

The resource basis of the competitiveness of the tourism destination - natural resources and attractiveness

Danijel Pavlović, Aleksa Panić, Tijana Radojević, Marija Cimbaljević

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INTRODUCTION

- ▷ Evaluation of tourism destination competitiveness - a continuous process
- ▷ Different approaches in models for destination competitiveness
- ▷ The model of the World Economic Forum
 - ▷ Old TTCI and new TTDI

Main dilemma - can one unique model be used to analyze the competitiveness among all tourism destinations worldwide?



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Tourism destination competitiveness -
evaluation model for Serbia



The issue of sustainability in achieving the competitiveness

01. Importance of the link

Dealing with destination competitiveness is not desirable without including natural attractors

02. Determinant

Natural attractions as an essential determinant of destination competitiveness

03. New trends

The growing importance of ecological issues and the natural environment among new tourists

04. UNWTO SDG

Maximizing tourism's advantages will be crucial to attaining Sustainable Development Goals and executing the Post-2015 Development Agenda.



About TOURCOMSERBIA Model

TOURCOMSERBIA - model creation is a multi-step process



Only the first three stages in this process are analyzed in this paper



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Process of Analysis



In depth literature review

The SCOPUS database - literature committed to the sustainability of a tourism destination and competitiveness

A total of 35 articles from 2000 to March 2022

The analyses of the Ritchie and Crouch conceptual model of destination competitiveness and Dwyer and Kim's Integrated model of destination competitiveness, as well as assessments of other tourism competitiveness studies



Delphi Method

The experts involved in the Delphi method included representatives of public and private tourism sector professionals and experts from academic societies

There were three rounds of testing, in which 42 experts were included in the first round, and 35 researchers in the following two rounds



Pilot Testing

Indicators are grouped into three surveys for internal stakeholders foreign tourists, and international tour operators

Pilot testing was carried out via email and on-site accommodations

130 respondents



Občina
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5. MEDNARODNA KONFERENCA: TURIZEM
THE 5TH INTERNATIONAL CONFERENCE: TOURISM

Indicators	Reference (Adapted to suit the case of Serbia)	Tourism stakeholders Mean	Local Community Mean	Tourists Mean	Foreign Tour operators Mean
Sustainable indicators					
1. As a tourist destination, Serbia has unique natural resources and beauty of nature and landscape (the beauty of the natural environment and biodiversity/flora and fauna, untouched; nature, national parks, and reserves)	Lemy, Nursiana and Pramono, 2020; Krešič and Prebežac, 2011; Xu, Ao, Liu and Cai, 2021; Guizzardi and Stacchini, 2017; Wang, Hsu, and Swanson, 2012; Nguyen, 2019	4.56	4.45	4.24	4.33
2. The climate in Serbia is pleasant (climate conditions are suitable for tourism)	Cronjé and du Plessis, 2020	4.39	4.35	4.19	4.33
3. Tourism is well-developed in the protected natural areas of Serbia	Foronda-Robles, Galindo-Pérez-de-Azpillaga and Fernández-Tabales, 2020; Lozano-Oyola, Blancas, González and Caballero, 2019; Gomezelj and Mihalič, 2020; Pavić, Veljković and Billić, 2016	3.31	3.55	3.41	3.67



Results

- The most frequently used methods in sustainable tourism indicator measurements are surveys and questionnaires (46% of analyzed papers), followed by interviews (15%), and the Panel/Delphi method (11%)
- Scientific studies analyzed also focused on identifying key target groups/tourism stakeholders, including the local community, DMOs, public and private sectors in the destination, and tourists
- The participatory approach has acknowledged insufficient consideration in tourism destination competitiveness studies so far, which is adopted in this study

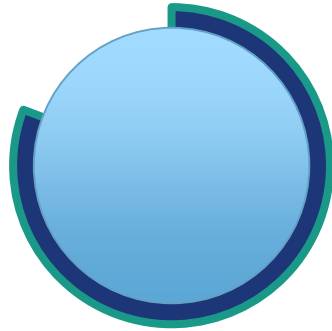


Discussion and Conclusion

- Selection and formulation of the indicators are valid
- Differences in mean scores for all items.
- "Serbia has unique natural resources and beauty of nature and landscape" was evaluated higher by tourism stakeholders (M: 4.56), while the local community ranked it somewhat lower - (M: 4.45). Tourists are the least likely to agree with this notion (M: 4.24), which is somewhat lower than the grade given by international tour operators (M: 4.33)
- The circumstances correspond to the statement "The climate in Serbia is pleasant," which received the lowest rating (M: 4.19) from tourists., While stakeholders (M: 4.39), local communities (M: 4.35), and foreign tour operators (M: 4.33) have about identical results
- Significantly lower ratings were provided to the statement "Tourism is well-developed in Serbia's protected natural areas," where, unlike the preceding claims, stakeholders gave the lowest grade (M: 3.31). Tourists (M: 3.55), the local community (M: 3.41), and international tour operators offered somewhat higher, but still lower ratings than the previous two statements, which likewise received the highest rating in this category (M: 3.67).

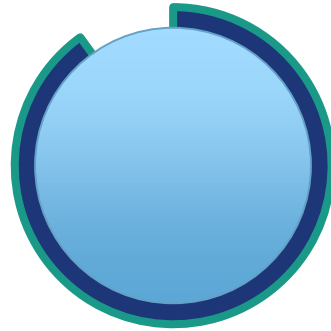


Discussion and Conclusion



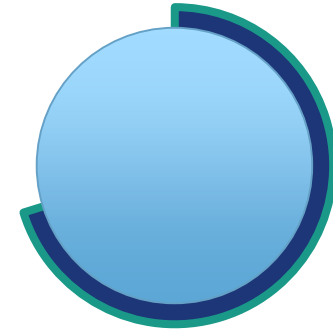
Further research

Since the results are part of the initial stage of the research (pilot testing), further research will focus on broader sample focus and validation



Validation threshold

TOURCOMSERBIA focuses on further research which will include at least 150 internal stakeholders, 300 residents, 400 foreign tourists, and 50 foreign tour operators



Competitive Set

It will also include similar research in the countries that will be identified as competitive sets to Serbia.



Thank you for your attention!

Do you have any questions?

apanic@singidunum.ac.rs
tourcomserbia.com



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