

RATING COMPETITIVENESS OF TOURIST DESTINATION IN THE EXAMPLE OF PANČEVO

by

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ABSTRACT

There are many destinations in Serbia which many authors consider to have great potential for tourism development. Pancevo is one of those cities. Although known as an industrial center, the city is not a prominent tourist destination. Nevertheless, the authors in their papers and strategies on tourism development point out that the Pancevo extremely competitive destination where it is possible to develop many types of tourism. The aim of this study was to evaluate the competitiveness of the research Pancevo and to determine what types of tourism have a real opportunity for further development. Although the existence of natural and anthropogenic elements in Pancevo may be the subject of tourist demand, it is important to recall the fact that the Pancevo far better known as an industrial center and a black spot in Europe. However, despite the Pancevo is a strong tourist destination, we must point out that the town of Pancevo, with its 125,441 inhabitants is a big city, or the market in which to look for real opportunities for tourism development.

KEYWORDS

Competitiveness, Destination, Pančevo, Assess, Development

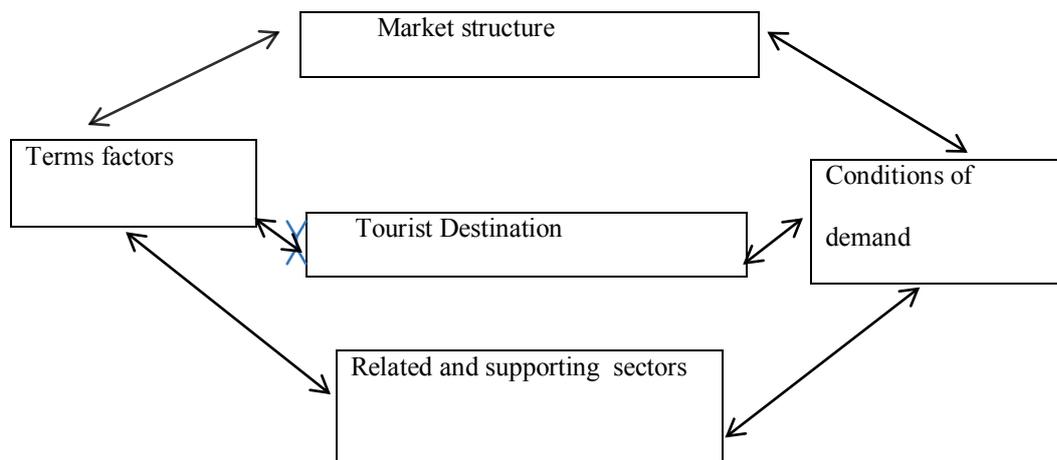
UNDERSTANDING THE COMPETITIVENESS OF TOURISM DESTINATIONS

Competitiveness is an overview of the economic system of a country. Thanks to the perception of competition is an opportunity to make things better position products / services in the market and looks forward to their competitiveness. When we talk about the competitiveness of tourist destinations are talking about whether a destination has the ability to work with the elements that make it attract tourists and provide them with a unique atmosphere, increases in tourist spending and create different innovations and improve their position, and to be competitive in relation to other tourist destinations.

The level of competitiveness of tourist destinations thanks to the determined level of productivity. One destination will be competitive in the market as long as it is capable of using natural, anthropogenic and human resources affect the living standards of people, some of the region and the state as a whole. For the competitiveness of the destination is extremely important to analyze the micro and macro environment in order to improve its performance.

On the experience of a tourist destination is influenced by numerous factors that are part of the tourist offer. One of the attitudes that are often used when discussing the definition of the concept of competitiveness is the position that Porter believes that the sources of economic competitiveness comes from four main factors that make up a so-called "diamond model". They are: factor conditions, demand conditions, related and supporting industries (activities), firm strategy, structure and rivalry.

**FIGURE 1
DIAMOND MODEL**



Source: Retrieved from Čerović S.,, Bordas E., *Competitiveness of Tourism Destinations in Long Distance Markets, Asesores en Turismo, Hoteleria y Recreation Sa, Barcelone, 1994., page 8.*; *Strategic Management in Tourism, Belgrade, 2009., page 186.*

Although Porter's attitude is mostly related to economic competitiveness rather than competitive tourist destination in its interpretation are the elements that are applicable in the destination.

By analyzing Porter's "Diamond Model" Vandhove (2005) sought to adapt this model needs tourism. Thus, this model for its interpretation looks like the following:

I) Factors conditions

Under conditions of factors, the key elements of the heritage and attractiveness factors in detail. Without these factors, neither the conditions for the attractiveness of tourist destinations. They include:

- a) the factors of heredity
 - Natural
 - Cultural and historic
 - Capital Infrastructure
 - Human
- b) Pricing factors
- v) Production Efficiency

II) Conditions Demand. Vandhove distinguishes the following factors:

- The size of the market
- The market structure
- The position of the fast growing markets
- The level of consumer culture, tourism and hospitality
- Protection of consumer (tourists)
- Tourists who first visited destination
- Sophisticated tourists who recognize new trends in tourism

III) Related activities. Competitive position depends primarily on the quality of existing services. At each destination there is a need for different types of activities:

- Access to the destination
- Conditions for parking
- Cultural, entertainment, sports resources
- Industry souvenirs

- Food and Fashion
- High quality of service (travel agents, guides, banks, sports facilities, etc.).
- Competing vendors (restaurants, building, etc).
- training of personnel (human resources)
- Police
- Health care

IV) Market structure / rivalry / organization / strategy. The essence of this model is the ability of strategic tourism planning and support in all parts involved in the public and private sectors. This model consists of many aspects such as:

- Strategic Tourism Plan
- Marketing World
- Organizational Structure
- Market structure in the encounter with the competitiveness
- Size of the company
- Cooperation with SMEs
- Collaboration with public and private enterprises
- Important coordinates (eg air carriers)
- Quality of management
- Built image
- Built strategic alliances

V) The local government representatives. Certain public activities must be stimulated or inhibited by the officials, because in this way promotes or prevents the development of tourism.

In addition to the destinations compete among themselves for economic reasons to try as much as possible to attract tourists, it is necessary to point out that there are other motives that lead to the promotion of tourism and strengthening competitiveness. For example, International tourism may lead to strengthening the country's image as a pleasant place to live and invest. On the other hand, it is very popular to make a through tourism efforts for environmental protection of natural, cultural and historical heritage, because in this way a tourist destination can be competitive compared to the other.

THE VIEWS OF SOME AUTHORS ON THE DEVELOPMENT OF TOURISM IN THE CITY OF PANČEVO

Tourist destinations are distinguished from others by area attractions, which in the long run to ensure attendance of a large number of tourists. Attractiveness of the destination implies the existence of natural and social amenities in a resort which, with the appropriate tourist infrastructure are the basis for the development of tourism. District of Pančevo is an area that has some potential, but also big problems when it comes to tourism. However, what is largely characterized by the development of tourism of the town of Pančevo but most cities in our country, it is the presentation of theories and conclusions that it is possible to develop different types of tourism in the area. If there is a river in a city, even if contaminated, immediately possible to develop sailing and fishing, and the like. Such is the case with Pančevo.

One of the disastrous venture for the development of tourism in Pančevo Banat 22 project, which was created 2009th years and whose head town of Pančevo. The value of the project was 290,000 euros. In the project indicated that the area of Banat can develop 26 types of tourism, which in the case of Pančevo, was nothing short of miraculous. The project does not mention any problems with other cities in Banat, but the problems are, when it comes to Pancevo, well-known, and that is air and water pollution. But because, in addition to other types of tourism, mentions and development of cultural tourism, eco tourism, nautical tourism, tourism of manifestation and above all interesting tourist residence (Project Banat 22, p.18). Also, the project does not indicate any problem of housing, without which it is very irresponsible to talk about tourism development.

How foolish done this project is the fact that the project needed was the Banat 11 cities in our country and 11 cities from Romania, but the authors of this project and mistakenly threw two municipalities from Backa, Ada and Kanjiža. It is important to say that no one in charge of this project, including the chief project manager does not know who the authors of this project. On the other hand, if you look carefully Tourism Development Strategy of Banat in 2008. year, there are many absolutely all types of tourism as well as in the Banat 22 project, presented in the same way and with exactly the same text. In this strategy on tourism development Banat, Pančevo is represented as the city in which it is possible to develop cultural tourism, eco tourism, nautical tourism, residential tourism, hunting, bird watching, sightseeing tourism, industrial heritage (Tourism Development Strategy Banat, p.85).

Tourism Development Strategy Banat no data on the number of tourists in the town of Pancevo, their consumption or type of units, or any other form of quantitative research and data that would convince us that it is precisely this type of tourism in which future development erally invest. According Obradović D., In Pančevo is possible to develop cultural tourism, sightseeing tourism, event tourism, sport tourism, eco-tourism. Also, S Štetić deals with the placement of a tourist destination. According to her statements, to form the image of the tourist destination it must be different from the competitors, acceptable to the tourist market, to satisfy clients and be recognized for demand (Štetić, S., "How to investigate the quality of tourist destinations" Tourism, No. 11, p. 85-88). If we apply these criteria in Pančevo as a tourist destination, then we on previous studies have concluded that this destination is not to be able to meet any of these criteria. Based on the views expressed by certain types of tourism and its development in Pančevo, we can not agree with them.

First of all, if we analyze the competitiveness of Pančevo as a tourist destination, and we talk about cultural tourism, then we can say that this area is not competitive compared to surrounding destinations, this town has something different to offer, and also, it's not even his biggest potential development. Therefore, we can conclude that cultural tourism can serve as an additional element in the development of other types of tourism. When we talk about the development of event tourism in recent years, especially the current events "Pancevo Carnival". However, if we make the effort to get to the data on the number of visitors and their spending, and the economic impact of this carnival, we will find a serious problem. Data does not exist, due to poor accommodation offer, the city Pančevo minimum income from the event. Also, it is important to note that the carnival participants are mainly from abroad as of yet, so you have the accommodations provided. In this way, we can talk about the economic impact of this event for the city of Pančevo.

Based on the research of the Institute of Public Health in Pančevo, Pančevo rivers, the Danube and Tamiš, belong to the third and fourth class by water pollution. Water is murky color and musty smell. Therefore, in these rivers is not possible to develop the fishing, pollution due to plant and animal life, especially when you add a common increase of hazardous substances in the water that cause fish kills. Also, in these waters it is difficult to develop marine tourism, primarily because of the stale smell, but poor infrastructure and weak river navigation. Highlighting the eco-tourism as one of the types that can be developed in Pančevo what is really unthinkable. The existence of the green can only slightly alleviate many of the pollution that is dominant here in recent decades to provide urban populations stay in the countryside outside the urban area.

RATING COMPETITIVENESS OF TOURISM DESTINATIONS IN THE EXAMPLE OF PANČEVO

Although possessing some potential for tourism development, Pančevo has numerous problems that hamper the development of tourism. Therefore, it is necessary to evaluate the competitiveness of the destination and consider its chances for future development.

TABLE 1
KEY SUCCESS FACTORS AND ASSESSMENT OF THE CURRENT SITUATION

Key success factors and assessment of the current situation	Mark	Mark	Mark	Mark	Mark
	1	2	3	4	5
Geographic location					
The arrangement of public spaces					
Natural attractiveness					
Cultural Heritage					
Healthy Environment					
Resources and attractions that can attract tourists					
Availability within the country					
Quality of public transportation					

Quality accommodation offer					
Quality restaurants					
Local gastronomy and its inclusion in the tourist offer					
Hospitality					
Control of pollution levels					
The level of personal security					

Source: Constructed by the authors based on the methodology set out in the Tourism Development Strategy of the Republic of Serbia Horwath Consulting Zagreb Faculty of Economics in Belgrade

Based on the above analysis, based on previous research, we will provide an evaluation factor Tourism Pancevo.

TABLE 2
THE RATING FACTORS TOURISM TOWN OF PANČEVO

Areas of Assessment	Pančevo
Availability	3,00
Natural and Cultural Heritage	2,40
Transport	2,50
Accommodation offers	1,20
Restaurant offers	3,20
Tourist signs	1,20
Social elements and human resours	2,80
Laws and regulations	2,00
Utility infrastructure	3,15
Manifestation	3,20
Eco tourism	1,90
Marine tourism	2,20
Hunting Tourism	4,00
Excursion Tourism	4,00
Roural tourism	3,10
The average score areas	2,66

Source: Author

On the basis of the research and evaluation of Pančevo competitiveness as a tourist destination, we can conclude that the claims of certain authors on the development of many types of tourism in this town without merit and that in this way clearly shows that Pančevo with a GPA of 2.66 competitiveness we can count the poor competitive destinations. By performing quantitative and the qualitative explorations in the town of Pančevo and seeking information that would be of importance for the development of different types of tourism, we have found that in recent years in the town of Pančevo not keep statistics on the number of tourists, as well as that of a single form of tourism there are any data, except for hunting.

The long tradition of hunting especially in Deliblato sands and statistical monitoring of visitors, this type of tourism gives a significant advantage, and prospects for the future. Pešcarase Deli located in southern Banat, between the Danube and the Carpathians. Special Nature Reserve Deliblato sands extends to the area of Pančevo. In its composition are two strict nature reserves, 16 genetic reserve fund and six natural monuments (Deliblato sand Study, 1998). With about 900 plant and 20 animal species, Deliblato sands is a favorite destination of many people from Pančevo and their guests. Because of the great wealth of wildlife, this area has always attracted hunters from Europe thanks to which in this part extremely well developed. Hunting tourism is extremely important because it attracts foreign visitors, and to arrivals and their future impact on the increase in foreign exchange earnings from tourism.

TABLE 3
NUMBER OF HUNTERS IN DELIBLATO SANDS FROM 1996/97 TO 2011/12

Hunting season	Number of foreign hunters in Deliblato Sands	Number of local hunters in Deliblato Sands
1996/1997	----	11
1997/1998	4	26
1998/1999	3	42
1999/2000	11	54
2000/2001	8	42
2001/2002	26	50
2002/2003	27	56
2003/2004	62	76
2004/2005	86	94
2005/2006	16	98
2006/2007	49	85
2007/2008	78	79
2008/2009	50	110
2009/2010	53	77
2010/2011	70	203
2011/2012	58	213

Source: Internal documentation (2012)

Based on previous statements and information that we have obtained, and on the development of tourism in the town of Pančevo, we can only conclude that hunting in this area has high potential for future development, and that in this type of tourism need to invest in order to increase demand. However, it should be noted that most of the hunters are hunters from Serbia.

CONCLUSION

In accordance with defined goals and objectives of the research from which we started, this study sought to include paragraphs primarily by local authors, regarding the development of certain types of tourism in the town of Pančevo. Research has shown that certain authors without concrete data highlight the competitiveness of a destination compared to others, but that does not address competitiveness in relation to the destination itself. Specifically, we have observed that there is no kind of tourism that comes to the fore and which gives importance when it comes to future development and investment in infrastructure. Pančevo is just one of many destinations in the country in which it is possible to develop various kinds of tourism.

However, what Pančevo different from other destinations in Serbia, and why it is widely known, it is a major issue of air pollution, water and soil. Despite the fact that this city has significant natural resources, such as natural parks, rivers, limestone, pleasant climate for living and working people and the tourists stay, it must be emphasized that the threats much more pronounced and dominant than opportunities for tourism development. It is necessary to recall the fact that this is a city that does not have adequate accommodations, and that's one of the problems resulting in poor revenue from tourist visits. Also, this is the reason why in Pančevo no statistical yearbooks and which prevent the tracking of guests in town. Reasons cited confirm the claim from which we started in this work and it is not Pančevo prominent tourist destinations and so we have to watch. Therefore, in such a destination is not possible to develop many types of tourism, because for them there is no demand.

Certain Pančevo has the potential to be channeled as a supplemental kind of tourism that has the greatest potential for development in the future and that is hunting. This is the only type of tourism that has developed in the area of Pančevo and that has an impact on the foreign exchange income from tourism. Only on the basis of hunting tourism impression that tourism is an economic activity and that is thanks to him making a profit. It is important to emphasize that this is the only form of tourism for which we have specific information. For all other types of tourism identified by the authors, there are no statistics. However, it is necessary to emphasize the importance of Pančevo as one big market, but also its proximity to other major markets in the country. As the excursion tourism could complement the hunting tourism, and so the market could be Pančevo, Belgrade market supplement and not a stumbling block to many perceive it.

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