

TOURISTS NEEDS AS MAIN DEVELOPMENT FACTORS OF SERBIAN TOURISM AND QUALITY OF LIFE

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***Abstract:** Human needs are diverse and always depend on numerous factors and situations in which the person is located. The totality of needs and their hierarchy may be viewed as a set of human needs. Tourist needs are the part of these needs. A sense of lack of tourism needs can be satisfied by the tourism resources, such as products and services. Certain types of needs according to their specificity can be seen as a specialty i.e. special group of needs. So, it can be said that tourism needs are the special group of needs. They can be satisfied by products or services that enable different types of recreation and relaxation. This are made of traveling, changing of residence and similar. Scientific knowledge about human needs is still relatively modest, and therefore the authors in the paper are trying to highlight the tourist needs, motives and diversity, describing them. The authors give a modest contribution to the understanding of the tourism business process with a desire to improve the operations of touristic process in Serbia. Understanding of touristic needs is the key of successful satisfying touristic consumers.*

***Keywords:** Tourism, tourists needs, travel goods, business improvement, touristic process in Serbia.*

1. INTRODUCTION

Science of human needs named Hierological science tries to explain phenomena of interdisciplinary approach to motivation and human behavior. This certainly applies to the tourism industry as the world's future industry. Tourism in the new century is becoming a major economic force. Because of the fact that tourism is very specific in other words it includes traveling and staying of people outside the place of residence (the services offered), well-organized tourism can be a significant part of the increase in the total income of the economy, contributing to economic development. Good organization means the application of acquired knowledge, theoretical, empirical and practical. In modern business, knowledge is becoming the main resource for development, but it can be applied only with motivated human resources. The word "tourism" is derived from the

English word *tour*, which means: time, round trip, touring, etc. In fact, this trip is the controller comes from satisfaction and retention in different places. A person who undertakes such a journey is referred as a tourist. However, it should be noted that each passenger is not a tourist. The tourists, in fact, can be only person who is outside of the residence, spending at least one night in a hotel or using other facility for the guests accommodation such as: rest, recreation, health, study, sport, religion, family, business, public mission and conferences (Cohen: 1994) (Pirjavec: 1999) (Milenković: 1999) (Mirković, Marković: 1984).

In recent history, travel for pleasure was first used by the British and their habit quickly spread to residents of other European countries. Therefore, the term "tourism" quickly expanded and it is accepted by the other European countries (France, Spain, Italy, etc.). It should be noted that in the world's leading tourism economy, first place take countries like the United States, Italy, Spain, France and the United Kingdom. But on the tourist scene slowly enter countries like China, Mexico, Thailand, Argentina, South Korea and so on. Speaking of tourism, it is necessary to mention the tourist needs and motives as the basis for starting the whole process of tourism. Tourism, like all other human needs are historically, psychologically and culturally conditioned. Given the fact that the human biological and social beings are formed on different systems, social values, and on various systems of requirements, the main characteristics of tourism process are continuous development and transformation (Tanković:1978).

Some studies accounted tourism as a system are established different size i.e. model of this system (Ilić, Pavicevic: 2018). According to the functional model, tourism system is composed of five elements, such as: tourist's emissive region, a transit route of travel, the destination region and tourist industry (Leiper: 2004).

2. GENERAL TOURISM CHARACTERISTICS

Tourism, as a socio-economic phenomenon, is the "movement" (traveling) of people in order to meet their tourist needs. This is a phenomenon that is present in all countries, but scope and effects of different effects. Create a simple image of tourism is not easy because too many factors are "in the game" and it is a multidimensional phenomenon. Tourist events sound as complex terms. The real experts (scientists) will systematically and restrained explain tourism, with no great pretensions that in one form of touristic manifestation explained everything about it. As the man i.e. tourist is basic subject and the driver of the tourism development, he must be the main factor in tourism defining. The man - tourists appeared long before the

modern tourism appeared. However, only at a certain stage of development of human society, and as a result of the development of the social division of labor, achieving an appropriate volume of tourist travel, there was considerable activity that bases its development based on satisfying the tourist's needs. Tourists are therefore placed at the center of tourist activity. That's OK, because tourists paid sensation for his experience. The tourist's satisfaction means to meet all of his expectations. Modern tourism business has led, from other service and manufacturing industry, the emergence of spoiled bundles. The modern tourist is spoiled because his tourist facilities offered by all sides. The larger touristic offers cause the richer touristic facilities. What is really important in the interaction of consumers and service providers, it is the possibility of such deals that exceeded the tourist's expectations! Reaching this goal in the modern tourism is not easy. But delight tourists, as the consumer is not impossible to create. One tourist organization consists of many resources but human resources make her soft and sophisticated component. Reaching the modern Human Resources Management of any modern organizations is not an easy task.

In previous time it was enough that the manager is in position to give orders that had to be respected. However, the overall development of social relations developed modern access to human resources management. Modern market is characterized by turbulent changes, while globalization even more has accelerated it. As organizations have to adapt to business conditions, their leaders need to change their management styles. One of the modern and very popular styles of management is a transformational leadership style. These types of managers are characterized by constantly dealing with changes. How the changes quickly taking place in organizations, it was clear that these leaders continually perfected in its mode of governance. Tourism business, which in recent decade is in expansion, leaders who are always ready for changes are welcome. The characteristic of transformational leaders is precisely their willingness to accept challenges and their commitment to adjust the management of the situations (Stefanović: 2017).

The concept of tourists is related to the concept of traveling, not for all, but only for those trips that are motivated by a desire for rest, physical and mental sense. In fact, just such a trip can be seen as a tourist's trip. In addition, tourist trips can be classified in a way of those that are motivated by the desire to satisfy the cultural needs, or to satisfy mental recreation. From the above it can be concluded that, in determining the notion tourists should be aware of the following two conditions: a) a journey that allows the temporary stay in places outside their place of permanent residence, and

(b) that this trip (change of residence) is conditioned by a desire for rest and relaxation, in mental and physical sense (Stefanović, Šaćirović: 2010). Daily environment and routine of life, contributes that man feels tired, nervous, eager for changes. The man needs an escape from life's routine, lethargy, and because of that it is necessary that the man left the place of permanent residence to experience something new. Such expected satisfaction is the generator of touristic trips and traveling.

Change of residence leads to the concentration of tourists in certain touristic places. There in such places the tourists establishing certain relations on economic grounds because they require adequate services - accommodation, food, entertainment, culture and so on. To meet these needs, it is essential that the tourist areas, economic and non-economic activities can meet the tourist demand (Unković, Zečević: 2009). In addition to economic relations, in tourist areas are established and wider social relations, that is relations between tourists and the local population, as well as relations between the tourists themselves. Bearing all this in mind, definition of tourism as a social phenomenon consisted of many theories. However, the literature tells that the most acceptable definition of tourism is given by Swiss authors W. Hunziker and K. Krapf, which is: "Tourism is a set of relationships and phenomena, which are made up of travel and accommodation of visitors, if these visitors do not stay for permanent residence and if such relationship is not connected to any economic activity." The most important characteristics of tourism as an economic activity, which it differs from other activities, are: (1) the heterogeneity of the structure, (2) a high degree of elasticity of demand for tourism services and the inelasticity of supply, (3) seasonal nature of the business, (4) specificity, in terms of labor productivity. Tourism is heterogeneous economic activity that is composed of different commercial and non-commercial activity, i.e. this is the together business in meeting the needs of tourists (national and international) (Stefanovic: 2017). Based on the tourism, business activities include: hotel and catering industry, transport, tourism and travel agencies, followed by retail trade, manufacturing various types of public utilities.

The non-economic activities are cultural, artistic, sporting and other activities, as the working of various tourism organizations. All these activities directly or indirectly affect the formation of tourism. travel system is composed of the following factors (Unković, Zečević: 2009):

- C1 - means of transport (aircraft, automobiles, railway, maritime and river vessels)
- C2 - facilities for storing and feeding (hotels, motels, restaurants, private households)

- C3 - travel agencies,
- C4 - tourist guides,
- C5 - or other objects for feeding tourists,
- C6 - Stores for souvenirs and specific items,
- C7 - producers of souvenirs and specific items,
- C8 - folklore art and
- C9 - various forms and organizational forms of entertainment and leisure.

Within each of the above mentioned aggregate or the system, it can be carried further classification. For example, in transportation: C1 = A1, A2, A3, ..are: A1 - local air traffic, A2 - international air traffic, A3 - public road traffic, and so on. It can be said that tourism does not constitute a separate economic activity (such as industry, agriculture, transport, etc.), given that there is no possibility for strictly qualitative and quantitative determination of the tourism industry as separate and independent entities.

That guideline tourism is important for defining tourism policy, planning tourism development, determination of investment activities, and to determine the character of work from the standpoint of its productivity. Figure 1 is showed types of tourism partition based on motives, transport, the social groups and territory.

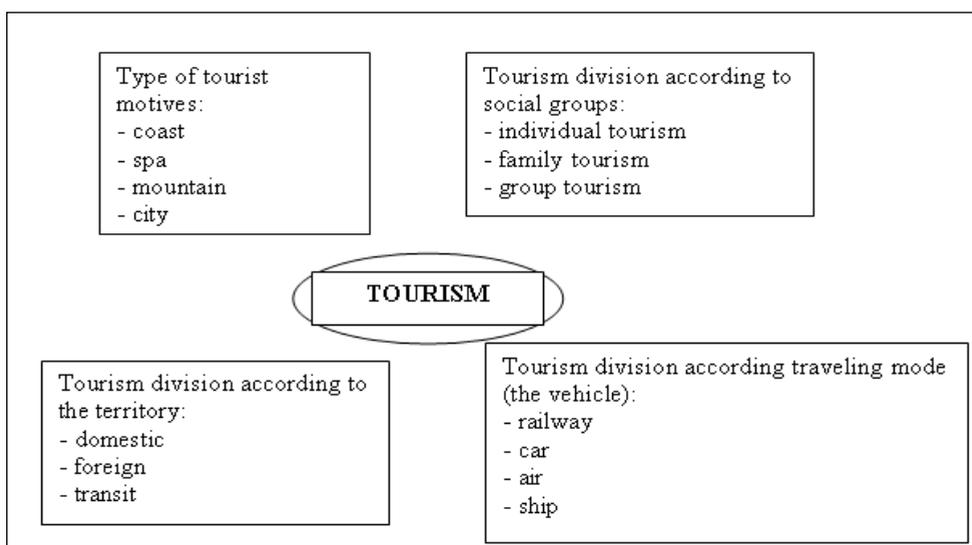


Figure 1: Division of tourism

Source: Geografija, (Kovačević, Topalović:2016)

3. TOURISTS NEEDS AND THEIR DEVELOPMENT

Development of tourism need's, from the pioneering and elite to mass charter tourism, can be illustrated with historical example and class development of human needs, but also the example of their dynamics in time and space, social and social environment and segments population. Large competitions need to "interpolate" the system of man's need according to the conditions in which to form. Their economic expression is manifested in consumption, its size, dynamism and structure as well as other characteristics. Part of tourist needs with free natural resources that have economic significance. The relationship between resources and needs are fundamental economic relationship (Besermenji: 2008).

Economic theory examines the relationship starting from the general paradigm which needs "unlimited", but good "limitations". For these contradict situations arise that are the subject of study of many scientific disciplines, particularly economic (Blagojevic: 2010). It can be said that the man's overall efforts aimed at convergence of needs and opportunities (Stefanović: 1985). But even though, most people live in conditions in which they can not meet their basic needs. In all cases, the relationship between needs and Goods solved by selecting and prioritizing one over the other types of needs, that is establishing a hierarchy of their satisfaction. In analyzing the relationship tourist needs and resources to meet them, the need to not be equated with the tourist demand and consumption. Every demand and consumption is preceded by a need that meets the demand for certain goods and services. However, the need objectively can not entirely satisfy. Therefore, there are differences between actual needs and what is emerging as a travel demand or consumption.

The demand of tourists is their willingness to purchase or buy a certain amount of tourist goods. In doing this willingness does not depend only on the quantity of their tourist needs and a range of other factors, such as, for example, income, prices, exchange rates, quality and way promotions and a number of other elusive factors. Therefore, the two concepts are not equalized even though the need precedes and initiates demand.

The famous Swiss researcher J. Krippendorf sets the pattern of social behavior as follows "... in our society values" have "pushed the value of" being "... The economy is characterized by the growing movement for the concentration of power over self, MLM and medium-sized enterprises ... There is a growing division of labor and specialization and declining importance of self-supply. Environment is exploited so as to have an inexhaustible natural resources and eternal. No there is no industrial country where the state bureaucracy, state responsibilities and state expenditure has

not increased (Đorđević: 2016). Many authors have described tourism as a rare emergency exit, a space in which man finds himself, his self-determination and self-realization. Those who had a knack for perceiving the reality of life, observed that the tourist needs and ways of achieving them follow, not in all, the general pattern of society (Pirjavec: 2002). In his new understanding of tourism by Krippendorf noted that the causes consumerists models to satisfy tourist needs outside the sphere of tourism, adding "... leisure and tourism, as one of its forms, not a separate world, which follows its own laws." He sees global processes and concludes " homo TURISTICUS is only an illusion and its essence is as „homo consumer“". "Consumerism becomes the dominant source actual and imposed tourism needs, while the pattern of behavior of tourists in a massive tourist movement follows the general pattern of all human behavior of consumers ".

Skilled propagandists "industry of tourism illusion“ always refer to a prepared tourist with a prepared propagandas message " with us you will feel like you are at home "and will not fail tourist in the way of offer disposal during the break, and that tourists wanted to leave. Offer him everything he had at home, and, in addition, the illusion of happiness in time in which the tourists can eliminate the frustrations that wanted to escape (Dulčić: 2002). This perpetuates a form in which civil society is increasingly closed while the citizen is increasingly trying to withdraw him as a tourist. Tourism has become a mirror of that society to whom he wants to get away. Finally, homo TURISTICUS is convinced that the shortest path to himself, leads around the world (Stefanović: 2017).

4. CLASSIFICATIONS OF TOURISM NEEDS BY THE MASLOW

The best classification which is can be equally applied on tourist purposes, is given by the AH Maslow. Abraham Maslow, Abraham Harold Maslow and was a prominent American psychologist and philosopher, chief representative of humanistic psychology in management theory advocated a radically new style of people management in order to ensure in general terms for the development of each individual, institutions and society as a whole. He does not consider the needs in order of importance. In his interpretation of all human needs are always present a hierarchy determined by the intensity and not the kind of needs (Maslow: 1943). Those are:

1. *Physiological human needs*
2. *The needs for security*
3. *Needs for belonging and love*

4. *Needs of respect - needs for self-esteem*

5. *The need for knowledge and self-actualization.*

Figure 2 shows a diagram of the Maslow's Hierarchy of Needs. Details of each will be described and interpreted through the needs of the tourists.

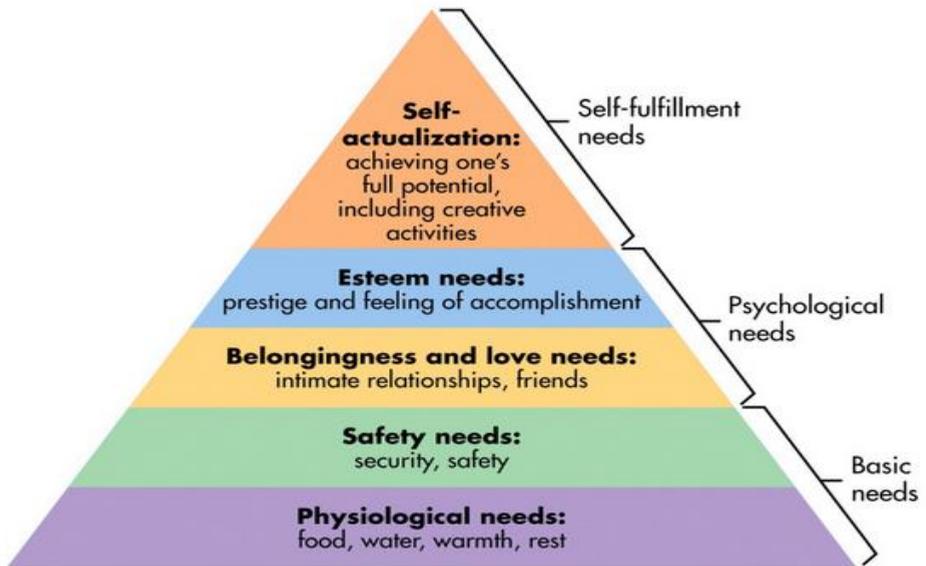


Figure 2: Maslow's Hierarchy of Needs
 Source: <https://www.simplypsychology.org/maslow.html>

Physiological needs i.e. needs for food, water and so on is usually not considered as a tourist needs. Physiological needs considered hierarchical (basic needs); it is easy to see that tourists at the first must satisfy physiological needs and after that to satisfy all higher hierarchical level. Rich menus with various national specialties, gourmet experiences, high quality drinks, nudists, a greater degree of freedom of sexual behavior and many other "tourist facilities" are examples of the various ways for satisfying physiological needs at a higher level.

Safety needs are related to freedom, stability, security, and they "turn off" the fear, chaos, looting, lawlessness, various restrictions and the similar. In stable societies need for security is not so dominant, almost like a hunger code of not so hungry human! The social crisis, increased terrorism, the dangers of war and natural disasters, emphasize this need - the need for security. This group of need is different from the others because its requirements are not just a goal; it is also a prerequisite for the occurrence and satisfying other needs.

The needs for belonging and love emerge as relatively satisfied prior needs (physiological and safety needs). In this group are the following factors: rootedness, affection, loyalty, loves and so on. Inability to meet the needs of this group is usually manifested in the behavior of a person, which is qualified as "poor adaptation." For tourists these needs are visible at every step. The emergence of tourist needs is interpreted as a consequence of (not) just to satisfy the human needs of this group, while tourism is seen as the ability to customize and re-socialization of man. The reality of mass tourism has proven to be in a different light. A number of alternative forms of tourism generated Administration because of tourists failed to meet these needs by engaging in mass tourism.

The needs for esteem and self-actualization, according to Maslow are increasingly important especially when the person is relatively satisfied prior. All people in society (except for a small number of pathological cases) have a need and desire for existence, solid, usually high grade and self-respect, and respect from other people. These needs are manifested as a desire for power, achievement, sufficiency, competence, confidence, for independence and freedom.

Then there includes the desire for a good life or prestige, status, glory and power, recognition, attention, importance, dignity and respect.

Business success of tourism enterprises and individuals are often based on the realization of the principle that formulates the phrase "the customer is always right" or "everyone and everything is in as guest". This stems from the recognition that carries tourists need for self-esteem and wants to satisfy. Other face of these groups need to be pointing in the tourism industry, should be seen in the relations between tourists and local population.

Domestic population of less developed areas, are not met previously analyzed needs equally as well as tourists who visit the area. Therefore, in that situation can raise conflicting relationship. Forms of conflict are latent and occur initially as a rare occurrence or veiled frustration. However, the causes of them are deep, and can be solved only by avoiding servility and subordinated hospitality, and developing communication on the principles of tolerance, equality and a high level of professionalism. The ability to control the conflict by encouraging these needs among local residents and tourists, are a convergence of cultures (indigenous and tourism). That's not possible and is not desirable at a time when the need for identity open processes of awakening cultural "small" region for ethnic groups, even specific rural culture. The solution should be sleeked in tourist needs as a

factor in rising of the general cultural level in which these policies formulated following the criteria of professionalism.

The need for self-esteem and self-actualization are directly related to the previous groups. Abraham Maslow needs of this group is defined as: "What a man can be, he must be. He must be true in his nature" These needs are not easily can be achieved in modern society, especially in societies where the principle of equal is dominant. Moreover, as pointed out by Maslow, the need for self-actualization is practically can not be satisfied, i.e. "the more you meet, the more you wants". Travel content of these needs are manifested as curiosity, attraction of the unknown, a desire for learning and disseminating knowledge, depending knowledge, the search for meanings building broader relationships and value systems in coexistence with others, better understanding among people and so on.

5. CONCLUSION

Tourism needs are very elastic and they can hardly be saturated; although all the more frequently mentioned that in highly developed societies, tourism needs more and more take a place in the sphere of primary needs, it should be repeated that the tourist needs have secondary characters which means that there are many limiting factors in satisfying them. These factors can disrupt the solid ideas and plans of potential tourists. In this way, the first time for the holidays performed a life-knowledge: the tourism industry stand on „glass legs“. So, in the hierarchy of satisfying human needs, tourism is one of the needs of a higher order of which is to meet the need to provide some assumptions.

Serbia as a country that is in transition process for many years, it is difficult to deal succeeding and satisfaction of certain tourist needs. However, there is a glimmer of hope that things will improve in the future, and that after solving many external and internal problems, the country still manage to arise on the road to sustainable tourism business. This primarily means that taking into account the indigenous population and the needs of the same, will be able to achieve the satisfaction of the needs of foreign tourists, and therefore will be independent and will have sustainable business in tourism.

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