders that pass through Beočin (Corridor 7 - the Danube River and the transit route to Croatia) are a good basis for positioning and further planning.
- *Tourism on the Danube River.* The location of Beočin on the river is a great and for now untapped potential. With small investments, it would represent one of the basic tourist products of the destination.
- *Events.* A good example is the "Banoštor Grape Days" event, as well as numerous others that have already been discussed.

The request is, therefore, to ensure the promotion and sale of "quick win" products by initially building awareness of Beočin as a tourist destination, and to simultaneously ensure the creation of awareness of other strategic values and attractions on which other relevant products will then be formed.

Future tourism development as an imperative imposes the construction of accommodation (receptive) capacities, this implies investment in this area, but also the application of all standards and technical-technological innovations related to the field of tourism, which must be taken into account, bearing in mind the growing requests of demand, as and the overall condition of accommodation facilities in the entire destination.

Considering all the mentioned factors, tourism should be developed through combined programs that would include Beočin as part of the Danube Region. It is necessary to create specialized programs by demand segments depending on the targeted market groups. Programs must be elaborated in detail from the process of promotion, propaganda, reservations, sales, transportation (traffic), all activities related to accommodation and stay at the destination, until the return. Price policy and quality relations with tour operators are a guarantee of success.

Acknowledgement:

Paper is a part of survey financed by the MSTDIRS agreed in decision No. 451-03-66/2024-03/200009 from 05th February, 2024.

Literature

- A practical Guide to tourist destination management, 2007 UNWTO – World tourist organization, Madrid, Web. link: http://docenti.luiss.it/protected-uploads/472/2013/10/20131002182435-UNWTO_DM_practicalguide_bible_2007.pdf accessed 01st August 2024
- Data from the IAE, Belgrade research conducted in the field in the period May - July 2024.
- Bakić, Ognjen (2005). Marketing menadžment turističke destinacije, Čigoja štampa.
- Lane Bernard, Elisabeth Kastenholz, Maria Jao Carineiro (2022). Rural tourism and sustainability: A special issue, review and update for the opening years of the twenty-first century. Journal: Sustainability, 14, 6070. <https://doi.org/10.3390/su14106070> pp. 3-15.
- Encyclopedia of Tourism, 2016 by Jafar Jafari (Editor). Publisher : Springer Nature; 1st ed. 2016 edition (May 27, 2016), ISBN-10: 9783319013831 ; ISBN-13: 978-3319013831
- Eusebio, C., Kastenholz, E. and Brenda Z (2014). Tourism and sustainable development of rural destinations: A stakeholders view. *Revista Portuguesa de Estudos Regionais*, No.36, 2014, 2.º Quadrimestr.
- Kotler, P., Bowen, J.T., Makens, J.T. & Baloglu S. (2017), Marketing for Hospitality and Tourism, Seventh Edition, Published by: Pearson Education Limited, England.
- Municipality administration of Beočin data, available June – august 2024.
- Publication “Municipalities and Regions in the Republic of Serbia” Statistical Office of the Republic of Serbia for the period 2019, 2020, 2021, 2022, 2023.
- Parikshat S. Manhasa, Lalita A. Manraib, Ajay K. Manraib (2016). Role of tourist destination development in building its brand image: A conceptual model. *Journal of Economics, Finance and Administrative Science* 21 (2016) 25–29.
- Tomić, S., Leković, K., Eskerod, P., & Zedlacher, E. (2020). Profile of rural tourism consumers in Serbia and Austria. *Anali Ekonomskog fakulteta u Subotici*, 56(44), 81-95. <https://doi.org/10.5937/AnEkSub2044081T>

- Tourist organization Beočin (<https://turizambeocin.com/blog/манифестације-у-општини-беочин/> accessed: 3rd avgust 2024), Beočin Municipal administration July 2024
- “Strategy for development tourism in the Republic of Serbia for the period 2016-2025” , Government of the Republic of Serbia, Ministry of trade, tourism and telecommunications.
- „Strategy for sustainable development municipality Beočin for the period 2013-2022“, Municipality of Beočin, USAID.
- UNWTO (2007). *A practical Guide to tourist destination management*, Madrid, Web. link: http://docenti.luiss.it/protected-uploads/472/2013/10/20131002182435-UNWTO_DM_practicalguide_bible_2007.pdf (accessed: 01st August 2024)
- Zodorov, A. B., (2009): „*Comprehensive Development of Tourism in the Countryside*“, Studies on Russian Economic Development, 2009, Vol. 20, No. 4, p.453–455. © Pleiades Publishing, Ltd., 2009., Original Russian Text.

Internet:

- <http://septor-andrevlje.rs/index.html> accessed: July 30th, 2024.
- <https://mojabaza.com/apartmani-olor-banostor/> accessed: July 30th, 2024.
- <https://www.seoskiturizam-dunav-fruskagora.com/> accessed: July 30th, 2024.
- <https://www.restorankarasbeocin.rs/onama.html> accessed: 10th august 2024
- <https://turizambeocin.com/blog/restorani-beocin/> , accessed: 10th august 2024.
- <https://www.dvorcಿಸrbije.rs/vojvodina/> accessed: 10th august 2024.