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TURIZAM U FUNKCIJI RAZVOJA DOMAĆEG
POLJOPRIVREDNO-PREHRAMBENOG SEKTORA

TOURISM IN THE FUNCTION OF DEVELOPING
THE DOMESTIC AGRI-FOOD SECTOR

XII

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INTERNATIONAL CONFERENCE - JAHORINA BUSINESS FORUM

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**TURIZAM U FUNKCIJI RAZVOJA DOMAĆEG
POLJOPRIVREDNO-PREHRAMBENOG SEKTORA**

TOURISM IN THE FUNCTION OF DEVELOPING
THE DOMESTIC AGRI-FOOD SECTOR

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Subotica, Univerzitet u Novom Sadu, Ekonomski fakultet
Univerziteta Sv. Ćirilo i Metodije u Skoplju, Fakultet za hotelijerstvo
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IZDAVAČ:

Ekonomski fakultet Pale
Ul. Alekse Šantića 3, 71420 Pale
Republika Srpska
Bosna i Hercegovina

ZA IZDAVAČA:

Prof. dr Marko Đogo, dekan

PREDSJEDNIK NAUČNOG ODBORA:

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XII International Conference - Jahorina business forum 2023

Turizam u funkciji razvoja domaćeg poljoprivredno-prehrambenog sektora
Tourism in the function of developing the domestic agri-food sector

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Nikola Gluhović, PhD, Faculty of Economics, University of East Sarajevo

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Emilija Beker-Pucar, PhD, Faculty of Economics, University of Novi Sad

dr Mijat Jocović, Ekonomski fakultet Univerziteta Crne Gore
Mijat Jocović, PhD, Faculty of Economics, University of Montenegro

dr Tamara Backović, Ekonomski fakultet Univerziteta Crne Gore
Tamara Backović, PhD, Faculty of Economics, University of Montenegro

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Jovan Đurašković, PhD, Faculty of Economics, University of Montenegro

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Zdenka Dragašević, PhD, Faculty of Economics, University of Montenegro

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Milivoje Radović, PhD, Faculty of Economics, University of Montenegro

dr Nikola Milović, Ekonomski fakultet Univerziteta Crne Gore
Nikola Milović, PhD, Faculty of Economics, University of Montenegro

dr Boban Melović, Ekonomski fakultet Univerziteta Crne Gore
Boban Melović, PhD, Faculty of Economics, University of Montenegro

dr Predrag Trpeski, Ekonomski fakultet Univerziteta Sveti Ćirilo i Metodije u Skoplju
Predrag Trpeski, PhD, Faculty of Economics, Ss. Cyril and Methodius University in Skopje

dr Atanasko Atanasovski, Ekonomski fakultet Univerziteta Sveti Ćirilo i Metodije u Skoplju
Atanasko Atanasovski, PhD, Faculty of Economics, Ss. Cyril and Methodius University in Skopje

dr Ljupčo Eftimov, Ekonomski fakultet Univerziteta Sveti Ćirilo i Metodije u Skoplju
Ljupčo Eftimov, PhD, Faculty of Economics, Ss. Cyril and Methodius University in Skopje

dr Mijalče Santa, Ekonomski fakultet Univerziteta Sveti Ćirilo i Metodije u Skoplju
Mijalče Santa, PhD, Faculty of Economics, Ss. Cyril and Methodius University in Skopje

dr Ljubomir Drakulevski, Ekonomski fakultet Univerziteta Sveti Ćirilo i Metodije u Skoplju
Ljubomir Drakulevski, PhD, Faculty of Economics, Ss. Cyril and Methodius University in Skopje

dr Vesna Bucevksa, Ekonomski fakultet Univerziteta Sveti Ćirilo i Metodije u Skoplju
Vesna Bucevksa, PhD, Faculty of Economics, Ss. Cyril and Methodius University in Skopje

dr Drago Cvijanović, Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Univerzitet u Kragujevcu
Drago Cvijanović, PhD, Faculty of Hotel Management and Tourism, University of Kragujevac

dr Marija Kostić, Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Univerzitet u Kragujevcu
Marija Kostić, PhD, Faculty of Hotel Management and Tourism, University of Kragujevac

dr Miljan Leković, Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Univerzitet u Kragujevcu
Miljan Leković, PhD, Faculty of Hotel Management and Tourism, University of Kragujevac

dr Darko Petković, Ekonomski fakultet Univerziteta u Zenici
Darko Petković, PhD, Faculty of Economics, University of Zenica

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Milenko Krajišnik, PhD, Faculty of Economics, University of Banjaluka

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Zoran Borović, PhD, Faculty of Economics, University of Banjaluka

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Dragan Gligorić, PhD, Faculty of Economics, University of Banjaluka

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Stanko Stanić, PhD, Faculty of Economics, University of Banjaluka

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Goran Popović, PhD, Faculty of Economics, University of Banjaluka

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Saša Petković, PhD, Faculty of Economics, University of Banjaluka

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Bojan Zečević, PhD, Faculty of Economics, University of Belgrade

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Aleksandar Živković, PhD, Faculty of Economics, University of Belgrade

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AGENDA

Vrijeme	Hotel Vučko	Hotel Termag
26.04.		
20.00		Piće dobrodošlice
27.04.		
12.00	Svečano otvaranje Jahorinskog poslovnog foruma: - prof. dr Milan Kulić, rektor UIS - g. Ljubiša Ćosić, gradonačelnik I. Sarajeva - prof. dr Marko Đogo, dekan Ekonomskog fakulteta	
12.30	Plenarna sesija: Turizam u funkciji razvoja domaćeg poljoprivredno-prehrambenog sektora, uvodna predavanja: - prof. dr Drago Cvijanović, - prof. dr Boban Melović, - prof. dr Nikola Gluhović, - prof. dr Grujica Vico	
13.30	Kafe pauza	
13.45	Prezentacija projekta „Vinski turizam Hercegovine“ - g. Zdravko Marinković, predsjednik STK/VTK	
14.00	Debata poslovne zajednice na temu odnosa turizma i razvoja domaćeg poljoprivredno- prehrambenog sektora, učesnici: - g. Nedeljko Elek, predsjednik NO OC Jahorina - g. Nemanja Vučetić, menadžer hotela Termag - gđa. Slavica Ašonja, menadžer projekta brendiranja Romanijskog skorupa-kajmaka - g. Bojo Gašanović, načelnik opštine Ist. Stari Grad - g. Danko Nerić, Lovački savez Republike Srpske	
15.00	Ručak	
16.00	Sesija TURIZAM, izlaganje radova - prvi dio moderator: prof. dr Aleksandar Živković	Sesija EKONOMIJA, izlaganje radova - prvi dio moderator: prof. dr Milenko Krajišnik
18.00	pauza	
18.30	Sesija TURIZAM, izlaganje radova - drugi dio moderator: prof. dr Željko Vojinović	Sesija EKONOMIJA, izlaganje radova - drugi dio moderator: prof. dr Miodrag Zec
20.30		Večera za učesnike konferencije
28.04.		
10.00		Iznošenje zaključaka konferencije
12.00		Ispraćanje učesnika konferencije

PLENARNA SESIJA PLENARY SESSION

Uvodničari: Plenary speakers:



prof. dr Drago Cvijanović

Redovni profesor, Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Univerzitet u Kragujevcu, UNO Menadžment i poslovanje, Urednik časopisa: Economics of Agriculture

Drago Cvijanović, PhD.

Professor at Faculty of Hotel Management and Tourism Vrnjačka Banja, University of Kragujevac NSF Marketing, Editor of the Magazine: Economics of Agriculture



prof. dr Boban Melović

Redovni profesor, Ekonomski fakultet Podgorica, Univerzitet Crne Gore, UNO Marketing, Autor knjige Marketing Management on the Organic Products Market

Boban Melović, PhD.

Professor at Faculty of Economics Podgorica, University of Montenegro NSF Marketing, Author of the book Marketing Management on the Organic Products Market

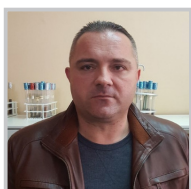


prof. dr Nikola Gluhović

Redovni profesor, Ekonomski fakultet Univerziteta u Istočnom Sarajevu, UNO Marketing, Autor knjiga iz oblasti brend menadžmenta

Nikola Gluhović, PhD.

Professor at Faculty of Economics, University of East Sarajevo NSF Marketing, Author of books in the field of Brand management



prof. dr Grujica Vico

Vanredni profesor, Poljoprivredni fakultet Univerziteta u Istočnom Sarajevu, UNO Agroekonomija, FAO ekspert

Grujica Vico, PhD.

Associate professor at Faculty of Agriculture, University of East Sarajevo NSF Economics of agriculture, FAO Expert

ZNAČAJ RURALNOG TURIZMA ZA RAZVOJ POLJOPRIVREDNO-PREHRAMBENOG SEKTORA

Apstrakt: Poljoprivreda se smatra važnim činiocem razvoja ruralnog turizma. Razvoj poljoprivredne delatnosti i poljoprivredno-prehrambenih proizvoda u velikoj meri je vezan za razvoj ruralnih područja pa se stoga poljoprivredna proizvodnja ističe kao značajan faktor koji može doprineti diverzifikaciji ruralne ekonomije i osnovni je izvor ostvarivanja prihoda seoskog domaćinstva. Zahvaljujući ruralnom turizmu, poljoprivredna domaćinstva imaju šansu za ostvarivanje dodatnih prihoda na osnovu proizvodnje i prodaje autohtonih proizvoda. U ovom radu, na osnovu baze postojećih statističkih podataka i rezultata prethodnih istraživanja autori se bave analizom uloge ruralnog turizma u jačanju poljoprivredno-prehrambenog sektora i valorizacije tradicionalnih autohtonih proizvoda sa jedne, i ispitivanjem ekonomske koristi poljoprivrednih domaćinstava od razvoja ruralnog turizma, sa druge strane. Cilj rada je ukazati na šansu razvoja ruralnih područja kroz intenziviranje poljoprivredne proizvodnje, i ostvarivanje pozitivnih rezultata. Očekivani efekti odnose se na poboljšanje kvaliteta seoskog života, generisanje zapošljavanja, porast motivacije za bavljenje poljoprivrednom proizvodnjom, ekonomskog razvoja i intenziviranje poljoprivredno-prehrambenog sektora u celini.

Ključne riječi: ruralni turizam, poljoprivredno-prehrambeni sektor, autohtoni proizvodi.

THE IMPORTANCE OF RURAL TOURISM FOR THE DEVELOPMENT OF THE AGRICULTURAL AND FOOD SECTOR

Abstract: Agriculture is considered an important factor in the development of rural tourism. The development of agricultural activities and agricultural-food products is largely related to the development of rural areas, therefore agricultural production stands out as a significant factor that can contribute to the diversification of the rural economy and is the main source of income for rural households. Thanks to rural tourism, agricultural households have a chance to earn additional income based on the production and sale of indigenous products. In this paper, based on the existing statistical database and the results of previous research, the authors deal with the analysis of the role of rural tourism in strengthening the agricultural and food sector and the valorization of traditional autochthonous products on the one hand and examining the economic benefits of agricultural households from the development of rural tourism on the other. The aim of the paper is to point out the chance of developing rural areas through the intensification of agricultural production and achieving positive results. The expected effects are related to the improvement of the quality of rural life, the generation of employment, the increase in motivation to engage in agricultural production, economic development and the intensification of the agricultural and food sector as a whole.

Key words: rural tourism, agricultural and food sector, autochthonous products

¹ Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Univerzitet u Kragujevcu, E-mail: dvcmmv@gmail.com

² Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Univerzitet u Kragujevcu, E-mail: suza.borovic@gmail.com

BRENDIRANJE U TURIZMU I POLJOPRIVREDI – KORELACIJA SELEKTIVNIH OBLIKA TURIZMA SA POLJOPRIVREDNO-PREHRAMBENIM SEKTOROM KROZ PRIZMU BREND MENADŽMENTA

Apstrakt: Uloga brenda u turizmu i poljoprivredi je višestruka. Brendiranjem u turizmu se stvara dodatna vrijednost, postiže se bolja pozicioniranost određenog mjesta, dolazi do povećanja broja posjetilaca i investitora, što u krajnjem doprinosi dugoročnom ekonomskom rastu. Sa druge strane, savremeni turisti traže jedinstvena, autentična iskustva, što je i dovelo do osnaživanja novih trendova u turizmu, poput gastronomskog turizma, ekoturizma, agroturizma, avanturističkog turizma i sl. Ovi trendovi turizma, na lokalnom nivou, doprinose inovativnim razvojnim mogućnostima, a njihova adekvatna kombinacija sa brendiranjem u poljoprivredi dugoročno vodi pozicioniranju ruralnih područja kao autentičnih, atraktivnih i/ili ekskluzivnih destinacija. Otuda je cilj ovog rada da sagleda ulogu koncepta brenda u turizmu i poljoprivredi, odnosno da analizira korelaciju selektivnih oblika turizma sa poljoprivredno-prehrambenim sektorom kroz prizmu brend menadžmenta. Za razliku od većine prethodnih istraživanja koja su analizirala navedenu problematiku parcijalno, ovaj rad pruža bolje razumijevanje faktora koji utiču na korelaciju brend menadžmenta u turizmu i poljoprivredi. Na taj način se omogućava integralna analiza koncepta brenda u kontekstu stvaranja vrijednosti u poljoprivredi, dovodeći ga u vezu sa selektivnim oblicima turizma, u prvom redu sa ruralnim turizmom. Upravo neka od recentnih istraživanja potvrđuju da ruralni turizam predstavlja i jedan od najbrže rastućih selektivnih oblika turizma, zbog sposobnosti da se prilagodi novonastalim trendovima u turističkoj potražnji, koji sve više pažnje posvećuju vrijednostima prirode, kulture, zdrave i organske hrane i sela. Međutim, takav razvoj turizma potrebno je graditi oslanjajući se na prepoznatljiv i snažan brend, kako bi se u punom kapacitetu realizovali potencijali. Rezultati empirijskog istraživanja pokazuju da veći broj faktora determiniše način na koji se brend može uspješno koristiti u podsticaju razvoja poljoprivrede i turizma. U tom smislu, angažovanje lokalnih ruralnih aktera u zajedničkom stvaranju vrijednosti brenda ima potencijal da podrži socio-ekonomski razvoj i u mnogim siromašnim regionima, a ovo posebno dolazi do izražaja u zemljama u razvoju. Nadalje, rezultati istraživanja pokazuju da kulturno nasleđe Crne Gore i zemalja regiona, jedinstveni običaji, kao i rukotvorine lokalnih zanatlija privlače turiste širom svijeta. Na to se nadovezuju i gastronomski užici, kao što su mnogobrojni lokalni specijaliteti koji daju poseban identitet zemlji i imaju multiplikativan efekat na osnaživanje poljoprivredno-prehrambenog sektora, kao i potražnju za drugim, selektivnim oblicima turizma. Oslanjajući se na rezultate istraživanja, autor je otkrio da poljoprivredna proizvodnja i turizam, zasnovani na konceptu brenda, mogu značajno doprinijeti ekonomskom razvoju, posebno ruralnih područja, te se kao važnim nameće stvaranje lokalnih, specifičnih, brendova sa geografskim porijeklom, koji su izuzetno važni za dalji razvoj poljoprivrede, ruralnog i turizma uopšte. Dobijeni rezultati mogu poslužiti kreatorima politika, menadžerima i donosiocima odluka kao smjernice prilikom donošenja odluka o društveno-ekonomskom razvoju određenog geografskog područja, sa ciljem revitalizacije lokalne ekonomije, povećanja prihoda, smanjenja nezaposlenosti i poboljšanja ukupnog kvaliteta života lokalnog stanovništva.

Ključne riječi: brend, turizam, poljoprivreda, ruralno područje, selektivni oblici turizma...

¹ Ekonomski fakultet Podgorica, Univerzitet Crne Gore, bobanm@ucg.ac.me

BRANDING IN TOURISM AND AGRICULTURE - CORRELATION BETWEEN SELECTIVE FORMS OF TOURISM AND THE AGRICULTURAL-FOOD SECTOR THROUGH THE PRISM OF BRAND MANAGEMENT

Abstract: The role of the brand in tourism and agriculture is multiple. Branding in tourism creates additional value, achieves a better positioning of a certain destination, increases the number of visitors and investors, which ultimately contributes to long-term economic growth. On the other hand, modern tourists are looking for unique, authentic experiences, which has led to the strengthening of new trends in tourism, such as gastronomic tourism, ecotourism, agrotourism, adventure tourism, etc. These tourism trends, at the local level, contribute to innovative development opportunities, and their adequate combination with branding in agriculture leads to the long-term positioning of rural areas as authentic, attractive and/or exclusive destinations. Hence, the aim of this paper is to analyze the role of the brand concept in tourism and agriculture, i.e. to analyze the correlation between selective forms of tourism and the agricultural and food sector, observed through the prism of brand management. Unlike the majority of previous researches that analyzed the mentioned issue partially, this paper provides a better understanding of the factors that influence the correlation of brand management in tourism and agriculture. In this way, an integral analysis of the brand concept is enabled, observed in the context of value creation in agriculture, bringing it into connection with selective forms of tourism, primarily with rural tourism. Some of the recent research confirms that rural tourism is one of the fastest growing selective forms of tourism, due to its ability to adapt to new trends in tourist demand, which pay more and more attention to the values of nature, culture, healthy and organic food and the countryside. However, such development of tourism needs to be built relying on a recognizable and strong brand, in order to realize its full potential. The results of empirical research show that a large number of factors determine the way in which the brand can be successfully used to stimulate the development of agriculture and tourism. In this sense, the engagement of local rural actors in the joint creation of brand value has the potential to support socio-economic development in many poor regions, and this is especially evident in developing countries. Furthermore, the research results show that the cultural heritage of Montenegro and the countries of the region, unique customs, as well as handicrafts of local artisans attract tourists from all over the world. This is followed by gastronomic delights, such as numerous local specialties, that give a special identity to the country and have a multiplying effect on the strengthening of the agricultural and food sector, as well as on the demand for other, selective forms of tourism. Relying on the research results, the author discovered that agricultural production and tourism, based on the brand concept, can significantly contribute to economic development, especially in rural areas, which is why creation of local, specific, geographically-origin brands becomes extremely important, especially for further development of agriculture, rural tourism and tourism in general. The obtained results can serve policy makers, managers and decision makers as guidelines when making decisions about the socio-economic development of a certain geographical area, with the aim of revitalizing the local economy, increasing income, reducing unemployment and improving the overall quality of life of the local population.

Key words: brand, tourism, agriculture, rural area, selective forms of tourism...

IMPLIKACIJE ETNOCENTRIZMA NA PONAŠANJE POTROŠAČA I NAMJERE KUPOVINE DOMAĆIH POLJOPRIVREDNIH PROIZVODA U BOSNI I HERCEGOVINI

Apstrakt: Na tržištu poljoprivredno-prehrambenih proizvoda Bosne i Hercegovine (Republike Srpske) prisutni su proizvodi različitog porijekla. Jedan od faktora koji utiče na preferencije potrošača i kupovinu domaćih poljoprivrednih proizvoda su etnocentrične tendencije.

Cilj ovoga rada je sagledavanje i razumijevanje uticaja potrošačkog etnocentrizma na kupovinu domaćih poljoprivrednih proizvoda u Bosni i Hercegovini. Izvedeni ciljevi rada prepoznaju se u : a) implikacijama potrošačkog etnocentrizma u namjeri kupovine domaćih poljoprivrednih proizvoda; b) razumijevanju procesa ponašanja i donošenja odluke o kupovini domaćih poljoprivrednih proizvoda; c) utvrđivanju preferencija kod kupovine domaćih poljoprivrednih proizvoda sa oznakom zemlje porijekla proizvoda. Za potrebe istraživanja koncipirana je prilagođena CETSCALE za utvrđivanje potrošačkog etnocentrizma kod kupovine poljoprivrednih proizvoda u Bosni i Hercegovini.

Rezultati istraživanja nedvosmisleno pokazuju i dokazuju potrebu za dodatnim promovisanjem i podsticanjem etnocentrizma u Bosni i Hercegovini (Republici Srpskoj). To neoborivo i neodoljivo utiče na važnost etnocentrizma u ponašanju potrošača i oblikovanju ponašanja domaćih potrošača, što dovodi do povećanja prihoda preduzeća i bruto društvenog proizvoda Bosne i Hercegovine (Republike Srpske).

Ključne riječi: ponašanje potrošača, etnocentrizam, zemlja porijekla, brend, poljoprivredni proizvodi.

IMPLICATIONS OF ETHNOCENTRISM ON CONSUMER BEHAVIOR AND PURCHASE INTENTIONS OF DOMESTIC AGRICULTURAL PRODUCTS IN BOSNIA AND HERZEGOVINA

Abstract: On the market of agricultural and food products of Bosnia and Herzegovina (Republika Srpska) there are products of different origins. One of the factors that influence consumer preferences and the purchase of domestic agricultural products are ethnocentric tendencies.

The aim of this paper is to analyze and understand the impact of consumer ethnocentrism on the purchase of domestic agricultural products in Bosnia and Herzegovina. The derived objectives of the work are recognized in: a) the implications of consumer ethnocentrism in the intention to purchase domestic agricultural products; b) understanding the process of behavior and making a decision on the purchase of domestic agricultural products; c) determination of preferences when purchasing domestic agricultural products with a country of origin label. For research purposes, an adapted CETSCALE was designed to determine consumer ethnocentrism when purchasing agricultural products in Bosnia and Herzegovina.

The research results unequivocally show and prove the need for additional promotion and encouragement of ethnocentrism in Bosnia and Herzegovina (Republic of Srpska). This irrefutably and irresistibly affects the importance of ethnocentrism in consumer behavior and shaping the behavior of domestic consumers, which leads to an increase in company income and the gross national product of Bosnia and Herzegovina (Republic of Srpska).

Key words: consumer behavior, ethnocentrism, country of origin, brand, agricultural products.

¹ Ekonomski fakultet Pale Univerziteta u Istočnom Sarajevu

DIGITALIZACIJA POLJOPRIVREDE - MOGUĆNOSTI I ISKUSTVA

Apstrakt: Ovaj rad ima za cilj da pruži pregled stanja tehnike u oblasti digitalne poljoprivrede. Kako je digitalizacija poljoprivrede jedna od najbrže rastućih oblasti poljoprivredno-prehrambenog sektora, predstavljen je tretman u politikama i strategijama kako na globalnom, tako i na nacionalnom nivou. Digitalna poljoprivreda je već prepoznata kao jedan od ključnih alata za suočavanje ovog sektora sa brojnim izazovima. Sve savremene digitalne tehnologije imaju svoje mjesto u poljoprivredno-prehrambenom sistemu. Republika Srpska i Bosna i Hercegovina su u ranoj fazi razvoja digitalne poljoprivrede gdje se ona tretira u politikama i strategijama sa ključnim problemima u fazi implementacije.

Ključne riječi: digitalna poljoprivreda, izazovi, razvoj, agri-food

DIGITALIZATION OF AGRICULTURE - OPPORTUNITIES AND EXPERIENCES

Abstract: This paper aims to provide an overview of the state of the art in the field of digital agriculture. As the digitization of agriculture is one of the fastest growing areas of the agrifood sector, the treatment in policies and strategies at the global level, as well as at the national level, is presented. Digital agriculture is already recognized as one of the key tools for confronting the sector with numerous challenges. All modern digital technologies have their place in the agrifood system. Republic of Srpska and Bosnia and Herzegovina are in the early stages of digital agriculture development where it is treated in policies and strategies with key problems in the implementation phase.

Key words: digital agriculture, challenges, development, agrifood

¹ University of East Sarajevo, Faculty of Agriculture, e-mail: grujica.vico@pof.ues.rs.ba

² University of East Sarajevo, Faculty of Electrical Engineering, e-mail: danijel.mijic@etf.ues.rs.ba

SESIJA EKONOMIJA ECONOMICS SESSION

Novo Plakalović / Dragan Vojinović, Željko Vojinović UPUĆENOST KORISNIKA POTROŠAČKIH KREDITA U USLOVE I PRAVA VEZANA ZA KREDITNI ODNOS SA BANKAMA U REPUBLICI SRPSKOJ AWARENESS OF USERS OF CONSUMER LOANS IN TERMS AND RIGHTS RELATED TO CREDIT RELATIONSHIPS WITH BANKS IN THE REPUBLIC OF SRPSKA	20
Zoran Borović / Dalibor Tomaš, Jelena Trivić KONVERGENCIJA I RAST PRODUKTIVNOSTI – ANALIZA REPUBLIKE SRPSKE CONVERGENCE AND PRODUCTIVITY GROWTH – EVIDENCE FROM THE REPUBLIC OF SRPSKA	21
Marijana Cvetanoska Mitev / Predrag Trpeski, Gjunter Merdzan, Kristijan Kozheski UZROČNE VEZE IZMEĐU EKONOMSKOG RASTA, OBRAZOVANJA I ZDRAVLJA: DOKAZI IZ SEVERNE MAKEDONIJE THE CAUSAL LINKS AMONG ECONOMIC GROWTH, EDUCATION AND HEALTH: EVIDENCE FROM NORTH MACEDONIA	22
Marianne Berecz / Marko Đogo, Dragan Gligorić, Bojan Leković EKONOMSKI ODNOSI MAĐARSKE I BOSNE I HERCEGOVINE – ZADOVOLJAVAJUĆI NIVO ILI NE? ECONOMIC RELATIONS BETWEEN HUNGARY AND BOSNIA AND HERZEGOVINA - SATISFACTORY LEVEL OR NOT?	23
Mirko Dobrnjac / Milan Lečić, Dragana Kalabić GASOVODI KAO AKTUELNA ENERGETSKA VARIJANTA GAS PIPELINES AS A CURRENT ENERGY OPTION	24
Branislav Mašić / Milenko Dželetović, Sandra Nešić DIGITALNA TRANSFORMACIJA: NA PUTU IZGRADNJE NOVE PRAKSE I TEORIJE BIZNISA U DIGITALNOM DOBU DIGITAL TRANSFORMATION: DEVELOPING NEW BUSINESS THEORY AND PRACTICE IN THE DIGITAL AGE	25
Bojan Srbinoski / Vera Karadjova, Aleksandar Trajkov UTICAJ IZVOZA I INVESTICIJA NA EKONOMSKI RAST IMPACT OF EXPORTS AND INVESTMENTS ON ECONOMIC GROWTH	26
Nebojša Malenković / Vera Zelenović, Jelena Zelenović UTICAJ KAPITALNIH RASHODA U FORMI OSNOVNIH SREDSTAVA NA EKONOMSKI RAST U REPUBLICI SRBIJI THE EFFECT OF CAPITAL EXPENDITURE IN THE FORM OF FIXED ASSETS ON ECONOMIC GROWTH IN THE REPUBLIC OF SERBIA	27
Veldin Ovcina / Lejla Škaljić "CONTENT" MARKETING U FUNKCIJI UNAPREĐENJA POSLOVANJA PREDUZETNIČKIH ORGANIZACIJA CONTENT MARKETING IN THE FUNCTION OF IMPROVING THE BUSINESS OF ENTREPRENEURIAL ORGANIZATIONS	28
Jovo Ateljević UČEŠĆE LOKALNE ZAJEDNICE U ODBRANI PRINCIPA ODRŽIVOG RAZVOJA: ANALIZA SLUČAJA HERCEGOVAČKOG SELA IZGORI THE ROLE OF LOCAL COMMUNITY IN PROTECTING THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT: THE CASE STUDY OF THE HERZEGOVINIAN VILLAGE IZGORI	29
Arjera Talaj / Blerta Dragusha, Elidiana Bashi E-TRGOVINA I NJEN UTICAJ NA EKONOMSKU NEFORMALNOST U ALBANII E-COMMERCE AND IT'S IMPACT IN ECONOMIC INFORMALITY IN ALBANIA	30
Zoran Drašković / Đorđe Čelić, Viktorija Petrov, Zorica Uzelac KREIRANJE INSTRUMENTA ZA MERENJE RAZLIKA U STAVOVIMA U ODNOSU NA UPOTREBU INTERNETA CREATING AN INSTRUMENT FOR MEASURING DIFFERENCES IN ATTITUDES REGARDING THE USE OF THE INTERNET	32
Stevo Pucar / Igor Todorović MANJAK RADNIKA U BIH - KADA ĆE U BIH "NESTATI" DOMAĆE RADNE SNAGE ZA NOVOOTVORENA RADNA MJESTA? LACK OF WORKERS IN BH - WHEN WILL "DISAPPEAR" THE DOMESTIC WORKFORCE IN BH FOR NEWLY CREATED JOBS?	33
Zijada Rahimić / Emina Resić ANALIZA STANJA U SEGMENTU ORGANSKE PROIZVODNJE U BOSNI I HERCEGOVINI I REGIJI ANALYSIS OF THE SITUATION IN THE ORGANIC PRODUCTION SEGMENT IN BOSNIA AND HERZEGOVINA AND THE REGION	35
Velimir Lukić / Svetlana Popović, Irena Janković POTREBA I IZAZOVI UVOĐENJA DIGITALNIH VALUTA CENTRALNIH BANAKA THE NEED AND THE CHALLENGES OF THE INTRODUCTION OF CENTRAL BANK DIGITAL CURRENCIES	36
Predrag Trpeski / Kristijan Kozheski, Gjunter Merdzan, Marijana Cvetanoska Mitev TESTIRANJE KALDOROVE ČINJENICE: EMPIRIJSKI DOKAZI IZ EVROPSKIH ZEMALJA TESTING KALDOR'S FACT: EMPIRICAL EVIDENCE FROM EUROPEAN COUNTRIES	37

Arđita Borić / Arđola Dergjini, Albana Borić (Begani)	38
UTICAJ MIKROFINANSIRANJA NA DOBROBIT DOMAĆINSTAVA U PRISUSTVU COVID-19 KRIZE: SLUČAJ SEVERNE ALBANIJE THE IMPACT OF MICROFINANCE ON HOUSEHOLDS' WELL-BEING IN THE PRESENCE OF COVID-19 CRISIS: THE CASE OF NORTHERN ALBANIA	
Saša Vućenović / Igor Mišić	39
KVANTIFIKACIJA DISKONTNE STOPE U FUNKCIJI DONOŠENJA MENADŽERSKIH ODLUKA QUANTIFICATION OF DISCOUNT RATE AS A FUNCTION OF MANAGERIAL DECISION MAKING	
Spasoje Tuševljak / Hamđija Muratović, Vojislav Bajić, Jovana Rašević	40
OPTIMIZACIJA PROCESA PRISTUPANJA EVROPSKOJ UNIJI OPTIMIZATION OF THE ACCESSORY PROCESS TO THE EUROPEAN UNION	
Marina Šuković	41
RASPODJELA DOHOTKA I NEJEDNAKOST U CILJU JAČANJA SOCIJALNE POLITIKE SA OSVRTOM NA CRNU GORU I SRBIJU INCOME DISTRIBUTION AND INEQUALITY FOR THE AIM OF STRENGTHENING SOCIAL POLICY WITH REFERENCE TO MONTENEGRO AND SERBIA	
Damjan Danilović, Rajko Kulaga	42
ZADRUGE KAO POSEBNI PRIVREDNI SUBJEKTI U PRAVNIM SISTEMIMA COOPERATIVES AS SPECIAL ECONOMIC ENTITIES IN LEGAL SYSTEMS	
Sonja Veljović, Dragan Vukolić, Jovan Bugarčić, Milica Luković, Marija Kostić, Tamara Gajić, Marina Jovanović	43
INOVATIVNI SASTOJCI ZA PROIZVODNJU JOGURTA U FUNKCIJI RAZVOJA POLJOPRIVREDNO-PREHRAMBENOG SEKTORA INNOVATIVE INGREDIENTS FOR YOGURT PRODUCTION IN FUNCTION OF THE DEVELOPMENT OF THE AGRI-FOOD SECTOR	
Nevena Kapor, Nataša Lizdek	45
REINŽENJERING POSLOVNIH PROCESA KROZ PRIMJENU IKT U SAVREMENOM POSLOVANJU REENGINEERING BUSINESS PROCESSES THROUGH THE APPLICATION OF ICT IN MODERN BUSINESS	
Mladen Fulurija	46
ANALIZA VISINE DOHODAKA PO SEKTORIMA DJELATNOSTI U REPUBLICI SRPSKOJ ANALYSIS OF THE LEVEL OF INCOME BY SECTOR OF ACTIVITY IN THE REPUBLIC OF SRPSKA	
Saša Tomić, Ljubiša Todorović	47
KLASTERI KAO FAKTOR JAČANJA KONKURENTNOSTI PREDUZEĆA I INDUSTRIJA CLUSTER AS A FACTOR OF STRENGTHENING COMPETITIVENESS OF ENTERPRISES AND INDUSTRIES	
Milica Perić, Tijana Arsić	48
MERENJE KONKURENTSKE PREDNOSTI STRANIH INVESTITORA U SRBIJI I BIH: SLUČAJ TURSkih PREDUZEĆA MEASURING THE COMPETITIVE ADVANTAGE OF FOREIGN INVESTORS IN SERBIA AND BOSNIA AND HERZEGOVINA: THE CASE OF TURKISH COMPANIES	
Tahir Mahmutefendić	49
TEORIJSKI PREGLED AUSTROUGARSKOG PERIODA U BOSNI I HERCEGOVINI THEORETICAL OVERVIEW ON THE AUSTRO-HUNGARIAN PERIOD IN BOSNIA AND HERZEGOVINA	
Miloš D. Lutovac, Tomo Odalović, Aleksandra Stojković	50
UTICAJ POLJOPRIVREDE NA SMANJENJE NEJEDNAKOSTI U REPUBLICI SRBIJI THE IMPACT OF AGRICULTURE ON THE REDUCTION OF INEQUALITY IN THE REPUBLIC OF SERBIA	
Nataša Jovičić, Aleksandra Šehovac	51
DIREKTNÁ STRANA ULAGANJA FOREIGN DIRECT INVESTMENT	
Svetlana Božović	52
PORESKA EVAZIJA SA OSVRTOM NA POREZ NA DODATU VRIJEDNOST U BOSNI I HERCEGOVINI TAX EVASION WITH REFERENCE TO VALUE ADDED TAX IN BOSNIA AND HERZEGOVINA	
Ivana Lubura	53
UPRAVLJANJE RIZIKOM RISK MANAGEMENT	
Luka Marković	54
UTICAJ MONETARNIH VARIJABLI NA RAST BDP U BIH INFLUENCE OF MONETARY VARIABLES ON GDP GROWTH IN BIH	

UPUĆENOST KORISNIKA POTROŠAČKIH KREDITA U USLOVE I PRAVA VEZANA ZA KREDITNI ODNOS SA BANKAMA U REPUBLICI SRPSKOJ

Apstrakt: Prezentovano istraživanje predstavlja dio šireg istraživanja koje smo realizovali tokom 2021. godine, a zasnovano je na sveobuhvatnoj anketi koju smo proveli na velikom uzorku korisnika bankarskih potrošačkih kredita. Istraživanju smo pristupili polazeći od pretpostavke da su korisnici potrošačkih kredita kod domaćih banaka nedovoljno i neadekvatno upućeni u uslove koji prate sklapanje ugovora o kreditu. To se prevashodno odnosi na uslove koji su definisani zakonskim, odnosno institucionalnim okvirima u kojima se ugovarači kredita mogu kretati. To su, prije svega mogućnosti korisnika kredita da pregovaraju sa bankama oko uslova kredita koje definiše i nudi banka i na toj osnovi ulaze u kreditni ugovor. Važno pitanje za korisnika kredita je, zaštita njegovih prava u slučaju eventualnog spora sa bankom. Očekuje se da korisnici kredita imaju dostatno razumjevanje osnovnih uslova za dobijanje i ugovaranje kredita, čemu smo posvetili odgovarajuću pažnju. Istraživali smo i neke druge detalje koji govore o stepenu upućenosti i razumjevanju uslova kredita koje banka nudi. Zaključci do kojih smo došli na kraju su da je upućenost korisnika kredita u uslove kredita i zaštitu njihovih prava po osnovu tih ugovora na prilično niskom nivou. Uočili smo da se te situacije, odnosno pojave mogu dovesti u određenu vezu sa obrazovnom, dohodovnom i starosnom strukturom korisnika kredita.

Ključne riječi: bankarski krediti domaćinstvima, potrošački krediti banaka, finansijska pismenost korisnika kredita, odnos klijenata korisnika potrošačkih kredita i banke.

AWARENESS OF USERS OF CONSUMER LOANS IN TERMS AND RIGHTS RELATED TO CREDIT RELATIONSHIPS WITH BANKS IN THE REPUBLIC OF SRPSKA

Abstract: The presented research is part of a wider research that we have carried out during 2021, and it is based on a comprehensive survey that we conducted on a large sample of bank consumer loan users. We approached the research based on the assumption that users of consumer loans at domestic banks are insufficiently and inadequately informed about the conditions that accompany the conclusion of a loan agreement. This primarily refers to the conditions defined by the legal or institutional frameworks in which loan contractors can operate. These are, first of all, the possibilities of loan users to negotiate with banks regarding the terms of the loan defined and offered by the bank and on that basis they enter into the loan agreement. An important issue for the credit user is the protection of his rights in case of a possible dispute with the bank. It is expected that the users of loans have a sufficient understanding of the basic conditions for obtaining and contracting loans, to which we have paid due attention. We also researched some other details that speak about the level of familiarity and understanding of the loan conditions offered by the bank. The conclusions we reached at the end are that the familiarity of loan users with terms of loans and the protection of their rights based on those contracts is at a rather low level. We noticed that this situation or phenomenon can be brought into a certain relationship with the educational, income and age structure of the loan beneficiary.

Key words: bank loans to households, consumer loans from banks, financial literacy of loan beneficiaries, relationship between consumer loan beneficiaries and banks.

¹ Ekonomski fakultet, Univerzitet u Istočnom Sarajevu, novoplakalovic@gmail.com

² Ekonomski fakultet, Univerzitet u Istočnom Sarajevu, draganvojnovi123@gmail.com

³ Ekonomski fakultet, Univerzitet u Novom Sadu, zeljko.vojinovic@ef.uns.ac.rs

Zoran Borovic ¹
Dalibor Tomas ²
Jelena Trivic ³

KONVERGENCIJA I RAST PRODUKTIVNOSTI – ANALIZA REPUBLIKE SRPSKE

Apstrakt: Primarni cilj ove studije je identifikacija izvora rast Ukupne Faktorske Produktivnosti, u smislu konvergencije, na primjeru Republike Srpske. Istraživačko pitanje, na koje smo pokušali da damo odgovor, je koji faktori ubrzavaju rast produktivnosti u malim, tranzicionim ekonomijama? U našem istraživanju, Republika srpska je definisana kao država koja zaostaje za tehnološkim liderom, dok je Republika Srbija definisana kao tehnološki lider. Republika Srpska predstavlja malu i otvorenu privredu, sa nepotpunom tranzicijom, koja nakon dvije decenije tranzicije i konvergencije zaostaje za Republikom Srbijom u produktivnosti i efikasnosti. U ovom radu pažnju ćemo posvetiti izvorima rasta produktivnosti na nivou industrije Republike Srpske, sa posebnom focusom na tehnološko su stizanje.

Ključne riječi: ukupna faktorska produktivnost, konvergencija u produktivnosti, trgovina, istraživanje i razvoj, ljudski kapital.

CONVERGENCE AND PRODUCTIVITY GROWTH- EVIDENCE FROM THE REPUBLIC OF SRPSKA

Abstract: The main goal of this paper is to identify the sources of TFP growth in a framework of convergence for the Republic of Srpska. The main hypothesis tested in the paper is whether technology is a conduit of productivity growth for a country that falls behind the frontier. The current study focuses on the Republic of Srpska, as a follower country, and Republic Serbia, as a technological leader. The Republic of Srpska is characterized as a small, open economy, with an incomplete transition to a market economy, and even after two decades of transition and convergence, it is still far behind the Republic Serbia in terms of productivity and efficiency. In this study we will explore the sources of productivity growth for the RS industry, with the special focus on the technological catch-up.

Key words: Total Factor Productivity, productivity convergence, trade, research and development, human capital.

¹ Faculty of Economics, University of Banja Luka, Banja Luka,

² Faculty of Economics, University of Banja Luka, Banja Luka,

³ Faculty of Economics, University of Banja Luka, Banja Luka,

Marijana Cvetanoska Mitev ¹
Predrag Trpeski ²
Gjunter Merdzan ³
Kristijan Kozheski ⁴

UZROČNE VEZE IZMEĐU EKONOMSKOG RASTA, OBRAZOVANJA I ZDRAVLJA: DOKAZI IZ SEVERNE MAKEDONIJE

Apstrakt: Cilj ovog rada je da se analiziraju uzročne veze između ekonomskog rasta, obrazovanja i zdravstva u Severnoj Makedoniji, pošto je teorijski i empirijski zabeleženo da obrazovanje i zdravstvo igraju pozitivnu i značajnu ulogu u ekonomskom rastu jedne zemlje. Ekonomski rast se analizira kroz bruto domaći proizvod po glavi stanovnika, a rashodi za obrazovanje i zdravstvo se koriste kao mere obrazovanja i zdravstva. Podaci za empirijsku analizu odnose se na period 2000-2022 na godišnjem nivou i preuzeti su iz baze podataka Svetske banke. Da bismo utvrdili uzročnu vezu između ekonomskog rasta, obrazovanja i zdravstva, koristili smo Grendžerov test uzročnosti, koji je statistički test za predviđanje budućih vrednosti jedne vremenske serije koristeći prethodne vrednosti druge vremenske serije. Rezultati su pokazali da postoji dvosmerna kauzalnost, od obrazovanja do ekonomskog rasta i obrnuto, od ekonomskog rasta do obrazovanja, što znači da obrazovanje izaziva promene, odnosno da je uzrok promena u privrednom rastu u Severnoj Makedoniji i utiče na njega. sa zakašnjenjem od 2 godine. S druge strane, postoji jednosmerna uzročna veza od ekonomskog rasta do zdravlja, što znači da ekonomski rast izaziva promene u zdravlju. Kreatori ekonomske politike treba da budu uporni u izdvajanju sredstava za razvoj obrazovanja i zdravstva. Ova studija bi mogla biti od koristi kreatorima politike da formulišu politike za ekonomije u razvoju i povećanje ekonomskog rasta.

Ključne riječi: uzročnost, ekonomski rast, obrazovanje, zdravstvo, ljudski kapital, Severna Makedonija.

THE CAUSAL LINKS AMONG ECONOMIC GROWTH, EDUCATION AND HEALTH: EVIDENCE FROM NORTH MACEDONIA

Abstract: The aim of this paper is to analyze the causal links between economic growth, education and health in North Macedonia, as theoretically and empirically, it has been recorded that education and health play a positive and significant role in the economic growth of a country. Economic growth is analyzed through the gross domestic product per capita, and education expenditures and health expenditures are used as education and health measures. Data for the empirical analysis refer to the period 2000-2022 on an annual basis and it is taken from World Bank database. In order to determine the causal relationship between economic growth, education and health, we used Granger causality test, which is a statistical test for predicting future values of one time series using previous values of another time series. The results showed that there is a bidirectional causality, from education to economic growth and vice versa, from economic growth to education, which means that education causes changes, that is, it is a cause of changes in economic growth in North Macedonia and affects it with a time delay of 2 years. On the other hand, there is a unidirectional causal relationship from economic growth to health, which means that economic growth causes changes in health. Economic policy makers should be persistent in allocating resources for education and health development. This study might benefit for policy makers to formulate policies for developing economies and increasing economic growth.

Key words: causality, economic growth, education, health, human capital, North Macedonia.

¹ University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics – Skopje; marijana.cvetanoska@eccf.ukim.edu.mk

² University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics – Skopje; predrag.trpeski@eccf.ukim.edu.mk

³ University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics – Skopje; gjunter.merdzan@eccf.ukim.edu.mk

⁴ University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics – Skopje; kozeski@eccf.ukim.edu.mk

Marianne Berecz ¹
Marko Đogo ²
Dragan Gligorić ³
Bojan Leković ⁴

EKONOMSKI ODNOSI MAĐARSKE I BOSNE I HERCEGOVINE – ZADOVOLJAVAJUĆI NIVO ILI NE?

Apstrakt: Mađarska ekonomija, sa svojih 181 milijarde \$ u 2022, je približno ekvivalentna veličini ekonomija Srbije, Hrvatske i Slovenije, zajedno. Pa ipak, za Bosnu i Hercegovinu ove tri zemlje ulaze u pet najvažnijih trgovinskih partnera i kada se radi o izvozu i uvozu, dok Mađarska ne ulazi ni u deset najvažnijih trgovinskih partnera. U kojoj mjeri ovo može da se objasni nešto većom geografskom distancom između Mađarske i BiH pokušali smo da utvrdimo primjenom gravitacionog modela. Budući da smo došli do zaključka da osnovni gravitacioni model (koji uzima u obzir samo veličinu ekonomije i distancu), ne može adekvatno da objasni ovaj fenomen, okrenuli smo se traženju i kratkoj analizi drugih faktora koji mogu da objasne ovu pojavu.

Ključne riječi: gravitacioni model, regionalne ekonomske integracije (EU, CEFTA), tradicionalni šabloni trgovine

ECONOMIC RELATIONS BETWEEN HUNGARY AND BOSNIA AND HERZEGOVINA - SATISFACTORY LEVEL OR NOT?

Abstract: The Hungarian economy, with its \$181 billion in 2022, is roughly equivalent in size to the economies of Serbia, Croatia and Slovenia combined. And yet, for Bosnia and Herzegovina, these three countries are among the five most important trade partners when it comes to exports and imports, while Hungary is not even among the ten most important trade partners. To what extent this can be explained by the slightly greater geographical distance between Hungary and BiH, we tried to determine by applying the gravity model. Since we came to the conclusion that the basic gravity model (which takes into account only the size of the economy and distance) cannot adequately explain this phenomenon, we turned to the search and brief analysis of other factors that can explain this phenomenon.

Key words: gravity model, regional economic integrations (EU, CEFTA), traditional patterns of trade

¹ Ministarstvo inostranih poslova Mađarske, mberecz@gmail.com

² Ekonomski fakultet, Univerzitet u Istočnom Sarajevu, E-mail: marko.djogo@ekofis.ues.rs.ba, markodjogo@yahoo.com.

³ Ekonomski fakultet, Univerzitet u Banja Luci, E-mail: dragan.gligoric@ef.unibl.org.

⁴ Ekonomski fakultet, Univerzitet u Novom Sadu, E-mail: bojan.lekovic@ef.uns.ac.rs.

Mirko Dobrnjac¹
Milan Lečić²
Dragana Kalabić³

GASOVODI KAO AKTUELNA ENERGETSKA VARIJANTA

Apstrakt: Energetski sektor i njegovi razvojni potencijali, kao i provođenje usvojene energetske strategije mogu doprinijeti ukupnom ekonomskom razvoju Republike Srpske, BiH. Glavna karakteristika ovog sektora u narednom periodu je otvoreno tržište energije temeljeno na realnim i prihvatljivim cijenama energije, dostupnost i raznolikost u snabdijevanju energentima.

U radu su obrađene osnovne karakteristike prirodnog gasa, oblici u kojima se on sreće i koristi, kao i načini njegove primjene. Izvršena je uporedba prirodnog gasa sa komercijalnim fosilnim gorivima. Pored toga, prikazana su najznačajnija nalazišta gasa u svijetu, njihove energetske karakteristike, te sadašnje zalihe prirodnog gasa i procjene za njegovo korišćenje u budućnosti. Kao veoma bitan aspekt korišćenja gasa potrebna je edukacija svih korisnika te su iz tog razloga navedene i bezbjednosne mjere koje je neophodno provesti tokom eksploatacije i transporta. Osim toga, prikazan je uprošćeni način proračuna gasovoda koji je izuzetno važan i nezaobilazan korak za dolazak gasa od nalazišta do krajnjih potrošača. Obrazložen je teorijski i praktični značaj samog proračuna.

Ključne riječi: gasovodi, prirodni gas, toplotna moć, cijena prirodnog gasa

GAS PIPELINES AS A CURRENT ENERGY OPTION

Abstract: The energy sector and its development potential, as well as the implementation of the adopted Energy strategy, can contribute to the overall economic development of the Republika Srpska and BiH. The main characteristic of this sector in the coming period is an open energy market based on realistic and acceptable energy prices, availability and diversity in energy supply.

The paper deals with the basic characteristics of natural gas, the forms in which it is found and used, as well as the ways of its application. A comparison of natural gas with commercial fossil fuels was made. In addition, the most important gas deposits in the world, their energy characteristics, and current natural gas reserves and estimates for their future use are presented. As a very important aspect of gas use, the education of all users is needed, and for this reason, the safety measures that must be implemented during exploitation and transport are listed. In addition, a simplified way of calculating the gas pipeline is presented, which is an extremely important and unavoidable step for the arrival of gas from the field to the final consumers. The theoretical and practical significance of the calculation is explained.

Key words: gas pipelines, natural gas, thermal power, the price of natural gas

¹ Univerzitet u Banjoj Luci, Mašinski fakultet, mirko.dobrnjac@mf.unibl.org

² Univerzitet u Beogradu, Mašinski fakultet, mleccic@mas.bg.ac.rs

³ Vlada Republike Srpske, Ministarstvo energetike i rudarstva, d.kalabic@mier.vladars.net

Branislav Mašić¹
Milenko Dželetović²
Sandra Nešić³

DIGITALNA TRANSFORMACIJA: NA PUTU IZGRADNJE NOVE PRAKSE I TEORIJE BIZNISA U DIGITALNOM DOBU

Apstrakt: Piter Draker je još 1994. godine uočio da mnoge poslovne teorije ne mogu biti validne na dugoročnoj osnovi. Ovo naročito dolazi do izražaja u današnjem kompleksnom poslovnom ambijentu, koji se neprestano menja. Tehnološki, tržišno-ekonomski, socijalni, politički, ekološki, pravni, i drugi globalni faktori, ne samo da ubrzavaju ove promene, već imaju uticaja i na savremenu teoriju menadžmenta i biznisa i njeno preoblikovanje. Da bi ostvarile što bolje poslovne rezultate, kompanije se moraju prilagoditi ovim promenama, i preispitati svoje strategije, kako bi obuhvatile i digitalnu transformaciju. Četvrtu industrijsku revoluciju (Industrija 4.0) karakteriše nova tehnološka infrastruktura, koja integriše dostignuća u oblasti veštačke inteligencije, robotike, Interneta stvari, računarstva u oblaku, analitike velikog broja podataka, aditivne proizvodnje (3D štampe), nanotehnologije, biotehnologije, itd. Ovaj rad je usmeren na korelaciju između digitalne transformacije i poslovne i menadžment teorije, i ima za cilj da istraži stvaranje nove teorije biznisa u digitalnom dobu.

Ključne riječi: teorija biznisa, digitalna transformacija, ICT, strategija, inovacija

DIGITAL TRANSFORMATION: DEVELOPING NEW BUSINESS THEORY AND PRACTICE IN THE DIGITAL AGE

Abstract: As early as 1994, Peter Drucker argued that most business theories could not be valid in the long term. This is especially the case for today's complex business environment, which is constantly changing. Technological, economic, social, political, ecological, legal, and other global factors are not only accelerating these changes, but they are also affecting and reshaping modern management and business theory. To achieve improved business outcomes, companies need to adapt to these changes, and revise their strategies to include digital transformation. The fourth industrial revolution (Industry 4.0) is characterised by new technology infrastructure, which integrates the developments in artificial intelligence, robotics, internet of things, cloud-computing, big data analytics, additive manufacturing (3D printing), nanotechnology, biotechnology, etc. This paper is focused on the correlation between digital transformation and business and management theory, and it aims to explore how new business theory is being developed in the digital age.

Key words: Business theory, Digital transformation, ICT, Strategy, Innovation

¹ Ekonomski fakultet Pale, Univerzitet Istočno Sarajevo, masicbranislav@gmail.com

² Fakultet bezbednosti, Univerzitet u Beogradu, milenkodz@telekom.rs

³ Fakultet za medije i komunikaciju, Univerzitet Singidunum, sandra.nesic@fmk.edu.rs

Bojan Srbinoski ¹
Vera Karadjova ²
Aleksandar Trajkov ³

UTICAJ IZVOZA I INVESTICIJA NA EKONOMSKI RAST

Apstrakt: Zemlje širom svijeta, uključujući Sjevernu Makedoniju, osmišljavaju industrijsku politiku kako bi stimilirale izvoz pod pretpostavkom da izvoz donosi pozitivne efekte na ekonomski rast u kratkom i dugoročnom periodu. U cilju testiranja ove pretpostavke, ovaj rad ispituje odnos između izvoza, privatnih investicija i ekonomskog rasta u Sjevernoj Makedoniji kroz analizu vremenskih serija za period 2000-2019. Smatramo da izvoz i privatne investicije imaju snažan uticaj na privredni rast u kratkom roku, dok izvoz ima ograničene kratkoročne efekte na investicije u proteklom periodu. Rezultati ukazuju na potrebu strukturnih mjera za stimulisanje izvoza od strane kreatora politike, dopunjenih mjerama za motivaciju domaćih i stranih investicija.

Ključne riječi: izvoz, investicije, privredni rast

IMPACT OF EXPORTS AND INVESTMENTS ON ECONOMIC GROWTH

Abstract: Countries around the world, including N. Macedonia, design industrial policies in order to stimulate exports under the assumption that exports bring positive effects on economic growth in the short and long term. In order to test this assumption, this paper examines the relationship between exports, private investments and economic growth in North Macedonia through time series analysis for the period 2000-2019. We find that exports and private investment have a strong impact on economic growth in the short term, while exports have limited short-term effects on investment in the past period. The results indicate the need for structural measures to stimulate exports by policy makers, supplemented by measures to motivate domestic and foreign investments.

Key words: exports, investments, economic growth

¹ University St Kliment Ohridski – Bitola, Faculty of tourism and hospitality – Ohrid, bojan.srbinoski@uklo.edu.mk

² University St Kliment Ohridski – Bitola, Faculty of tourism and hospitality – Ohrid, vera.karadjova@uklo.edu.mk

³ University St Kliment Ohridski – Bitola, Faculty of tourism and hospitality – Ohrid, aleksandar.trajkov@uklo.edu.mk

Nebojša Malenković¹

Vera Zelenović²

Jelena Zelenović³

UTICAJ KAPITALNIH RASHODA U FORMI OSNOVNIH SREDSTAVA NA EKONOMSKI RAST U REPUBLICI SRBIJI

Apstrakt: Od polovine prošlog veka, stručne studije i emirijska istraživanja se bave uticajem kapitalnih rashoda u formi investicija na ekonomski rast i razvoj širom sveta. Investicije ili ulaganja su osnovno sredstvo za funkcionalnost poslovanja, nacionalne ekonomije i stvaranje profita. Kapitalni rashodi mogu biti različitog tipa, kao i ulaganja, a jedan od osnovnih oblika ulaganja za ekonomski rast, naročito za zemlje u razvoju, su ulaganja u osnovna sredstva. Stoga, u ovom radu se analizira uticaj ulaganja u osnovna sredstva na ekonomski rast Srbije, koristeći regresiono modeliranje za period 2010-2020. godine. Rezultati pokazuju da je uticaj novih ulaganja u osnovna sredstva kao i isplate za ulaganja u osnovna sredstva pozitivan i značajan za rast BDP-a Srbije. Međutim, kako analiza u ovom radu meri i uticaj varijacije investicija u osnovna sredstva na varijacije BDP-a na godišnjem nivou, rezultati ukazuju na odsustvo statističke značajnosti. Na kraju, izvode se zaključci i preporuke za donosiocel odluka i dalja istraživanja.

Ključne riječi: ulaganja, BDP, OLS regresija, Srbija

THE EFFECT OF CAPITAL EXPENDITURE IN THE FORM OF FIXED ASSETS ON ECONOMIC GROWTH IN THE REPUBLIC OF SERBIA

Abstract: Since the middle of the last century, expert and research studies have been dealing with the impact of capital expenditures in the form of investments on economic growth and development around the world. Investments are the basic tool for the business functionality, the national economy and the profits creation. Capital expenditures can be of different types, as well as investments, and one of the basic forms of investment for economic growth, especially for developing countries, is investment in fixed assets. Therefore, this paper analyzes the impact of investments in fixed assets on the economic growth of Serbia, using regression modeling for the period 2010-2020. The results show that the impact of new investments and payments for investments in fixed assets is positive and significant for the growth of Serbia's GDP. However, as the analysis measures the influence of the variation of investment in fixed assets on the variation of GDP at the annual basis as well, the results indicate the absence of statistical significance. Finally, conclusions and recommendations for decision makers and further research are drawn.

Key words: investments, GDP, OLS regression, Serbia

¹ Univerzitet u Novom Sadu, Ekonomski fakultet u Subotici, nebojsa.malenkovic@gmail.com

² Univerzitet u Novom Sadu, Ekonomski fakultet u Subotici, vera.zelenovic@ef.uns.ac.rs

³ Istraživačko-razvojni institut za veštačku inteligenciju Srbije, Novi Sad, jelenazelenovic.jz@gmail.com

“CONTENT” MARKETING U FUNKCIJI UNAPREĐENJA POSLOVANJA PREDUZETNIČKIH ORGANIZACIJA

Apstrakt: Kako bi preduzetničke organizacije rasle i razvijale se, od ključne je važnosti, da se u svom radu fokusiraju na content marketing. Cilj ovog rada je usmjeren na apostrofiranje značaja i primjene različitih vrsta content marketinga u redovnom poslovanju preduzetničkih organizacija. Prikazani rezultati u ovom radu dio su opsežnog istraživanja provedenog metodom anketiranja 50 preduzetničkih organizacija regije Hercegovina, biranih slučajnim metodom uzorkovanja. Autori, u ovom radu, mjere i analiziraju efekte/krajnje konverzije primjene različitih instrumenta/vrsta content marketinga, te prate statističke razlike u ostvarenim rezultatima poslovanja preduzetničkih organizacija koje u svom radu primjenjuju content marketing, u odnosu na organizacije koje to ne primjenjuju.

Ključne riječi: content marketing, digitalni marketing, preduzetničke organizacije, rezultati poslovanja, menadžment.

CONTENT MARKETING IN THE FUNCTION OF IMPROVING THE BUSINESS OF ENTREPRENEURIAL ORGANIZATIONS

Abstract: This paper emphasizes the significance of content marketing for the growth and development of entrepreneurial organizations. The purpose of this study is to illustrate the significance and practical use of diverse content marketing strategies in the regular operations of entrepreneurial organizations. The research findings presented in this paper are the outcome of an extensive survey conducted on 50 entrepreneurial organizations in the Herzegovina region, selected through a random sampling technique. The study assesses and analyzes the outcomes or final conversions resulting from the implementation of various content marketing tactics, and examines the statistical variances in the business results achieved by entrepreneurial organizations that use content marketing as opposed to those that do not.

Key words: content marketing, digital marketing, entrepreneurial organizations, business results, management.

¹ Ekonomski fakultet Univerziteta „Džemal Bijedić“ u Mostaru, veldin.ovcina@unmo.ba

² Ekonomski fakultet Univerziteta „Džemal Bijedić“ u Mostaru, lejla.skaljic@unmo.ba

UČEŠĆE LOKALNE ZAJEDNICE U ODBRANI PRINCIPA ODRŽIVOG RAZVOJA: ANALIZA SLUČAJA HERCEGOVAČKOG SELA IZGORI

Apstrakt: Lokalna zajednica je ključni nosilac turističkih aktivnosti u destinaciji, bilo da se radi o urbanom ili ruralnom prostoru. Učešće lokalne zajednice u turističkom razvoju predstavlja osnovnu pretpostavku održivog razvoja turističke destinacije. To je posebno važno u ruralnim predjelima koji u posljednjim decenijama bilježe konstantno povećanje broja posjetilaca, što predstavlja izazov za investitore za izgradnju smještajnih i drugih turističkih kapaciteta. U većini slučajeva investitori dolaze iz urbanih sredina a njihov osnovni motiv je profit. U takvim okolnostima uloga lokalne zajednice za planiranje ruralnog razvoja u razvijenim zemljama postaje nezaobilazna, prije svega u odbrani principa održivog razvoja. Cilj rada je da istraži stanje u nerazvijenim zemljama/regijama neizgrađenih prostora u ruralnim sredinama koje se nalaze u periodu između prethodne upotrebe i još neodlučenog novog razvoja, te učešće predstavnika lokalne zajednice u valorizaciji lokaliteta sa fokusom na turističku ponudu. Uklapanje izgradnje strukture u prirodni krajolik, pored predstavnika lokalne zajednice odnosno vlasnika lokacije, zahtijeva i aktivno učešće planera prostornog planiranja i konceptualizaciju rješenja za uređenje lokaliteta. Analiza rada je bazirana na analizi slučaja planinskog sela Izgori u Istočnoj Hercegovini, koje je, radi svoje nepristupačnosti i atraktivnosti, postalo privlačno za turiste.

Ključne riječi: Turizam, ruralni razvoj, lokalna zajednica, prostorno planiranje

THE ROLE OF LOCAL COMMUNITY IN PROTECTING THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT: THE CASE STUDY OF THE HERZEGOVINIAN VILLAGE IZGORI

Abstract: The local community is a key stakeholder in tourism destination whether it is an urban or rural area. The participation of the local community in tourism development is a basic assumption for the sustainable development of a destination. This is especially important in rural areas, which in recent decades have seen a constant increase in the number of visitors, thus drawing attention by investors to build accommodation and other tourist facilities. In most cases, investors come from urban areas whose main motive is profit. In such circumstances, the role of the local community for rural development planning in developed countries becomes indispensable, above all in defending the principles of sustainable development. The aim of the work is to investigate the situation in undeveloped countries/regions of undeveloped areas in rural areas that are in the period between previous use and still undecided new development, and the participation of local community representatives in the valorization of localities with a focus on the tourist offer. Fitting the construction of the structure into the natural landscape, in addition to representatives of the local community, ie the owner of the site, also requires the active participation of spatial planning planners and the conceptualization of solutions for the arrangement of the site. The analysis of the work is based on the case of the mountain village of Izgori in Eastern Herzegovina, which, due to its inaccessibility and attractiveness, has become attractive for tourists.

Key words: Tourism, rural development, local community, spatial planning

¹ Univerzitet u Banjoj Luci, jovo.ateljevic@googlemail.com

E-TRGOVINA I NJEN UTICAJ NA EKONOMSKU NEFORMALNOST U ALBANIJI

Apstrakt: Trenutno, u skladu sa vremenom u kojem živimo, tehnologija je glavno sredstvo normalnog svakodnevnog funkcionisanja, a jedna od stvari na koje najviše volimo da provodimo vrijeme je kupovina, koja se sada može obaviti samo jednim klikom na telefon. Kupovina i prodaja na mreži predstavlja ono što je poznato kao e-trgovina. Ova trgovina je doživjela najveći procvat nakon perioda pandemije, nakon čega je postalo teško utvrditi broj onlajn poslovanja. Ali da li su ova preduzeća u skladu sa zakonima o e-trgovini?

U ovom radu, koji ima za cilj da prouči uticaj elektronske trgovine na razvoj neformalnosti, moći ćemo da razumijemo u kojoj je fazi napredak elektronske trgovine u Albaniji. Analiza studije oslanja se na kreiranje i distribuciju onlajn upitnika o internet kupovini različitim pojedincima. Upitnik će biti distribuiran nasumičnim pojedincima koji su korisnici tehnologije jer onlajn kupovinu koriste ljudi koji imaju pristup tehnološkim alatima.

Osim analize upitnika, između ostalog, studija ima za cilj da poveže stavove mnogih stručnjaka iz ove oblasti, poput poreskih organa, menadžera digitalnih kompanija, sa albanskom realnošću, izvodeći zaključak o elektronskom tržištu i neformalnosti u zemlji. Nakon zapažanja i studija o neformalnosti koja dolazi od onlajn prodaje, možemo reći da je neformalnost na visokom nivou za ove poslove. Studija se nastavlja sa preporukama kako se ova situacija može poboljšati zakonima i edukacijom mladih preduzetnika o odgovornostima onlajn poslovanja.

Kako navodi Lefebvre & Lefebvre, 2012. godine e-trgovina je stvorila promjenu u načinu poslovanja ljudi, uvijek nakon ovakvih revolucija, postoji period prilagođavanja i za kompanije i za potrošače. Postoje prepreke koje treba prevazići i veliki broj izazova za sve aktere uključene da bi se ova vrsta trgovine u potpunosti razvila.

Ključne riječi: E-trgovina, neformalnost, preduzetništvo, od vlade do biznisa, porezi, PDV.

¹ University of Shkodra "Luigj Gurakuqi" Faculty of Economy

² University of Shkodra "Luigj Gurakuqi" Faculty of Economy, bldragusha@yahoo.com

³ University of Shkodra "Luigj Gurakuqi" Faculty of Economy

E-COMMERCE AND IT'S IMPACT IN ECONOMIC INFORMALITY IN ALBANIA

Abstract: Currently, according to the times we live in, technology is the main tool of normal daily functioning, and one of the things we prefer to spend our time the most is shopping, which can now be done with just a click on the phone. Buying and selling online constitutes what is known as e-commerce. This trade experienced the greatest boom after the pandemic period, after which the number of online businesses became difficult to determine. But are these businesses compliant with e-commerce laws? In this paper, which aims to study the impact of electronic commerce on the development of informality, we will be able to understand at what stage the advancement of electronic commerce is in Albania. The analysis of the study relies on the creation and distribution of an online questionnaire on internet shopping to different individuals. The questionnaire will be distributed to random individuals who are technology users because online shopping is used by people who have access to technological tools. Besides analyzing the questionnaire, among other things, the study aims to relate the view of many specialists in the field, such as the tax authorities, managers of digital companies, with the Albanian reality, drawing a conclusion about the electronic market and informality in the country. After observations and studies about the informality that comes from online sales, we can say that informality is at a high level for these businesses. The study continues with recommendations on how this situation can be improved with laws and by educating young entrepreneurs about the responsibilities of an online business.

As stated by Lefebvre & Lefebvre, in 2012, e-commerce has created a change in the way people do business, always after such revolutions, there is a period of adaptation for both companies and consumers. There are hurdles to overcome and a high number of challenges for all actors involved for this type of trade to fully develop.

Key words: E-commerce, Informality, Entrepreneurship, Government to Business, Tax, VAT.

Zoran Drašković¹
Đorđe Čelić²
Viktorija Petrov³
Zorica Uzelac⁴

KREIRANJE INSTRUMENTA ZA MERENJE RAZLIKA U STAVOVIMA U ODNOSU NA UPOTREBU INTERNETA

Apstrakt: U savremenoj naučnoj literaturi analizirane su promene koje su se desile na tržištu među korisnicima usluga i proizvoda koje nude organizacije znanja aktivne u okviru Industrije 4.0. Interesantno je istražiti kakvi su stavovi generacije Y u odnosu na upotrebu tehnologija koje karakterišu Industriju 4.0 i kakve implikacije to ima na savremenu ekonomiju. U ovom radu autori posmatraju jedan segment navedenog otvorenog pitanja, tj. bave se kreiranjem instrumenta kojim bi se mogli analizirati stavovi prema korišćenju interneta i mobilnog interneta kod pripadnika generacije Y. Poseban doprinos ogleda se u tome što je kreirani instrument moguće primeniti za istraživanje i poređenje stavova generacije Y kako u zemljama tranzicije iz industrijske ekonomije u ekonomiju znanja, tako i u razvijenim ekonomijama koje se mogu smatrati etalonima ekonomije znanja. U radu je dat prikaz kreiranog instrumenta za identifikaciju stavova generacije Y prema korišćenju interneta i mobilnog interneta i analiza njegove validnosti. Poziv za učešće u istraživanju je poslat na bazu od preko 2.000 slučajno izabranih studenata i alumnista sa jednog fakulteta u Srbiji i jednog u Kaliforniji. Prikupljeno je ukupno 758 validnih odgovora na upitnik.

Ključne riječi: digitalni marketing, marketing strategija, generacija Y, onlajn ponašanje kupaca, stavovi prema internetu, sveprisutnost mobilnog interneta.

CREATING AN INSTRUMENT FOR MEASURING DIFFERENCES IN ATTITUDES REGARDING THE USE OF THE INTERNET

Abstract: Changes that have taken place in the market among users of services and products offered by knowledge intensive organizations operating within the framework of Industry 4.0 have been analyzed in the modern scientific literature. A question arises, what are the attitudes of Generation Y, and what are the implications for the modern economy? In this paper, the authors observe one segment of the mentioned open question, i.e. research of attitudes toward the use of the Internet and mobile Internet among members of Generation Y in countries transitioning from an industrial economy to a knowledge economy, and members of Generation Y from developed economies (which can be considered benchmarks of the knowledge economy). The paper presents the instrument created for the identification of the attitudes of Generation Y towards the use of the Internet and mobile Internet, and provides an analysis of its validity. An invitation to participate in the research was sent to over 2,000 randomly selected students and alumni of one faculty in Serbia, and one in California. A total of 758 valid responses to the questionnaire were collected.

Keywords: digital marketing, marketing strategy, generation Y, online customer behavior, attitudes toward the Internet, mobile Internet ubiquity.

¹ Univerzitet privredna akademija u Novom Sadu, Fakultet za ekonomiju i inženjerski menadžment, zoran.draskovic@fmek.edu.rs

² Univerzitet u Novom Sadu, Fakultet tehničkih nauka, celic@uns.ac.rs

³ Univerzitet u Novom Sadu, Ekonomski fakultet u Subotici, viktorija.petrov@ef.uns.ac.rs

⁴ Univerzitet u Novom Sadu, Fakultet tehničkih nauka, zora@uns.ac.rs

MANJAK RADNIKA U BIH - KADA ĆE U BIH “NESTATI” DOMAĆE RADNE SNAGE ZA NOVOOTVORENA RADNA MJESTA?

Apstrakt: Nekoliko analiza tržišta rada u BiH je pokazalo da ponuda radne snage kontinuirano opada, prije svega, zbog migracije radno sposobnih ljudi u zemlje zapadne Evrope, a dijelom i zbog prirodne depopulacije odnosno negativnog prirodnog priraštaja. Međutim nijedna dosad nije utvrdila kada će Bosna i Hercegovina zaista doći u situaciju da nema više domaćih radnika za novootvorena radna mjesta. U ovoj analizi upravo postavljamo to jednostavno pitanje. Osnovna metoda u ovom istraživanju je statistička metoda ekstrapolacije trenda i to trendova ponude radne snage u BiH. Podloge za ovo istraživanje su standardni izvještaji statističkih institucija (Statistički godišnjak, Anкета o radnoj snazi i dr.) i podaci zavoda/službi za zapošljavanje. Analizirani podaci su dosta nepovoljniji za Republiku Srpsku, u odnosu na Federaciju BiH. Prema projekciji broja nezaposlenih u Republici Srpskoj, vidimo da već 2030. godine neće biti uopšte raspoloživ ni jedan domaći radnik za otvaranje novih radnih mjesta. Na osnovu podataka možemo zaključiti da sjeverozapadni krajevi i u RS i u FBiH, koji su bliži Evropskoj uniji, imaju i veći odliv radnika. U Republici Srpskoj već 2026. godine neće uopšte biti nezaposlenih mladih ljudi do 30 godina, a da će dvije godine kasnije 2028 “nestati” i nezaposlenih sredovječnih ljudi do 45 godina. Vrlo slična, iako malo manje nepovoljna, je situacija i u Federaciji BiH. Podatke za sektorsku strukturu nezaposlenih ljudi smo mogli dobiti samo u Republici Srpskoj, dok su podaci za Federaciju BiH u ovom trenutku bili nedostupni. U sektoru građevinarstva već 2025. godine neće biti nijednog raspoloživog domaćeg radnika. U sektoru kože i obuće je slična situacija, pa ovaj sektor već prije 2025. godine ostaje bez raspoloživih domaćih radnika. Metalska i mašinska industrija će već 2026. godine doći u istu situaciju. Ugostiteljstvo i turizam je takođe sektor gdje već sada vidimo značajna ograničenja po pitanju radne snage, a projekcija pokazuje da već 2027. neće biti nijednog raspoloživog domaćeg radnika za poslove konobara, kuvara i ostale poslove u ugostiteljstvu, u Republici Srpskoj.

Ključne riječi: tržište rada, ponuda radne snage, tražnja za radnom snagom, nezaposlenost, zaposlenost.

¹ Ekonomski fakultet Univerziteta u Banjoj Luci, stevo.pucar@ef.unibl.org

² Ekonomski fakultet Univerziteta u Banjoj Luci, igor.todorovic@ef.unibl.org

LACK OF WORKERS IN BOSNIA AND HERZEGOVINA - WHEN WILL "DISAPPEAR" THE DOMESTIC WORKFORCE IN BOSNIA AND HERZEGOVINA FOR NEWLY CREATED JOBS?

Abstract: Several analyzes of the labor market in Bosnia and Herzegovina have shown that the labor supply is continuously decreasing, primarily due to the migration of able-bodied people to the countries of Western Europe, and partly due to natural depopulation, i.e. negative natural growth. However, none of them has yet determined when Bosnia and Herzegovina will really come to a situation where there are no more local workers for the newly created jobs. In this analysis, we ask just that simple question. The basic method in this research is the statistical method of trend extrapolation, namely trends in labor supply in Bosnia and Herzegovina. The basis for this research are standard reports of statistical institutions (Statistical Yearbook, Labor Force Survey, etc.) and data from employment institutes/services. The analyzed data are much less favorable for the Republika Srpska, compared to the Federation of Bosnia and Herzegovina. According to the projection of the number of unemployed in Republika Srpska, we see that already in 2030, not a single domestic worker will be available to create new jobs. Based on the data, we can conclude that the northwestern regions of both RS and FBiH, which are closer to the European Union, also have a greater outflow of workers. In Republika Srpska already in 2026, there will be no unemployed young people up to 30 years old at all, and two years later in 2028, unemployed middle-aged people up to 45 years old will also "disappear". The situation in the Federation of BiH is very similar, although a little less unfavorable. We could obtain data for the sectoral structure of unemployed people only in the Republic of Srpska, while data for the Federation of Bosnia and Herzegovina were not available at this time. In the construction sector, as early as 2025, there will not be any domestic workers available. The situation is similar in the leather and footwear sector, so this sector will already be without available domestic workers before 2025. The metal and machine industry will already be in the same situation in 2026. Hospitality and tourism is also a sector where we already see significant limitations in terms of labor force, and the projection shows that as early as 2027 there will not be any domestic workers available for the jobs of waiters, cooks and other jobs in the hospitality industry in the Republic of Srpska.

Key words: labor market, labor supply, labor demand, unemployment, employment.

ANALIZA STANJA U SEGMENTU ORGANSKE PROIZVODNJE U BOSNI I HERCEGOVINI I REGIJI

Apstrakt: Cilj ovog rada je identifikovati osnovne karakteristike organske proizvodnje u poljoprivrednom sektoru Bosne i Hercegovine u smislu utvrđivanja obima, trendova i tokova u odabranom vremenskom periodu. U smislu konkurentnosti poseban naglasak je stavljen na poziciju Bosne i Hercegovine u regiji, to jeste na uporedni pregled sa zemljama regiona prema dostupnim pokazateljima organske proizvodnje u okviru podataka Istraživačkog instituta za organsku proizvodnju (FiBL). Analiza je fokusirana na kretanje relevantnih pokazatelja za Bosnu i Hercegovinu i zemlje regiona u razdoblju od 2010. do 2020. godine. Analiza je rađena primjenom metoda dinamičke analize (indeksni brojevi, prosječna godišnja stopa promjene, trend) i metoda komparacije. Rezultati istraživanja mogu biti polazište kreatorima politika u podršci razvoju agrarnog sektora.

Ključne riječi: organska proizvodnja, poljoprivreda, dinamička analiza, konkurentnost.

ANALYSIS OF THE SITUATION IN THE ORGANIC PRODUCTION SEGMENT IN BOSNIA AND HERZEGOVINA AND THE REGION

Abstract: The aim of this paper is to identify the basic characteristics of organic production in the agricultural sector of Bosnia and Herzegovina in terms of determining the scope, trends and flows in the selected time period. In terms of competitiveness, special emphasis is placed on the position of Bosnia and Herzegovina in the region. That is, a comparative review with the countries of the region according to the available indicators of organic production within the data of the Research Institute for Organic Production (FiBL). The analysis is focused on the changes of relevant indicators for Bosnia and Herzegovina and the countries of the region in the period from 2010 to 2020. The analysis was made using methods of dynamic analysis (index numbers, average annual rate of change, trend) and comparison methods. The results of the research can be a starting point for policy makers in support of the development of the agricultural sector.

Key words: organic production, agriculture, dynamic analysis, competitiveness.

¹ Ekonomski fakultet Univerziteta u Sarajevu, rahimic.zijada@efsa.unsa.ba

² Ekonomski fakultet Univerziteta u Sarajevu, resic.emina@efsa.unsa.ba

Velimir Lukić ¹
Svetlana Popović ²
Irena Janković ³

POTREBA I IZAZOVI UVOĐENJA DIGITALNIH VALUTA CENTRALNIH BANAKA

Apstrakt: Centralne banke opažaju uticaj tehnoloških promena i digitalizacije na ekonomsku aktivnost i promene preferencija i ponašanja opšte javnosti koja u rastućem stepenu pokazuje interes za digitalnom imovinom. Težnja za očuvanjem monetarne suverenosti i stabilnosti, u vremenu oštrog pada korišćenja gotovine, navodi centralne banke da pokrenu projekte uvođenja digitalne valute centralnih banaka (DVCB). U radu se obrazlažu podsticaji za razvojem DVCB, analiziraju dileme u njihovom dizajnu i konceptualizaciji, daje se pregled i izlažu rezultati do sada pokrenutih projekata uvođenja DVCB. Uvođenje DVCB nosi sobom kontroverzne izbore, potencijalno otvara rizike za postojeće finansijske institucije i suočava se sa izazovom postizanja široke prihvatljivosti. Pristup razvoju DVCB koji uvažava sve učesnike u finansijskom sistemu i dodeljuje im operativne uloge u funkcionisanju sistema digitalnog novca centralnih banaka može preduprediti disrupciju i opstrukcije i istovremeno ojačati koristi koje se njime postižu obzirom da je teško zamisliti budućnost novca bez digitalnog novca centralne banke.

Ključne riječi: digitalna valuta centralnih banaka, monetarni sistem.

THE NEED AND THE CHALLENGES OF THE INTRODUCTION OF CENTRAL BANK DIGITAL CURRENCIES

Abstract: Central banks observe the impact of technological changes and digitalisation on economic activity and changes in preferences and behavior of the general public which has been showing increased interest in digital assets. The desire to preserve monetary sovereignty and stability, at a time of sharp decline in the use of cash, leads central banks to launch projects aimed at introducing central bank digital currency (CBDC). This paper explains the incentives for the development of CBDC, analyzes the dilemmas in their design and conceptualization, gives an overview and presents the results of the ongoing CBDC projects. The introduction of CBDC entails controversial choices, potentially opens up risks for existing financial institutions and faces the challenge of achieving widespread acceptance. An approach to the development of CBDC that respects all participants in the financial system and assigns them operational roles in the functioning of the digital money system of central banks can prevent disruption and obstructions and at the same time strengthen its likely the benefits, since it is difficult to imagine the future of money without central bank digital money.

Key words: central bank digital currency, monetary system.

¹ Ekonomski fakultet u Beogradu. E-mail: velimir.lukic@ekof.bg.ac.rs

² Ekonomski fakultet u Beogradu. E-mail: svetlana.popovic@ekof.bg.ac.rs

³ Ekonomski fakultet u Beogradu. E-mail: irena.jankovic@ekof.bg.ac.rs

Predrag Trpeski ¹
Kristijan Kozheski ²
Gjunter Merdzan ³
Marijana Cvetanoska Mitev ⁴

TESTIRANJE KALDOROVE ČINJENICE: EMPIRIJSKI DOKAZI IZ EVROPSKIH ZEMALJA

Apstrakt: Ovaj rad razmatra funkcionalnu distribuciju dohotka, kao posledicu fenomena razdvajanja naknade radnika i produktivnosti rada. Ovo pitanje se primećuje od sredine 1970-ih u većini razvijenih ekonomija, što je rezultiralo trendom smanjenja dohotka od rada u nacionalnom dohotku ili BDP-u. Uprkos tome što konvencionalna ekonomska teorija predviđa proporcionalno povećanje dohotka radnika sa povećanjem produktivnosti rada, empirijski rezultati sugerišu da se ovaj odnos ne ostvaruje. Studija analizira distribuciju prihoda od rada i dohotka od kapitala u odnosu na BDP u evropskim zemljama, kako bi se stekao uvid u uslove i trendove prihoda od rada i procenila funkcionalna raspodela dohotka na nivou pojedine zemlje. U radu je data detaljna analiza učesća radne snage na primeru svih zemalja u Evropi i upoređivanje zemalja kako bi se utvrdio pravac i stepen kretanja udela radne snage. Rezultati ističu potrebu za daljim istraživanjem na ovu temu i pružaju uvid u faktore koji doprinose razdvajanju produktivnosti od naknade radnika.

Cljučne riječi: distribucija dohotka, nacionalni dohodak, produktivnost rada, BDP.

TESTING KALDOR'S FACT: EMPIRICAL EVIDENCE FROM EUROPEAN COUNTRIES

Abstract: This paper discusses the functional distribution of income, as a consequence of decoupling phenomenon between workers' compensation and labor productivity. This issue has been observed since the mid-1970s in most developed economies, resulting in a trend of decreasing labor income in national income or GDP. Despite conventional economic theory predicting a proportional increase in workers' income with increases in labor productivity, empirical results suggest that this relationship is not being realized. The study analyzes the distribution of labor income and capital income in relation to GDP in European countries, in order to gain insight into the conditions and trends of labor income and to evaluate the functional distribution of income at the level of an individual country. The paper provides a detailed analysis of labor share on the example of all countries in Europe and compares countries to determine the direction and degree of trend of the labor share. The results highlight the need for further research on this topic and provide insight into the factors contributing to the decoupling of productivity from workers' compensation.

Key words: distribution of income, national income, labor productivity, GDP.

¹ University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics – Skopje; predrag.trpeski@eccf.ukim.edu.mk

² University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics – Skopje; kozeski@eccf.ukim.edu.mk

³ University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics – Skopje; gjunter.merdzan@eccf.ukim.edu.mk

⁴ University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics – Skopje; marijana.cvetanoska@eccf.ukim.edu.mk

Ardita Boriçi¹
Arjola Halluni (Dergjini)²
Albana Boriçi (Begani)³

UTICAJ MIKROFINANSIRANJA NA DOBROBIT DOMAĆINSTAVA U PRISUSTVU COVID-19 KRIZE: SLUČAJ SEVERNE ALBANIJE

Apstrakt: Ova studija je imala za cilj da utvrdi uticaj mikrofinansiranja na blagostanje domaćinstava severnih Albanaca, u prisustvu krize Covid-19. Globalna pandemija koronavirusa i blokade koje je propisala vlada imale su negativan uticaj na ekonomiju, a posebno na prihode domaćinstava. Na osnovu podataka ankete koja pokriva 51 zemlju otkriva se da je 57 procenata preduzeća smanjilo zaposlenost tokom prvih dva kvartala pandemije, što je direktno uticalo na prihode domaćinstva (Svetska banka 2020).

Ova studija istražuje potencijalne faktore koji utiču na dobrobit klijenata mikrofinansiranja. Pored toga, ispituje se odnos socijalnih i ekonomskih faktora i procjenjuje da li postoje razlike u društvenim i ekonomskim faktorima na osnovu demografskih varijabli, kao što su starost, pol, obrazovanje, zanimanje, porodični prihodi, itd. Podaci su prikupljeni putem upitnika podjeljenih na 135 klijenata mikrofinansijskih institucija u severnoj Albaniji, odnosno Skadar, Koplik, Lač, Leže, Kukeš, Tropoje, Fuše-Kruje, u poslednje tri godine (mart 2020 – mart 2023). Za analizu podataka korišćena je deskriptivna i inferencijalna statistika (t-test, ANOVA i regresiona analiza).

Ključne riječi: mikrofinansije, blagostanje, Covid-19, regresija, severna Albanija

THE IMPACT OF MICROFINANCE ON HOUSEHOLDS' WELL-BEING IN THE PRESENCE OF COVID-19 CRISIS: THE CASE OF NORTHERN ALBANIA

Abstract: This study aimed to determine the impact of microfinance on the well-being of the Northern Albanians' households, in the presence of Covid-19 crisis. The global coronavirus pandemic and the government-mandated lockdowns have had a negative impact on the economy and especially on the household income. Based on the survey data covering 51 countries reveal that 57 percent of firms reduced employment during the first two quarters of pandemic, directly effecting household income (World Bank 2020).

This study explores the potential factors impacting the well-being of the microfinance clients. Additionally, it examines the relationship social and economic factors and assess whether there are any differences in social and economic factors based on demographic variables, such as age, gender, education, occupation, family income, etc. Data were collected through questionnaires distributed to 135 clients of microfinance institutions on the Northern Albania, respectfully Shkoder, Koplik, Lac, Lezhe, Kukes, Tropoje, Fushe-Kruje, for the last 3 years (March 2020 – March 2023). Both descriptive and inferential statistics (t-test, ANOVA and regression analysis) have been used to analyze the data.

Key words: Microfinance, Well-being, Covid-19, Regression, Northern Albania

¹ University of Shkodra "Luigj Gurakuqi", Albania, ardita.borici@unishk.edu.al

² University of Shkodra "Luigj Gurakuqi", Albania, arjola.dergjini@unishk.edu.al

³ University of Shkodra "Luigj Gurakuqi", Albania, albana.borici@unishk.edu.al

KVANTIFIKACIJA DISKONTNE STOPE U FUNKCIJI DONOŠENJA MENADŽERSKIH ODLUKA

Apstrakt: Rizici su neodvojivi dio svakog poslovnog poduhvata. Upravljanje rizicima uključuje identifikaciju, mjerenje i procjenu rizika sa primarnim ciljem minimiziranja njihovog negativnog uticaja na poslovne rezultate. Iako su rizici dio svakog poslovnog poduhvata i nemoguće ih je ignorisati, u većini slučajeva u Bosni i Hercegovini oni nisu adekvatno upravljani. Planiranje tokom velike neizvjesnosti koja je karakteristična za današnji svijet je nezahvalan zadatak koji se uglavnom sastoji od kvantifikovanja velikog broja rizika. Diskontna stopa, koja je jedan od ključnih elemenata savremenih i dinamičnih metoda procjene vrijednosti projekata, dizajnirana je da odražava vremensku vrijednost novca i rizike projekta. Veliki broj faktora utiče na diskontnu stopu, i iz svih ovih razloga, kvantifikovanje diskontne stope u Bosni i Hercegovini tokom inflacije i opšte neizvjesnosti je složen zadatak.

Ključne riječi: stopa diskonta, upravljanje, upravljanje projektima, planiranje, neizvjesnosti.

QUANTIFICATION OF DISCOUNT RATE AS A FUNCTION OF MANAGERIAL DECISION MAKING

Abstract: Risks are an inseparable part of any business venture. Risk management includes the identification, measurement and assessment of risks with the primary goal of minimizing their negative impact on business results. Although risks are a part of every business venture and it is impossible to ignore them, in most cases in Bosnia and Herzegovina they are not adequately managed. Planning during the great uncertainty that characterizes today's world is a thankless task that mostly consists of quantifying a large number of risks. The discount rate, which is one of the key elements of modern and dynamic project valuation methods, is designed to reflect the time value of money and project risks. A large number of factors affect the discount rate, and for all these reasons, quantifying the discount rate in Bosnia and Herzegovina during inflation and general uncertainty is a complex task.

Key words: discount rate, management, project management, planning, uncertainties.

¹ Faculty of Economics University of Banja Luka, sasa.vucenovic@ef.unibl.org

² Faculty of Economics University of Banja Luka, igor.misic@ef.unibl.org

Spasoje Tuševljak ¹
Hamdija Muratović ²
Vojislav Bajić ³
Jovana Rašević ⁴

OPTIMIZACIJA PROCESA PRISTUPANJA EVROPSKOJ UNIJI

Apstrakt: Generalno govoreći, integracije su osnovna tema brojnih političkih, diplomatskih i ekonomskih polemika i dogovora kojima se unapređuju odnosi, unapređuje i harmonizuje koegzistencija interesa, održava mir i prevencija konflikata!?

Integracije generišu stabilnost i progres respektivnih performansi u interesu pojedinaca, segmenata sistema kao i strukture u cjelini.

Najsloženiji su inicijalni procesi i procedure u formiranju određene integracije koja će u razvijenoj fazi autonomno da formuliše procedure, pravila funkcionisanja i proširenja!?

U toj ravni treba posmatrati i odnose koji se dešavaju na relaciji Evropska unija – zemlje Zapadnog Balkana s preporukom da bi svaka zemlja- kandidat (ili, eventualno, sve zajedno) izgradile koncept priključenja do koga bi trebalo doći na jedan analitičan, sistemski način, kao što je CGE-MODEL!?

Ključne riječi: EU, CGE-MODEL, performanse, razvoj, optimizacija

OPTIMIZATION OF THE ACCESSORY PROCESS TO THE EUROPEAN UNION

Abstract: Generally speaking, integrations are the main topic of numerous political, diplomatic and economic polemics and agreements that improve relations, improve and harmonize the coexistence of interests, maintain peace and prevent conflicts!?. Integrations generate stability and progress of respective performances in the interest of individuals, system segments as well as the structure as a whole. The most complex are the initial processes and procedures in the formation of a certain integration, which in the developed phase will autonomously formulate procedures, rules of functioning and expansion!?. At that level, the relations that are taking place between the European Union and the countries of the Western Balkans should be observed, with the recommendation that each candidate country (or possibly all of them together) should build a concept of accession that should be reached in an analytical, systematic way, as what is CGE-MODEL!?.

Key words: EU, CGE-MODEL, performance, development, optimization.

¹ Univerzitet u Istočnom Sarajevu, tusevljakspasoje@gmail.com

² Udruženje stečajnih upravitelja u FBiH, Sarajevo

³ Institut Ekonomskih nauka BG, vojislav.bajic@sfb.bg.ac.rs.

⁴ Univerzitet Istočno Sarajevo, doktorant, jovanarasevic@gmail.com

RASPODJELA DOHOTKA I NEJEDNAKOST U CILJU JAČANJA SOCIJALNE POLITIKE SA OSVRTOM NA CRNU GORU I SRBIJU

Apstrakt: Raspodjela dohotka i nejednakost predstavljaju glavne probleme u cilju jačanja socijalne politike, pa su i privukli pažnju mnogih ekonomista širom svijeta. Nejednaka raspodjela dohotka dovodi do ograničenja ekonomskog i društvenog razvoja, što dovodi do osjećaja nepravde kod samih stanovnika država koje se suočavaju sa ovim problemom, među kojima su i Crna Gora i Srbija. Kako bi riješili ovaj problem donosioci odluka često uvode poreze bogatijim slojevima stanovništva kako bi što bolje preraspodijelili dohodak onima sa lošijim životnim standardom. Stoga će u ovom radu, sa osvrtom na Crnu Goru i Srbiju, biti objašnjeno i analizirano kretanje indikatora nejednakosti i raspodjele dohotka (Gini koeficijent, stopa siromaštva, prag rizika od siromaštva, nejednakost distribucije dohotka), uzimajući u obzir godišnje podatke za period od 2013. do 2021. godine. Na taj način komparativnom analizom, pružiće se bolji uvid u socijalnu politiku ovih zemalja i dati preporuke za unapređenje iste u narednom periodu.

Ključne riječi: nejednakost, raspodjela dohotka, siromaštvo, Crna Gora, Srbija.

INCOME DISTRIBUTION AND INEQUALITY FOR THE AIM OF STRENGTHENING SOCIAL POLICY WITH REFERENCE TO MONTENEGRO AND SERBIA

Abstract: Income distribution and inequality represent the main problems in order to strengthen social policy, and they have attracted the attention of many economists around the world. Unequal distribution of income leads to restrictions on economic and social development, which leads to a sense of injustice among the inhabitants of the countries that face this problem, among which are Montenegro and Serbia. In order to solve this problem, decision-makers often introduce taxes to the wealthier layers of the population in order to better redistribute income to those with a worse standard of living. Therefore, this paper, with reference to Montenegro and Serbia, will explain and analyze the movement of indicators of inequality and income distribution (Gini coefficient, poverty rate, poverty risk threshold, inequality of income distribution), taking into account annual data for the period from 2013 until 2021. In this way, a comparative analysis will provide a better insight into the social policy of these countries and give recommendations for its improvement in the coming period of time.

Key words: inequality, income distribution, poverty, Montenegro, Serbia.

¹ Ekonomski fakultet, Univerzitet Crne Gore, marinasukovic@edu.ucg.ac.me

ZADRUGE KAO POSEBNI PRIVREDNI SUBJEKTI U PRAVNIM SISTEMIMA

Apstrakt: Sa istorijskog aspekta na našem području je zadružno udruživanje bilo prethodnica privrednih društava, koje je nastavilo da egzistira paralelno sa potonjim. Ono kao takvo i danas ima poseban značaj. Zadruge mogu imati značajan uticaj na razvoj privreda i cijeli niz drugih sfera kao što su kulturne, obrazovne, zdravstvene, funkcije društvene inkluzije, zbog čega je vrlo važan njihov pravni okvir kao osnovni preduslov uređenog zadružnog udruživanja. U ovom radu autor se bavi pravnom prirodom zadruga, gdje zaključuje da je riječ o „sui generis“ privrednim subjektima, posebno uzimajući u obzir da je u pravnom sistemu Republike Srpske predviđen oblik poljoprivrednih zadruga. Sa stanovišta domaće legislativne zadruga imaju određene sličnosti, ali i značajne razlike u odnosu na privredna društva-bazične privredne subjekte, koje su uslovljene principima „otvorenosti“ i „demokratskog upravljanja“. Poseban osvrt se daje na regulativu Evropske Unije koja takođe u cilju harmonizacije pravnih sistema država članica propisuje posebna pravna rješenja.

Ključne riječi: zadruge, privredni subjekti, legislativa, princip otvorenosti, demokratsko upravljanje.

COOPERATIVES AS SPECIAL ECONOMIC ENTITIES IN LEGAL SYSTEMS

Abstract: From a historical point of view, in our area, cooperatives were the predecessors of commercial companies, which continued to exist side by side. As such, it still has a special significance today. Cooperatives can have a significant impact on the development of the economy and a whole range of other spheres such as cultural, educational, health, social inclusion functions, which is why their legal framework is very important as a basic prerequisite for organized cooperative association. In this paper, the author deals with the legal nature of cooperatives, concluding that they are “sui generis” economic entities, especially taking into account that the legal system of the Republic of Srpska provides form of agricultural cooperatives. From the point of view of domestic legislation, cooperatives have certain similarities, but also significant differences in relation to commercial companies-basic economic entities, which are conditioned by the principles of “openness” and “democratic management”. A special review is given to the regulation of the European Union, which also prescribes special legal solutions in order to harmonize the legal systems of the member states.

Key words: cooperatives, business entities, legislation, principle of openness, democratic management.

¹ Ekonomski fakultet Univerziteta u Istočnom Sarajevu, ddamjan84@yahoo.com

² Zadružni savez Republike Srpske

Sonja Veljović¹
Dragan Vukolić²
Jovan Bugarčić³
Milica Luković⁴
Marija Kostić⁵
Tamara Gajić⁶
Marina Jovanović⁷

INOVATIVNI SASTOJCI ZA PROIZVODNJU JOGURTA U FUNKCIJI RAZVOJA POLJOPRIVREDNO-PREHRAMBENOG SEKTORA

Apstrakt: Danas je tržište jogurta jedno od najbrže rastućih u celom svetu. Znanje o lekovitim i nutritivnim karakteristikama proizvoda na bazi jogurta ima značajan uticaj na rastući asortiman ovih vrednih proizvoda na domaćem i svetskom tržištu. Dakle, da bi povećao konkurentnost i profit, proizvođač neprestano traga za jeftinim, održivim i funkcionalnim inovativnim sastojcima jogurta. Glavni cilj ovog rada bio je da se uporede korišćeni sastojci jogurta u prošlosti i danas. Štaviše, dodatni cilj je bio prikupljanje potencijalnih sirovina za korišćenje u industrijskoj proizvodnji za povećanje budućih prihoda i razvoj poljoprivredno-prehrambenog sektora. Naša studija je pokazala da su broj i vrsta inovativnih sastojaka koji se koriste za proizvodnju jogurta značajno povećani, i to u velikoj meri u zavisnosti od dostupnosti i preferencija potrošača. Zbog ogromnog potencijala, agro-prehrambeni industrijski ostaci su istaknuti kao jeftine i održive sirovine. Osim toga, samonikle jestive biljke, bobice i nedrvni šumski proizvodi, sakupljeni u nerazvijenim ruralnim regionima, obećavaju kao dragoceni izvori hranljivih materija. Među domaćim voćem, stare autohtone sorte sakupljene u ruralnim krajevima takođe su vredni sastojci sa višestruko pozitivnim efektima na socio-ekonomska pitanja ruralnih krajeva. Proizvodnja mlečnih proizvoda, uključujući jogurt, može imati važnu ulogu u razvoju poljoprivredno-prehrambenog sektora, kao i ruralnih regiona.

Ključne riječi: jogurti, novi proizvodi, poljoprivredno-prehrambeni industrijski ostaci, autohtone sorte.

¹ University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjačka Banja, Serbia, veljovicsonja@gmail.com

² University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjačka Banja, Serbia

³ University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjačka Banja, Serbia

⁴ University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjačka Banja, Serbia

⁵ University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjačka Banja, Serbia

⁶ Geographical Institute "Jovan Cvijić", SASA, Belgrade

⁷ Institute of General and Physical Chemistry, Belgrade, Serbia

INNOVATIVE INGREDIENTS FOR YOGURT PRODUCTION IN FUNCTION OF THE DEVELOPMENT OF THE AGRIFOOD SECTOR

Abstract: Nowadays, the yogurt market is one of the fastest growing in the whole world. The knowledge about the healing and nutritional characteristics of yogurt-based products has an important influence on the growing assortment of these valuable products in the local and global market. Thus, to increase competitiveness and profit, the producer constantly searching for low-cost, sustainable and functional innovative yogurt ingredients. The main aim of this work was to compare utilized yogurt ingredients in the past and today. Furthermore, collecting potential raw materials for utilization in industrial production to increase future income and develop the agri-food sector was an additional aim. Our study showed that the number and kind of innovative ingredients used for yogurt production are significantly increased, and strongly depending on availability and consumer preferences. Because of huge potential, agri-food industrial residues were highlighted as low-cost and sustainable raw materials. Additionally, wild edible plants, berries and non-timber forest products, collected in undeveloped rural regions, are promising ingredients as valuable sources of nutrients. Among domestic fruits, the old autochthonous varieties collected in rural regions are also valuable ingredients with multi-positive effects on the socio-economic issues of rural regions. The production of dairy products, including yogurt, can have an important role in the development of the agri-food sector as well as rural regions.

Key words: yogurts, new products, agri-food industrial residues, autochthonous varieties.

REINŽENJERING POSLOVNIH PROCESA KROZ PRIMJENU IKT U SAVREMENOM POSLOVANJU

Apstrakt: Reinženjering poslovnih procesa (eng. Business Process Reengineering – BPR) koristi se za poboljšanje performansi radnih procesa u preduzećima. Fokus BPR-a je na radikalnim promjenama, a ne inkrementalnim, kakve se koriste u Kaizen pristupu i pristupu upravljanja ukupnim kvalitetom (eng. TQM). Performanse radnih procesa su kriteriji koji se koriste da bi se mjerio kvalitet radnih procesa u preduzeću, sa ciljem poboljšanja kvaliteta proizvoda i nivoa ponuđenih usluga, smanjenja troškova, uštede vremena, te povećanja zadovoljstva klijenata. BPR podrazumijeva analizu i optimizaciju poslovnih procesa u preduzećima, uključujući i korištenje tehnologija za automatizaciju i digitalizaciju procesa, te uklanjanje suvišnih procesa, zbog čega se može smatrati sastavnim dijelom digitalne transformacije preduzeća. Organizacije koje primjenjuju BPR kako bi osigurale konkurentsku prednost ne samo da prate i kontrolišu svoje trenutne procese, već istovremeno implementiraju nove, jedinstvene strategije i ciljeve zasnovane na inovativnim konceptima. Informacione tehnologije smatraju se centralnim za sprovođenje BPR-a, a preduzeća koja se bore za opstanak u savremenom poslovanju moraju modifikovati svoje strategije kako bi odgovorila na promjene na tržištu. Poreska uprava Republike Srpske poslužila je kao ilustrativni primjer primjene koncepta reinženjeringa poslovnih procesa kroz implementaciju elektronskog sistema za prijavu poreza, a koji je doveo do kvalitativnog unapređenja zastarjelog načina poslovanja.

Ključne riječi: reinženjering poslovnih procesa, BPR, IKT, digitalizacija, transformacija preduzeća.

REENGINEERING BUSINESS PROCESSES THROUGH THE APPLICATION OF ICT IN MODERN BUSINESS

Abstract: Business Process Reengineering (BPR) is used to improve the work processes performance in companies. The focus of BPR is on radical changes, rather than incremental ones, such as those used in the Kaizen and Total Quality Management (TQM) approach. The performance of work processes is the criteria used to measure the quality of work processes in a company, with the aim of improving product quality and levels of services offered, reducing costs, saving time, and increasing customer satisfaction. BPR involves analyzing and optimizing business processes in companies, including the use of technologies for process automation and digitalization and elimination of unnecessary processes, making it an integral part of digital transformation for businesses. Organizations that apply BPR to ensure a competitive advantage not only monitor and control their current processes, but also simultaneously implement new, unique strategies and goals based on innovative concepts. Information technology is considered central to implementing BPR, and companies struggling to survive in modern business must modify their strategies to respond to changes in the market. The Tax Administration of the Republic of Srpska serves as an illustrative example of the application of the concept of business process reengineering through the implementation of an electronic tax reporting system, which has led to a qualitative improvement of the outdated way of doing business.

Key words: business process reengineering, BPR, ICT, digitalization, business transformation.

¹ Univerzitet u Istočnom Sarajevu, Ekonomski fakultet Pale, nevena.baricanin@gmail.com

² Univerzitet u Istočnom Sarajevu, Ekonomski fakultet Pale, natasa.lizdek17@gmail.com

ANALIZA VISINE DOHODAKA PO SEKTORIMA DJELATNOSTI U REPUBLICI SRPSKOJ

Apstrakt: U ovom radu govori se o raspodjeli dohotka po sektorima djelatnosti, njihovoj visini i kretanju kroz određeni period. Samo upoređivanje procenata ukupnog dohotka i procenata nosilaca tog istog dohotka po određenim razredima vršiće se preko Đinijevog indeksa koncentracije i tzv. Lorencove krive. Koristeći indeks nominalnih i realnih plata pratiće se njihovo kretanje u vremenu.

Ključne riječi: dohodovna nejednakost, Lorencova kriva, Đinijev indeks, realne plate.

ANALYSIS OF THE LEVEL OF INCOME BY SECTOR OF ACTIVITY IN THE REPUBLIC OF SRPSKA

Abstract: This paper discusses the distribution of income by sector of activity, its level and movement over a certain period. Only the comparison of the percentages of the total income and the percentages of holders of that same income by certain classes will be done through the Gini concentration index and the so-called Lorenz curve. Using the index of nominal and real wages, their movement over time will be monitored.

Key words: income inequality, Lorenz curve, Gini index, real wages.

¹ Ekonomski fakultet Pale, Univerzitet u Istočnom Sarajevu, mladen.fulurija@gmail.com

KLASTERI KAO FAKTOR JAČANJA KONKURENTNOSTI PREDUZEĆA I INDUSTRIJA

Apstrakt: Evolucija savremenih globalnih tržišta počiva na potpuno novim pravilima ponašanja (visok stepen uslovljenosti i međusobne zavisnosti) i konkurisanja, kao i na novoj paradigmi povezanosti, koja se praktično manifestuju preko umreženosti i klasterizacije. Klaster je oblik strateškog saveza, tj. grupa srodnih preduzeća ili udruženja proizvođača iz jedne grane, uključujući i proizvođače sirovina, kao i vladinih i nevladinih organizacija i naučno-obrazovnih institucija koje tako udružene rešavaju zajedničke probleme i, unapređujući poslovanje, postižu uspeh u određenom segmentu delatnosti, kao i natprosečnu konkurentnost i promociju u zemlji i inostranstvu. Kao baza funkcionisanja klasterske strukture preuzet je “dijamantski” model Porterove nacionalne konkurentne prednosti.

Ključne riječi: klaster, međunarodna konkurentna prednost, globalizacija, virtuelizacija, mreže vrednosti.

CLUSTER AS A FACTOR OF STRENGTHENING COMPETITIVENESS OF ENTERPRISES AND INDUSTRIES

Abstract: The evolution of modern global markets is based on completely new rules of conduct (high degree of conditionality and interdependence) and competition, as well as on a new paradigm of connectivity, which is practically manifested through networking and clustering. A cluster is a form of strategic alliance, ie. a group of related companies or associations of producers from one branch, including producers of raw materials, as well as governmental and non-governmental organizations and scientific and educational institutions that jointly solve common problems and, improving business, achieve success in certain segments, as well as above-average competitiveness and promotion at home and abroad. The “diamond” model of Porter’s national competitive advantage was taken as the basis for the functioning of the cluster structure.

Key words: cluster, international competitive advantage, globalization, virtualization, value networks.

¹ Fakultet za ekonomiju i menadžment, Slobomir P Univerzitet, sasatomic23@gmail.com

² Visoka škola za primjenjene i pravne nauke Prometej, ljubisa_todorovic@gmail.com

MERENJE KONKURENTSKE PREDNOSTI STRANIH INVESTITORA U SRBIJI I BIH: SLUČAJ TURSKIH PREDUZEĆA

Apstrakt: U savremenom poslovnom okruženju sve više dobijaju na značaju sposobnost, znanje, kreativnost i kompetencije zaposlenih. Osim toga, promene na tehnološko-informacionom nivou se odvijaju gotovo svakodnevno, te pred preduzeća stoji jedan od glavnih izazova koji se sastoji u očuvanju konkurentske prednosti. Cilj ovog rada je da se utvrde faktori koji dovode do unapređenja konkurentnosti stranih preduzeća koja posluju u Srbiji i BiH, kao i da pruži doprinos akademskoj i poslovnoj zajednici. U ovom radu je usvojen kvalitativni istraživački metod, dok su podaci prikupljeni putem upitnika. Glavno metodološko sredstvo je deskriptivno-statistička analiza. Rezultati su pokazali da su unapređenje produktivnosti, usavršavanje zaposlenih i standardizacija kvaliteta poslovanja osnovni elementi unapređenja poslovanja i razvoja konkurentske sposobnosti.

Ključne riječi: SDI, konkurentska prednost, deskriptivna analiza.

MEASURING THE COMPETITIVE ADVANTAGE OF FOREIGN INVESTORS IN SERBIA AND BOSNIA AND HERZEGOVINA: THE CASE OF TURKISH COMPANIES

Abstract: In the modern business environment, the ability, knowledge, creativity and competence of employees are gaining more and more importance. In addition, changes at the informational-technological level occur almost daily. Therefore, one of the companies' main challenges is creating/preserving their competitive advantage. The aim of this paper is to determine the factors that lead to the improvement of the competitiveness of foreign companies doing business in Serbia and BiH, as well as to provide a contribution to the academic and business community. In this paper, a qualitative research method was adopted, while the data were collected through surveys. The main methodological tool is descriptive-statistical analysis. The results showed that the improvement of productivity, training of employees and standardization of business quality are the basic factors of business improvement and development of competitive ability.

Key words: FDI, competitive advantage, descriptive analysis, statistical methods.

¹ Univerzitet Sinidunum, Beograd, Srbija, email: milica.peric.science@gmail.com

² Agencija za nekretnine Trust United Balkan, Alanya, Turska

TEORIJSKI PREGLED AUSTROUGARSKOG PERIODA U BOSNI I HERCEGOVINI

Apstrakt: Postoji obimna literatura koja se bavi austrougarskim periodom u Bosni i Hercegovini. Mnogi autori, domaći i strani, istoričari, pravници, politikolozi, ekonomisti i lekari pisali su ili o pojedinim aspektima ove epohe, ili analizirali čitav period. Većinu radova napisali su istoričari i ekonomisti. Postoji značajno preklapanje u njihovim radovima. Istoričari nisu mogli da izbegnu ekonomske teme, dok su se ekonomisti morali baviti istorijski relevantnim događajima. U tu svrhu, autori su podeljeni u četiri grupe: 1. Domaći istoričari, 2. Strani istoričari, 3. Domaći ekonomisti i 4. Strani ekonomisti. Pregled literature otkriva tri zaključka:

1. Ocena austrougarskog perioda u Bosni i Hercegovini kreće se od izrazito negativne (Taylor) do izrazito pozitivne (Domljan)
2. Sa ovim izuzetkom ocena stranih autora je povoljnija u odnosu na ocenu domaćih autora
3. Tačnija analiza, potkrijepljena činjenicama i brojkama, rezultira povoljnijom ocjenom austrougarske vladavine u Bosni i Hercegovini.

Ključne riječi: domaći istoričari, strani istoričari, domaći ekonomisti, strani ekonomisti.

THEORETICAL OVERVIEW ON THE AUSTRO-HUNGARIAN PERIOD IN BOSNIA AND HERZEGOVINA

Abstract: There is a voluminous literature which deals with the Austro-Hungarian period in Bosnia and Herzegovina. Many authors, domestic and foreign, historians, lawyers, political scientists, economists and physicians wrote either about certain aspect of this era, or analyzed the entire period. Most works were written by historians and economists. There is a significant overlap in their works. Historians could not avoid economic topics, while economists had to deal with historically relevant events. For this purpose, authors are divided into four groups: 1. Domestic historians, 2. Foreign historians, 3. Domestic economists, and 4. Foreign economists. Literature overview reveals three conclusions:

1. Evaluation of the Austro-Hungarian period in Bosnia and Herzegovina ranges from extremely negative (Taylor) to extremely positive (Domljan)
2. With this exception the evaluation of the foreign authors is more favorable compared to the assessment of the domestic authors
3. More exact analysis, corroborated with facts and figures, results in more favorable evaluation of the Austro-Hungarian rule in Bosnia and Herzegovina.

Key words: Domestic historians, Foreign historians, Domestic economists, Foreign economists.

¹ 6 Rowan Close, Ilford, Essex, IG1 2NT; United Kingdom, tahirmahmutefendic@yahoo.co.uk

Miloš D. Lutovac ¹
Tomo Odalović ²
Aleksandra Stojković ³

UTICAJ POLJOPRIVREDE NA SMANJENJE NEJEDNAKOSTI U REPUBLICI SRBIJI

Apstrakt: Krajem dvadesetog i početkom dvadesetprvog veka koncept ruralnog razvoja dobija na značaju. Poljoprivreda, iako i dalje zadržava dominantan položaj u ruralnim područjima, više ne može da obezbedi celovit razvoj tih sredina. Pored nejednakosti u prihodima postoje i drugi, duboko ukorenjeni vidovi nejednakosti, koji se ispoljavaju u „neslobodama“ proisteklim iz mesta u kome neko živi, pola kome pripada, jezika kojim govori i mnogim drugim društveno-socijalnim determinantama. Pojava siromaštva i vidljiva nejednakost među stanovništvom, ima veliki uticaj na ukupnu privredu, ali i druge aspekte ekonomskog i socijalnog funkcionisanja društva. Iskustvo Srbije kao države u razvoju pokazalo je da ulaganje u poljoprivredu, te njen uticaj na smanjenje nejednakosti predstavlja veliki poduhvat. Ovaj rad treba da ponudi okvire agrarne i ruralne politike kao važnog činioca u generisanju regionalnog razvoja, i ukaže značaj uticaja poljoprivrede na smanjenje nejednakosti, sa posebnim osvrtom na nerazvijena i devastirana područja Republike Srbije. Najpre sledi opšti osvrt na stanje nacionalne poljoprivrede, te kratko izlaganje o poljoprivrednoj situaciji na ruralnim područjima. Zatim se iznose argumenti i razlozi za preduzetničku agrarnu i ruralnu politiku kao najdelotvornije elemente u definisanju strategije regionalnog razvoja Srbije.

Ključne riječi: poljoprivreda, regionalni razvoj, ruralna područja, agrarna politika, nejednakost, siromaštvo.

THE IMPACT OF AGRICULTURE ON THE REDUCTION OF INEQUALITY IN THE REPUBLIC OF SERBIA

Abstract: At the end of the twentieth and the beginning of the twenty-first century, the concept of rural development has gained importance. Agriculture, although it still maintains a dominant position in rural areas, can no longer ensure full development of those environments. In addition to income inequality, there are other, deep-rooted forms of inequality, which are manifested in “unfreedoms” arising from the place where one lives, the gender one belongs to, the language one speaks and many other social determinants. The appearance of poverty and visible inequality among the population have a great impact on the overall economy, but also on other aspects of the economic and social functioning of the society. The experience of Serbia as a developing country has shown that investing in agriculture and its impact on reducing inequality is a great undertaking. This paper should offer the framework of agrarian and rural policy as an important factor in generating regional development and point out the importance of the impact of agriculture on reducing inequality, with special reference to underdeveloped and devastated areas of the Republic of Serbia. First, a general overview of the state of national agriculture is shown, as well as a brief presentation on the agricultural situation in rural areas. Then, the arguments and reasons for entrepreneurial agricultural and rural policy are presented as the most effective elements in defining the regional development strategy of Serbia.

Key words: agriculture, regional development, rural areas, agrarian policy, inequality, poverty.

¹ Beogradska akademija poslovnih i umetničkih strukovnih studija, milosdlutovac@yahoo.com; milos.lutovac@bpa.edu.rs

² Beogradska akademija poslovnih i umetničkih strukovnih studija, tomo.odalovic@bpa.edu.rs

³ Beogradska akademija poslovnih i umetničkih strukovnih studija, aleksandra.stojkovic@bpa.edu.rs

DIREKTNA STRANA ULAGANJA

Apstrakt: Rad predstavlja pokušaj da se procjeni relativni značaj odabranih motiva za ulazak stranih investitora na Bosanskohercegovačko tržište, promjene koje su uslijedile, te pozitivne i negativne strane. Takođe, rad se odnosi na pogled konkurencije domaćeg tržišta sa stranim investicijama. Cilj ove studije je da otkrijemo veze između stranog tržišta i domaćeg tržišta, kao i teorije koje ih povezuju. Međunarodno kretanje kapitala predstavlja značajan oblik međunarodnog finansiranja i jedan je od odlučujućih faktora globalizacije. Predmet ovog rada su efekti stranih direktnih investicija na domaće tržište, posebno se odnosi na ekonomski razvod domaće zemlje. Cilj ovog istraživanja je ukazivanje na kompletnost i moguću dobit između stranih direktnih investitora i lokalnog tržišta.

Ključne riječi: konkurencija, domaće tržište, strani investitori, strane direktne investicije.

FOREIGN DIRECT INVESTMENT

Abstract: The paper represents an attempt to assess the relative importance of the selected motives for the entry of foreign investors into the Bosnia and Herzegovina market, the changes that followed, and the positive and negative sides. Also, the paper refers to the view of domestic market competition with foreign investments. The aim of this study is to discover the connections between the foreign market and the domestic market, as well as the theories that connect them. The international movement of capital represents a significant form of international financing and is one of the decisive factors of globalization. The subject of this paper is the effects of foreign direct investments on the domestic market, especially regarding the economic breakdown of the domestic country. The aim of this research is to indicate the completeness and possible profit between foreign direct investors and the local market.

Key words: competition, domestic market, investors, foreign direct investors.

¹ Student master studija na Ekonomskom fakultetu Pale natasatrb095@gmail.com

² Student master studija na Ekonomskom fakultetu Pale aleksandrashohovac06@gmail.com

PORESKA EVAZIJA SA OSVRTOM NA POREZ NA DODATU VRIJEDNOST U BOSNI I HERCEGOVINI

Apstrakt: Neizvjesnost i velike promjene u okruženju potenciraju značaj poreske evazije. Poreska evazija kao sinonim za izbjegavanje plaćanja poreza je jedan od značajnijih rizika i ukoliko se ne rješava na adekvatan način, može prouzrokovati ozbiljnu finansijsku nestabilnost jedne zemlje. Izbjegavanjem plaćanja poreza od strane poreskih obveznika, neće doći do punjenja budžeta u skladu sa očekivanjem, što ima dalekosežne negativne društveno-ekonomske posljedice. Porez na dodatu vrijednost po svojim konceptualnim karakteristikama predstavlja izdašan porez, te ima značajan udio u poreskim strukturama razvijenih država, a u zemljama u razvoju i dominantan značaj za finansiranje budžeta. Nijedan poreski sistem nije imun na zloupotrebe, pa tako ni sistem poreza na dodatu vrijednost, samo su različite metode zloupotreba u različitim poreskim sistemima. Cilj rada je ukazati na prisustvo prevara i zloupotreba u Bosni i Hercegovini u oblasti indirektnih poreza s fokusom na porez na dodatu vrijednost.

Ključne riječi: poreska evazija, porez na dodatu vrijednost, Bosna i Hercegovina.

TAX EVASION WITH REFERENCE TO VALUE ADDED TAX IN BOSNIA AND HERZEGOVINA

Abstract: Uncertainty and major changes in the environment emphasize the importance of tax evasion. Tax evasion as a synonym for avoiding paying taxes is one of the major risks and if not addressed adequately, can trigger severe financial instability in a country. Avoiding paying taxes by taxpayers will not lead to the replenishment of the budget in accordance with expectations, which has far-reaching negative socio-economic consequences. Value added tax, according to its conceptual characteristics, represents a generous tax, and has a significant share in the tax structures of developed countries, and in developing countries and is also the dominant value for budget financing. Neither one taxation system is invulnerable to misuse, thus the value added tax system is not immune as well, only methods of frauds that are different in various taxation systems. The aim of this paper is to point out the presence of fraud and abuse in Bosnia and Herzegovina in the field of indirect taxes with a focus on value added tax.

Key words: tax evasion, value added tax, Bosnia and Herzegovina.

¹ Student master studija na Ekonomskom fakultetu Pale, svetlanabozovic1997@gmail.com

UPRAVLJANJE RIZIKOM

Apstrakt: Rizik je kao vatra, ukoliko se kontroliše, pomoći će ti. Ukoliko se ne kontroliše raširit će se i uništiti te“ Theodore Roosevelt.

Ovaj rad stavlja u fokus upravljanje rizicima u institucijama Bosne i Hercegovine, a važnost procesa upravljanja rizicima proizlazi iz definicije finansijskog upravljanja i kontrole u Zakonu o finansiranju institucija Bosne i Hercegovine: „Finansijsko upravljanje i kontrola je sveobuhvatan sistem politika, procedura i aktivnosti koji uspostavlja i za koji je odgovoran rukovodilac institucije. Sistem finansijskog upravljanja i kontrole zasniva se na upravljanju rizicima i daje razumno uvjerenje da će ciljevi institucije biti ostvareni na pravilan, ekonomičan, efikasan i efektivan način“. Razvoj finansijskog upravljanja i kontrole zahtjeva sistemski pristup upravljanju rizicima. Upravljanje rizicima uključuje utvrđivanje i procjenu rizika, dokumentovanje podataka o rizicima, postupanje po rizicima i praćenje i izvještavanje o rizicima.

Ključne riječi: PIFC (Public Internal Financial Control), kategorija rizika, procjena rizika, uzrok, vjerovatnoća, postupanje po rizicima (inherentni, rezidualni), registar rizika

RISK MANAGEMENT

Abstract: “Risk is like fire: if controlled it will help us, if not controlled it will rise up and destroy us.” - Theodore Roosevelt.

This paper focuses on risk management in the institutions of Bosnia and Herzegovina. The importance of the risk management process derives from the definition of financial management and control in the Law on Financing Institutions of Bosnia and Herzegovina: “Financial management and control is a comprehensive system of policies, procedures and activities that established and for which the head of the institution is responsible. The financial management and control system is based on risk management and provides reasonable assurance that the institution’s goals will be achieved properly, economically, efficiently and effectively”. Developing financial management and control requires a systemic approach to risk management. Risk management includes identifying and assessing risks, documenting risk data, acting on risks, and monitoring and reporting risks.

Key words: PIFC (Public Internal Financial Control), risk category, risk assessment, cause, probability, handling of risks (inherent, residual), risk register

¹ Ekonomski fakultet Univerziteta u Istočnom Sarajevu, student drugog ciklusa studija, ivana.lubura@yahoo.com

UTICAJ MONETARNIH VARIJABLI NA RAST BDP U BIH

Apstrakt: U ovom radu biće analiziran uticaj monetarnih varijabli na kretanje BDP u BiH. Treba naglasiti da postoji veći broj varijabli koje utiču na njegovo kretanje, ali da će u ovom radu u obzir biti uzete samo dvije – monetarni agregat M2 i inflacija. U analizi koja je sprovedena u ovom radu, bruto društveni proizvod je uzet kao zavisna varijabla, a monetarni agregat M2 i inflacija su izabrane kao nezavisne varijable. U cilju kvantifikacije pomenutih makroekonomskih pokazatelja izabran je višestruki linearni regresioni model. Pomoću njega će biti definisan analitičko – linearni oblik veze između jedne zavisne i dvije nezavisne varijable. Analizirani period obuhvata vremensku seriju podataka za Bosnu i Hercegovinu od 2005. do 2021. godine. Rad polazi od hipoteze da monetarni agregat M2 i inflacija imaju pozitivan uticaj na realni ekonomski rast u BiH. Rezultati istraživanja su pokazali direktnu povezanost stope inflacije sa ekonomskim rastom u BiH, dok je ta veza kod M2 indirektna.

Ključne riječi: BDP, inflacija, M2, višestruki linearni regresioni model.

INFLUENCE OF MONETARY VARIABLES ON GDP GROWTH IN BIH

Abstract: This paper will analyze the influence of monetary variables on the GDP movement in Bosnia and Herzegovina. It should be emphasized that there are a large number of variables that influence its movement, but only two will be taken into account in this paper - monetary aggregate M2 and inflation. In the analysis carried out in this paper, the gross social product was taken as a dependent variable, and the monetary aggregate M2 and inflation were chosen as independent variables. In order to quantify the mentioned macroeconomic indicators, a multiple linear regression model was chosen. It will be used to define the analytical-linear form of the connection between one dependent and two independent variables. The analyzed period includes the time series of data for Bosnia and Herzegovina from 2005 to 2021. The work is based on the hypothesis that the monetary aggregate M2 and inflation have a positive impact on real economic growth in BiH. The results of the research showed a direct connection between the inflation rate and economic growth in Bosnia and Herzegovina, while the connection with M2 is indirect.

Key words: GDP, inflation, M2, multiple linear regression model.

¹ Ekonomski fakultet Pale, Univerzitet u Istočnom Sarajevu, student prvog ciklusa studija, lukamarkovic330@gmail.com

SESIJA TURIZAM TOURISM SESSION

Neven Šerić / Marica Melović, Lidija Bagarić, Danko Uglešić AGRO TURIZAM KAO POLUGA ZA EKONOMSKU I SOCIJALNU OBNOVU: KOMPARATIVNA ANALIZA AUSTIJA-CRNA GORA-HRVATSKA AGRO TOURISM AS A LEVERAGE FOR THE ECONOMIC AND SOCIAL RENEWAL: COMPARATIVE ANALYSIS AUSTRIA-MONTENEGRO-CROATIA	58
Tamara Božović / Tatjana Pivac, Darija Lunić „SLOW FOOD“: POKRETAČ RAZVOJA RURALNIH ZAJEDNICA I BRENDIRANJA LOKALNIH PROIZVODA SLOW FOOD: AN ENGINE FOR RURAL COMMUNITY GROWTH AND LOCAL PRODUCT BRANDING	59
Dušica Cvijanović / Marija Bajagić, Vojin Cvijanović, Gorica Cvijanović HRANA VISOKIH NUTRITIVNIH VREDNOSTI ZNAČAJNA ZA RAZVOJ TURIZMA FOOD OF HIGH NUTRITIONAL VALUE IMPORTANT FOR THE DEVELOPMENT OF TOURISM	60
Bojana Kalenjuk Pivarski / Biljana Grubor, Stefan Šmugović, Velibor Ivanović GASTRONOMSKO NASLEDE I TRADICIONALNA HRANA VOJVODINE (R.SRBIA) - PERCEPCIJA UGOSTITELJSKIH RADNIKA GASTRONOMIC HERITAGE AND TRADITIONAL FOOD OF VOJVODINA (R. SERBIA) - PERCEPTION OF RESTAURANT WORKERS	61
Vesna Boljević / Vesna Maraš, Darko Petković ZNAČAJ DUALNOG OBRAZOVANJA KAO IMPERATIV ZA POSTIZANJE ADEKVATNIH ZNANJA, VJEŠTINA I KOMPETENCIJA U TURIZMU THE IMPORTANCE OF DUAL EDUCATION AS AN IMPERATIVE FOR ACHIEVING ADEQUATE KNOWLEDGE, SKILLS AND COMPETENCES IN TOURISM	62
Mladen Rebić / Milica Bojat, Enis Džihanić INOVATIVNO PONAŠANJE TURISTIČKIH ORGANIZACIJA U BOSNI I HERCEGOVINI INNOVATIVE BEHAVIOR OF TOURIST ORGANIZATIONS IN BOSNIA AND HERZEGOVINA	63
Radovan Miletić / Tijana Petrović MRAČNI TURIZAM KAO SAVREMENI TREND DARK TOURISM AS A MODERN TREND	64
Marin Bokan UTJECAJ ORGANIZACIJE PRIJAMNOG I ODJELA PRODAJE SMJEŠTAJNIH OBJEKATA NA KVALITETU KOMUNIKACIJE S GOSTIMA INFLUENCE OF THE ORGANIZATION OF THE SALES AND THE RECEPTION DEPARTMENT OF THE ACCOMODATION ESTABLISHMENTS ON THE QUALITY OF COMMUNICATION WITH THE GUESTS	65
Lidija Šunjić UTJECAJ IKT (INFORMACIJSKE I KOMUNIKACIJSKE TEHNOLOGIJE) NA MENADŽMENT TURIZMA THE IMPACT OF ICT (INFORMATION AND COMMUNICATION TECHNOLOGY) ON TOURISM MANAGEMENT	67
Andrijana Mrkaić Ateljević / Suzana Stevanović ZNAČAJ TURIZMA ZA AKTIVIRANJE LJUDSKIH RESURSA U REPUBLICI SRPSKOJ THE IMPORTANCE OF TOURISM FOR THE ACTIVATION OF HUMAN RESOURCES IN THE REPUBLIC OF SRPSKA	68
Ivan Dodig / Dajana Vukojević, Igor Stamenković UTICAJ TURIZMA NA TRANSFORMACIJU PROSTORA: ANALIZA SLUČAJA MEĐUGORJE TOURISM AND CHANGING PLACES: CASE STUDY MEĐUGORJE	69
Danijela Pantović / Milica Luković, Marija Lakićević EVALUACIJA TURIZMA U RURALNIM PODRUČJIMA U EVROPSKOJ UNIJI EVALUATION OF TOURISM AT RURAL AREAS IN THE EUROPEAN UNION	70
Dražen Marić / Sanja Džever, Nikola Macura, Dunja Kostić, Jelena Šidanski UTICAJ DRUŠTVENIH MREŽA NA FUNKCIJU PRIVLAČENJA PAŽNJE POTROŠAČA U OBLASTI TURIZMA THE INFLUENCE OF SOCIAL NETWORKS ON THE FUNCTION OF ATTRACTING CONSUMER ATTENTION IN THE FIELD OF TOURISM	71
Tijana Petrović / Radovan Miletić ODRŽIVI RAZVOJ TURIZMA KAO FAKTOR RAZVOJA I KONKURENTNOSTI RURALNE DESTINACIJE SUSTAINABLE DEVELOPMENT OF TOURISM AS A FACTOR OF THE DEVELOPMENT AND COMPETITIVENESS OF A RURAL DESTINATION	72
Darko Petković / Emir Đulić, Faris Hazić ZNAČAJ PRIMJENE METODA TEHNIČKE DIJAGNOSTIKE U ODRŽAVANJU SISTEMA VERTIKALNOG TRANSPORTA NA JAHORINI THE IMPORTANCE OF THE APPLICATION OF TECHNICAL DIAGNOSTIC METHODS IN THE MAINTENANCE OF THE VERTICAL TRANSPORT SYSTEM AT JAHORINA	73

Ljupcho Eftimov / Bojan Kitanovikj	74
TURIZAM U SVETU POST-COVID-19: KOJA JE ULOGA HR-a U PRAĆENJU PUTA KA OPORAVKU TOURISM IN THE POST-COVID-19 WORLD: WHAT IS THE ROLE OF HR IN TRACING THE PATHS TO RECOVERY	
Radmila Bjekić / Maja Strugar Jelača, Marko Aleksić, Nemanja Berber	75
AMBIDEKSTRALNO LIDERSTVO U FUNKCIJI POVEĆANE RADNE ANGAŽOVANOSTI ZAPOSLENIH U SEKTORU TURIZMA – PREDLOG ISTRAŽIVAČKOG OKVIRA AMBIDEXTROUS LEADERSHIP IN THE FUNCTION OF INCREASED WORK ENGAGEMENT OF EMPLOYEES IN THE TOURISM SECTOR – RESEARCH FRAMEWORK PROPOSAL	
Nemanja Pantić / Miljan Leković, Ivan Milojević	76
ANALIZA BROJA NOĆENJA KAO RAZVOJNI POKAZATELJ TURIZMA REPUBLIKE SRBIJE ANALYSIS OF THE NUMBER OF OVERNIGHTS AS AN SERBIAN TOURISM DEVELOPMENT INDICATOR	
Dajana Vukojević	77
VINSKI TURIZAM KAO POKRETAČ OŽIVLJAVANJA RURALNIH PROSTORA U REPUBLICI SRPSKOJ WINE TOURISM AS A LAUNCHER OF THE REVIVAL OF RURAL AREAS IN REPUBLIC OF SRPSKA	
Miloš Grujić	78
UTICAJ AGROTURIZMA NA RAZVOJ LOKALNE POLJOPRIVREDNO-PREHRAMBENE INDUSTRIJE U BOSNI I HERCEGOVINI ANALYSIS OF THE IMPACT OF AGRO-TOURISM ON THE DEVELOPMENT OF THE LOCAL AGRICULTURAL AND FOOD INDUSTRY IN BOSNIA AND HERZEGOVINA: COMPARISON WITH OTHER COUNTRIES	
Maja Bajagić	79
UTICAJ TURISTIČKIH DOLAZAKA NA BRUTO DODANU VRIJEDNOST U SRBIJI INFLUENCE OF TOURIST ARRIVALS ON GROSS ADDED VALUE IN SERBIA	
Zorica Bozalo / Nikolina Sladoje	80
UTICAJ DRUŠTVENIH MREŽA NA RAZVOJ TURIZMA U ISTOČNOM SARAJEVU THE INFLUENCE OF SOCIAL NETWORKS ON THE DEVELOPMENT OF TOURISM IN EAST SARAJEVO	
Jelena Šikuljak	81
DOPRINOS TURISTIČKE KONKURENTNOSTI RAZVOJU ZEMALJA EVROPSKE UNIJE THE CONTRIBUTION OF TOURISM COMPETITIVENESS TO THE DEVELOPMENT OF THE COUNTRIES OF THE EUROPEAN UNION	
Ivana Ćurić	82
TURIZAM KAO POKRETAČ RASTA I RAZVOJA BOSNE I HERCEGOVINE TOURISM AS A WAY OF GROWTH AND DEVELOPMENT OF BOSNIA AND HERZEGOVINA	
Njegoš Kovač	83
TURIZAM KAO ZAMAJAC OPORAVKA EKONOMIJE, SA POSEBNIM OSVRTOM NA OPŠTINU SOKOLAC TOURISM AS A FLYWHEEL FOR ECONOMIC RECOVERY, WITH SPECIAL REFERENCE TO THE MUNICIPALITY OF SOKOLAC	

Neven Šerić¹
Marica Melović²
Lidija Bagarić³
Danko Uglešić⁴

AGRO TURIZAM KAO POLUGA ZA EKONOMSKU I SOCIJALNU OBNOVU: KOMPARATIVNA ANALIZA AUSTIJA-CRNA GORA-HRVATSKA

Apstrakt: Posljednjih decenija potražnja za agroturizmom na globalnom turističkom tržištu raste. Ruralna područja često karakterišu negativni trendovi stanovništva i negativni demografski trendovi. Nove aktivnosti u ovakvim oblastima mogle bi da reše takve probleme kao što je rast zarade od ove turističke ponude. Fokus istraživanja bio je utvrđivanje načina kako povećati učešće agroturizma u bruto domaćem proizvodu. U utvrđivanju uzroka ove nelogičnosti analizirana su iskustva zemalja u okruženju. U istraživanju se analiziraju iskustva razvoja i upravljanja agroturizmom u Austriji, Crnoj Gori i Hrvatskoj. Cilj istraživanja je da ponudi održive dugoročne smernice za dinamičniji rast i razvoj agroturizma kao potencijalne poluge ekonomske i socijalne obnove ruralnih područja.

Ključne riječi: agro, turizam, razvoj, konkurentnost, iskustva.

AGRO TOURISM AS A LEVERAGE FOR THE ECONOMIC AND SOCIAL RENEWAL: COMPARATIVE ANALYSIS AUSTRIA-MONTENEGRO-CROATIA

Abstract: Over the last decades, the demand for agro tourism has been growing in the global tourism market. Rural areas are often characterized by negative population trends and negative demographic trends. New activities in such areas could resolve such problems so as the growth of earnings from this touristic offer. The focus of the research was to determine the ways how to increase the share agro-tourism in the gross domestic product. The experiences of the surrounding countries were analyzed in determining the causes of this illogicality. The research analyzes the experiences of development and management of agro-tourism in Austria, Montenegro and Croatia. The aim of the research is to offer sustainable long-term guidelines for more dynamic growth and development of agro-tourism as a potential lever for economic and social renewal of rural areas.

Key words: agro, tourism, development, competitiveness, experiences.

¹ Ekonomski fakultet Sveučilišta u Splitu, Croatia, nseric@efst.hr

² University of Montenegro, Faculty of Tourism and Hospitality, Kotor, Montenegro, maricamelovic@edu.ucg.ac.me

³ Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, Hrvatska, lidija.bagaric@fthm.hr

⁴ University College Aspira, Split, Croatia, danko.uglesic@gmail

Tamara Božović¹
Tatjana Pivac²
Darija Lunić³

„SLOW FOOD“: POKRETAČ RAZVOJA RURALNIH ZAJEDNICA I BRENDIRANJA LOKALNIH PROIZVODA

Apstrakt: U sektoru turizma gastronomija je od velikog značaja i predstavlja osnovu turističke prezentacije ruralnih područja. Posljednjih godina u porastu je potražnja za domaćom gastronomijom i to otvara prostor za plasiranje tradicionalne i lokalne proizvodnje. Šansa za mogući razvoj ruralnih predela može se ogledati u promenama u načinu razmišljanja i navikama savremenih turista, koji sve više pažnje obraćaju na autentičnost posebno prilikom izbora hrane koju na putovanjima konzumiraju. Takođe, javlja se šansa za definisanje novog horizonta za turizam koji je zasnovan na otkrivanju tradicionalne hrane i ruralnih zajednica. Takav vid turizma može predstavljati spori (eng. slow) turizam koji je nastao u okviru pokreta spore hrane (eng. slow food) koji predstavlja kulturni i politički pokret koji je nastao kao odgovor na industrijalizaciju proizvodnje hrane. Pokret ima za cilj da promoviše male zanatske proizvode, ponovo otkrivajući u njima vrednosti povezane sa lokalnom sredinom i njenom kulturom, veću održivost proizvodnje, i snažan doprinos preduzeća u podršci ruralnim zajednicama. Stoga, ovaj rad ima za cilj da predstavi na koji način pokret slow food može biti pokretač razvoja ruralnih zajednica i brendiranja lokalnih proizvoda, a samim tim i pokretač razvoja turizma u ruralnim sredinama.

Glavne riječi: Slow food, slow turizam, lokalne zajednice, ruralni razvoj, brendiranje proizvoda.

SLOW FOOD: AN ENGINE FOR RURAL COMMUNITY GROWTH AND LOCAL PRODUCT BRANDING

Abstract: In the tourism sector, gastronomy is of great importance and represents the basis of the tourism presentation of rural areas. In recent years, the demand for domestic gastronomy has been on the rise, and thus enticing marketing of traditional and local production. The chance for the possible development of rural areas can be reflected in changes in the way of thinking and habits of modern tourists, who pay more and more attention to authenticity, especially when choosing the food they consume on their travels. Also, there is a chance to define a new horizon for tourism based on the discovery of traditional food and rural communities. This type of tourism can be represented by slow tourism, which has arisen within the slow food movement, which is a cultural and political movement that has arisen as a response to the industrialization of food production. The movement aims to promote small artisanal products, rediscovering in them the values associated with the local environment and its culture, greater sustainability of production, and the strong contribution of businesses in supporting rural communities. Therefore, this paper aims to present how the slow food movement can be the driver of the development of rural communities and the branding of local products, and therefore the driver of the development of tourism in rural areas.

Key words: Slow food, slow tourism, local communities, rural development, product branding

¹ Univerzitet u Novom Sadu, PMF, Departman za geografiju, turizam i hotelijerstvo, tamara.bozovic@dgt.uns.ac.rs

² Univerzitet u Novom Sadu, PMF, Departman za geografiju, turizam i hotelijerstvo, tatjana.pivac@dgt.uns.ac.rs

³ Univerzitet Singidunum, Beograd, dlunic@singidunum.ac.rs

Dušica Cvijanović ¹
Marija Bajagić ²
Vojin Cvijanović ³
Gorica Cvijanović ⁴

HRANA VISOKIH NUTRITIVNIH VREDNOSTI ZNAČAJNA ZA RAZVOJ TURIZMA

Apstrakt: Zahtevi za proizvodnjom zdravstveno bezbedne hrane visokih nutritivnih vrednosti, dovode do iznalaženja novih tehničko-tehnoloških metoda u primarnoj poljoprivrednoj proizvodnji. Pravci razvoja u tehnologiji primarne proizvodnje se odnose na razvoj integralnog i organskog sistema proizvodnje. Hrana koja je proizvedena u ovim sistemima proizvodnje ima veći sadržaj suve materije, proteina, ulja, vitamina S, antioksidanasa kao i drugih bioloških aktivnih materija. Savremeni turisti, pridaju važnost zdravstveno bezbednoj hrani i tragaju za turističkim destinacijama gde je u ponudi zastupljena ovakva ponuda. Po pravilu, ovi turistički proizvodi su sa višom cenom, koji su dostupni manjem broju turista, obzirom na platežnu sposobnost. U ovom radu analiziraće se metode zdravstveno bezbedne proizvodnje i ponuda hrane visoke nutritivne vrednosti u Srbiji, koje mogu uticati na povećanja broja turista.

Ključne riječi: zdravstveno bezbedna hrana, nutritivne vrednosti hrane, turisti.

FOOD OF HIGH NUTRITIONAL VALUE IMPORTANT FOR THE DEVELOPMENT OF TOURISM

Abstract: Demands for the production of health-safe food with high nutritional values lead to the invention of new technical and technological methods in primary agricultural production. The directions of development in the technology of primary production refer to the development of the integral and organic system of production. Food produced in these production systems has a higher content of dry matter, protein, oils, vitamin C, antioxidants and other biologically active substances. Modern tourists attach importance to healthy and safe food and are looking for tourist destinations where this type of offer is represented. As a rule, these tourist products are with a higher price, which are available to a smaller number of tourists, considering the ability to pay. This paper will analyze the methods of health-safe production and the offer of food of high nutritional value in Serbia, which can influence the increase in the number of tourists.

Key words: health-safe food, nutritional value of food, tourists.

¹ Doktorand, Univerzitet u Kragujevcu, Fakultet za hotelijerstvo i turizam, dusicanikolic14@gmail.com

² Univerzitet Bijeljina, Poljoprivredni fakultet, bajagicmarija@yahoo.com

³ Doktorand, Institut za primenu nauke u poljoprivredi, Beograd, vcvijanovic@ipn.bg.ac.rs

⁴ Univerzitet Kragujevac, Institut za informacione tehnologije, cvijagor@yahoo.com

Bojana Kalenjuk Pivarski ¹

Biljana Grubor ²

Stefan Šmugović ³

Velibor Ivanović ⁴

GASTRONOMSKO NASLEĐE I TRADICIONALNA HRANA VOJVODINE (R.SRBIIJA) - PERCEPCIJA UGOSTITELJSKIH RADNIKA

Apstrakt: Gastronomsko nasleđe predstavlja deo kulturnog nasleđa sa izuzetnim značajem u razvoju turizma današnjice. U očuvanju gastronomskeg nasleđa značajno učestvuju ugostiteljski objekti za pružanje usluga hrane. Predmet ovog istraživanja bilo je gastronomsko nasleđe i tradicionalna hrana posmatrano sa aspekta etničkih grupa koje naseljavaju Vojvodinu, kao multikulturalni region. Zadatak istraživanja je bio da prikaže očuvanost i vrednovanje gastronomskeg nasleđa. Cilj istraživanja je bio da kroz sprovedeno istraživanje dođe do podataka o očuvanosti nasleđa, odnosno: autentičnosti unutar regiona i etničkih grupa, zatim da izvrši valorizaciju tradicionalne hrane, i definiše korake kako da gastronomsko nasleđe bude vidljivija turistička atrakcija. Dobijeni rezultati daju jasne smernice za dalji plasman i poboljšanje vidivosti tradicionalne hrane i iskorišćenost gastronomskeg nasleđa Vojvodine u ugostiteljstvu i turizmu.

Ključne riječi: gastronomija, gastronomsko nasleđe, tradicionalna hrana, ugostiteljstvo, turizam, Vojvodina, Srbija.

GASTRONOMIC HERITAGE AND TRADITIONAL FOOD OF VOJVODINA (R. SERBIA) - PERCEPTION OF RESTAURANT WORKERS

Abstract: Gastronomic heritage is a part of cultural heritage with exceptional importance in the development of today's tourism. In the preservation of the gastronomic heritage, catering facilities for the provision of food services play a significant role. The subject of this research was the gastronomic heritage and traditional food viewed from the perspective of the ethnic groups that inhabit Vojvodina, as a multicultural region. The task of the research was to show the preservation and evaluation of the gastronomic heritage. The goal of the research was to obtain data on the preservation of the heritage through the conducted research, that is: authenticity within the region and ethnic groups, then to valorize traditional food, and define the steps to make the gastronomic heritage a more visible tourist attraction. The obtained results provide clear guidelines for the further placement and improvement of the visibility of traditional food and the utilization of the gastronomic heritage of Vojvodina in catering and tourism.

Key words: gastronomy, gastronomic heritage, traditional food, hospitality, tourism, Vojvodina, Serbia.

¹ Prirodno–matematički fakultet Novi Sad, bojana.kalenjuk@dgt.uns.ac.rs

² Doktorant, Prirodno–matematički fakultet Novi Sad, biljana.cvetkovic@student.pmf.uns.ac.rs

³ Prirodno–matematički fakultet Novi Sad, stefan.smugovic@dgt.uns.ac.rs

⁴ Prirodno–matematički fakultet Novi Sad, veliborivan98@gmail.com

ZNAČAJ DUALNOG OBRAZOVANJA KAO IMPERATIV ZA POSTIZANJE ADEKVATNIH ZNANJA, VJEŠTINA I KOMPETENCIJA U TURIZMU

Apstrakt: Ni sektor turizma i školovanja za rad u turizmu i hotelijerstvu nije izostavljen od polemika koje se u zemljama regiona Balkana, pa tako i BiH, vode oko kvaliteta izlaznih znanja, vještina i kompetencija. Jedni će reći: diplomanti visokoškolskih ustanova (VŠU) znaju koliko i njihove kolege na Zapadu i to potvrđuju činjenicama da bez problema mnogi nastavljaju dalje studije na inostranim univerzitetima ili dobijaju posao u stranim kompanijama. Sa druge strane drugi će reći: odlično poznaju teoriju ali za praktičan rad i primjenu tih znanja i vještina potrošimo vremena koliko traje i njihovo formalno školovanje na VŠU. Na tim stavovima se godinama raspravlja o studijskim odsjecima koji će imati veću povezanost sa poslovnim sektorom i davati adekvatna znanja i kompetencije za brzi i puni ulazak u tržište rada (tzv. dualni studij). Činjenica je, a i prakse razvijenih to potvrđuju, da studij turizma više nego mnogi drugi nudi odlične preduslove za organizaciju studija baziranog na dualnom konceptu koji će studentima omogućiti tokom cijelog studija, ne da vide, nego da aktivno rade i uče u sektoru ljetnjeg, zimskog, kongresnog, vjerskog, istorijskog, avanturističkog, zdravstvenog, vinogradarsko-vinskog, banjskog, gastro ili turizma krstarenja. Idealna lokacija ovog studijskog odsjeka „na premium class“ lokaciji u Republici Srpskoj ili slična lokacija u Crnoj Gori nije bila dovoljna da se preduslov dualnosti i postigne. Zašto?

Ključne riječi: Dualni studij, turizam, visokoškolsko obrazovanje, tržište rada, studije izvodljivosti, osiguranje kvaliteta.

THE IMPORTANCE OF DUAL EDUCATION AS AN IMPERATIVE FOR ACHIEVING ADEQUATE KNOWLEDGE, SKILLS AND COMPETENCES IN TOURISM

Abstract: The sector of tourism and education for work in tourism and hotel industry is not left out of the controversies that take place in the countries of the Balkan region, including Bosnia and Herzegovina, regarding the quality of knowledge, skills and competences. Some will say: graduates of higher education institutions (VŠU) know as much as their colleagues in the West and this is confirmed by the fact that many continue their studies at foreign universities or get jobs in foreign companies without any problems. On the other hand, others will say: they know the theory very well, but for practical work and application of that knowledge and skills, we spend as much time as their formal education at the Higher Education Institution. On the basis of these positions, study departments that will have a greater connection with the business sector and provide adequate knowledge and competences for quick and full entry into the labor market (so-called dual study) have been discussed for years. It is a fact, and the practices of the developed ones confirm this, that the study of tourism, more than many others, offers excellent prerequisites for the organization of a study based on a dual concept that will enable students during the entire study, not to see, but to actively work and study in the summer, winter, congress, religious, historical, adventure, health, wine, spa, gastronomic or cruise tourism. The ideal location of this study department “at a premium class” location in the Republic of Srpska or a similar location in Montenegro was not enough to achieve the prerequisite of duality. Why?.

Key words: Dual study, tourism, higher education, labor market, feasibility studies, quality assurance.

¹ FPTBHE Univerziteta Donja Gorica-UDG Podgorica / INPEK Podgorica

² Biotehnički fakultet Podgorica Univerziteta Crne Gore

³ Centar za inovativnost i preduzetništvo Univerziteta u Zenici, darko.petkovic@unze.ba

INOVATIVNO PONAŠANJE TURISTIČKIH ORGANIZACIJA U BOSNI I HERCEGOVINI

Apstrakt: U ovom radu nastoji se ispitati inovativno ponašanje turističkih organizacija u Bosni i Hercegovini. Osnovni cilj rada je utvrđivanje sklonosti turističkih organizacija BiH ka inovativnim aktivnostima, kao i postojanja uslova za sprovođenje istih. Inovacije i ulaganje u istraživanje i razvoj i njihov uticaj na privredni rast predmet su brojnih istraživanja širom sveta. Međutim, relativno malo tih istraživanja se direktno odnosi na primenu inovacija i njihovu ulogu u turizmu. Osnovna hipoteza glasi da su turističke organizacije sklone inovativnim aktivnostima. Istraživanje se zasniva na uzorku od 63 turističke organizacije u Bosni i Hercegovini. Empirijsko istraživanje temelji se na sprovedenoj anketi, dok se od opštih naučnih metoda koristi statistička metoda. Za vrednovanje stavova ispitanika korištena je Likertova skala za merenje vrednosti stavova sa pet ponuđenih odgovora koji su kodirani brojevima od jedan do pet. U anketi su korištena pitanja zatvorenog i otvorenog tipa, odnosno iskazi sa ponuđenim odgovorima inteziteta i iskazi bez ponuđenog odgovora. U radu je zastupljena jedna glavna hipoteza i dve pomoćne. Rezultati istraživanja pokazuju da turističke organizacije u BiH raspoložu relativno dobrim uslovima za inovativne aktivnosti te da su sklone inovacijama i to kroz uvođenje novih usluga i novih organizacionih metoda. Utvrđeno je da najveći uticaj na donošenje odluka o inovativnim aktivnostima u turističkim organizacijama ima težnja za jačanjem konkurentskog položaja.

Ključne riječi: turističke organizacije, inovacije, turizam, inovacioni motivi, konkurentnost.

INNOVATIVE BEHAVIOR OF TOURIST ORGANIZATIONS IN BOSNIA AND HERZEGOVINA

Abstract: This paper tries to examine the innovative behavior of tourist organizations in Bosnia and Herzegovina. The main goal of the work is to determine the tendency of tourist organizations of BiH towards innovative activities, as well as the existence of conditions for their implementation. Innovations and investment in research and development and their impact on economic growth are the subject of numerous studies around the world. However, relatively few of these researches directly refer to the application of innovations and their role in tourism. The basic hypothesis is that tourism organizations are prone to innovative activities. The research is based on a sample of 63 tourist organizations in Bosnia and Herzegovina. Empirical research is based on a conducted survey, while statistical methods are used from general scientific methods. To evaluate the respondents' attitudes, a Likert scale was used to measure the value of attitudes with five offered answers coded with numbers from one to five. Closed and open-ended questions were used in the survey, i.e. statements with offered intensity answers and statements without an offered answer. The paper presents one main hypothesis and two auxiliary ones. The results of the research show that tourist organizations in BiH have relatively good conditions for innovative activities and that they are prone to innovation through the introduction of new services and new organizational methods. It was determined that the greatest influence on decision-making about innovative activities in tourist organizations is the desire to strengthen the competitive position.

Key words: tourist organizations, innovations, tourism, innovation motives, competitiveness.

¹ Univerzitet u Istočnom Sarajevu, Ekonomski fakultet; e-mail: rebicmladen@yahoo.co.uk

² Univerzitet u Istočnom Sarajevu, Ekonomski fakultet; e-mail: milicabojat@yahoo.com

³ Intral BH doo Tuzla, e-mail: edzihanic@yahoo.com

MRAČNI TURIZAM KAO SAVREMENI TREND

Apstrakt: Turizam je vrlo inovativna delatnost i kao takva, obuhvata mnoštvo različitih oblika. Kako turisti postaju sve sofisticiraniji i samostalniji, tako ih više ne zadovoljava putovanje koje je orijentisano samo na odmor, odnosno more i sunce. Mračni turizam je jedan od relativno mlađih vidova turizma koji ima perspektivu i potencijal za uspešan razvoj. Imajući u vidu da je mračni turizam usko povezan sa kulturnim turizmom i kulturnim nasleđem, u praksi, moguće je koristiti iste kulturne resurse i plasirati ih kao resurse mračnog turizma, čime se obuhvata dodatna tržišna niša i time povećavaju prihodi od turizma u jednoj zemlji. U ovom radu, na osnovu postojećih baza podataka i statističkih analiza, kao i raznih istraživanja, autori se bave analizom potencijala mračnog turizma kao jednog savremenog trenda na turističkom tržištu. Cilj rada jeste podići svest o postojanju ovog specifičnog oblika turizma koji još uvek nije zauzeo zavidno mesto na domaćem turističkom tržištu, uz dodatno ukazivanje na potencijale za njegov razvoj na istom. Neki od efekata koji se mogu očekivati jesu povećanje zaposlenih u turističkoj delatnosti, povećanje društvenog bruto proizvoda, dodatna valorizacija proizvoda kulturnog turizma kao i kulturnog nasleđa.

Ključne riječi: mračni turizam, trend, razvoj, potencijal, kulturni turizam.

DARK TOURISM AS A MODERN TREND

Abstract: Tourism is a very innovative activity and as such, includes many different forms. As tourists become more sophisticated and independent, they are no longer satisfied with a trip that is oriented only on vacation, i.e. sea and sun. Dark tourism is one of the relatively younger forms of tourism that has a perspective and potential for successful development. Bearing in mind that dark tourism is closely related to cultural tourism and cultural heritage, in practice, it is possible to use the same cultural resources and market them as dark tourism resources, which covers an additional market niche and thus increases the income from tourism in a country. In this paper, based on existing databases and statistical analyses, as well as various researches, the authors deal with the analysis of the potential of dark tourism as a modern trend in the tourist market. The goal of the paper is to raise awareness of the existence of this specific form of tourism, which has not yet taken an enviable place on the domestic tourist market, with additionally indicating the potential for its development. Some of the effects that can be expected are an increase in the number of employees in the tourism industry, an increase in the gross domestic product, additional valorisation of cultural tourism products as well as cultural heritage.

Key words: dark tourism, trend, development, potential, cultural tourism.

¹ Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Univerzitet u Kragujevcu, rmmiletic@gmail.com

² Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Univerzitet u Kragujevcu, tijanapetrovic650@gmail.com

UTJECAJ ORGANIZACIJE PRIJAMNOG I ODJELA PRODAJE SMJEŠTAJNIH OBJEKATA NA KVALITETU KOMUNIKACIJE S GOSTIMA

Apstrakt: Organizacija prijamnog i odjela prodaje smještajnih objekata treba biti prilagođena prevladavajućoj strukturi gostiju. Različiti segmenti turista po ovom pitanju drugačije percipiraju dojam kvalitete komunikacije smještajnog objekta. Gost priželjkuje harmoničnu komunikaciju, no percepcija različitih segmenata gostiju otvara različite dileme koje su razmatrane u istraživanju. Organizacija prijamnog i odjela prodaje smještajnih objekata u praksi često je posljedica različitih unutarnjih i vanjskih čimbenika koji su analizirani u istraživanju. Pored toga organizacija ovih odjela je posljedica i misije, vizije i poslovnih ciljeva. Kvalitetna komunikacija s gostima je jedan od preduvjeta stjecanju njihove lojalnosti, a ima i poseban značaj na poslovne rezultate (prihod, profit, zadovoljstvo gostiju i zadovoljstvo zaposlenika). U radu su analizirani propusti i pogreške u ovom segmentu poslovanja smještajnih objekata koji su posljedica neadekvatne komunikacije i razmjene informacija među ova dva odjela. Cilj rada je bio istražiti i definirati učinkovitost različitih organizacijskih oblika prijamnog i odjela prodaje smještajnih objekata te slijedom prikupljenih podataka utvrditi utjecaj i intenzitet veze organizacije ovih odjela na kvalitetu komunikacije s gostima. Predmet istraživanja jest analiza i usporedba različitih organizacijskih oblika navedenih odjela obzirom na ovlasti te razmatranje uročno-posljedične veze predstavljenih organizacijskih oblika i kvalitete komunikacije na različitim razinama. Problem istraživanja je fokusiran na prijedlog i argumentaciju optimalnog organizacijskog modela prijamnog i odjela prodaje u cilju povećavanja zadovoljstva gostiju. U provedenom istraživanju analizirani su organizacijski modeli prijamnog i odjela prodaje koje prakticiraju hoteli "Park" (5 zvjezdica) u Splitu, hotel "President" (5 zvjezdica) u Solinu te turističko naselje "Jadran" (3 zvjezdice) u Segetu Donjem.

Ključne riječi: smještaj, organizacija, prijam, prodaja, komunikacija.

¹ Ekonomski fakultet, Sveučilište u Splitu, mbokan012@gmail.com

INFLUENCE OF THE ORGANIZATION OF THE SALES AND THE RECEPTION DEPARTMENT OF THE ACCOMODATION ESTABLISHMENTS ON THE QUALITY OF COMMUNICATION WITH THE GUESTS

Abstract: The organization of the reception and sales department in the accomodation establishments should be adapted to the prevailing structure of the guests. In this regard, different segments of tourists perceive the impression of the quality of communication differently. The guest desire harmonious communication, but the perception of different guest segments opens up different dilemmas that were considered in the research. The organization of reception and sales departments in practice is often the result of various internal and external factors that were analyzed in the research. In addition, the organization of these departments is a consequence of the mission, vision and business goals. Quality communication with the guests is one of the prerequisites for gaining their loyalty, and it has a special significance for business results (income, profit, satisfaction of guests and satisfaction of hotel employees). The paper analyzes omissions and errors in this segment of accomodation business, which are the result of inadequate communication and exchange of information between these two departments. The aim of the work was to investigate and define the effectiveness of different organizational forms of the reception and sales department and, based on the data collected, determine the influence and intensity of the relationship between the organization of these departments on the quality of communication with guests. The subject of the research is the analysis and comparison of different organizational forms of the mentioned departments with regard to the powers and consideration of the cause-and-effect relationship of the presented organizational forms and the quality of communication at different levels. The research problem is focused on the proposal and argumentation of the optimal organizational model of the reception and sales department in order to increase the satisfaction of the guests. In the conducted research, the organizational models of the reception and sales departments practiced by the hotels "Park" (5 stars) in Split, hotel "President" (5 stars) in Solin and "Jadran" resort (3 stars) in Seget Donji were analyzed.

Keywords: accomodation, organization, reception, sales, communication.

UTJECAJ IKT (INFORMACIJSKE I KOMUNIKACIJSKE TEHNOLOGIJE) NA MENADŽMENT TURIZMA

Apstrakt: U novije doba bitniju ulogu u menadžment turizmu počele su dobijati IKT (Informacijska i komunikacijska tehnologija). Mnogi stručnjaci smatraju da menadžment turizma i Informacijska i komunikacijska tehnologija bi trebale biti usko povezane grane. Ova istraživačka studija razrađuje utjecaj IKT na menadžment turizma. Ova studija se provodi na različitim zaposlenicima turističkih agencija sa sjedištem u Bosni i Hercegovini. Svrha ovog istraživanja je utvrditi utjecaj IKT na menadžment turizma kako bi se znalo kako to IKT pomaže u poboljšanju menadžment turizma. Kako bi se prikupili relevantni podaci u radu je korišten anketni upitnik. 150 anketni upitnika je distribuirano, dok ih se 120 vratilo sa kompletnim odgovorima. Rezultati pokazuju da su obje hipoteze potvrđene, H01. postoje razlike u osnovnim i naprednim vještinama informacijske i komunikacijske tehnologije koje utječu na normativnu razinu, stratešku razinu, operativnu razinu i upravljanje ljudskim resursima u menadžment turizma, H02. postoje razlike u utjecaju informacijske i komunikacijske tehnologije na menadžment turizma.

Glavne riječi: turizam, menadžment turizma, turističke agencije, Bosna i Hercegovina, ICT (Informacijska i komunikacijska tehnologija).

THE IMPACT OF ICT (INFORMATION AND COMMUNICATION TECHNOLOGY) ON TOURISM MANAGEMENT

Abstract: In recent times, ICT (information and communication technology) has started to play an important role in tourism management. Many experts believe that tourism management and ICT should be closely related branches. This research study elaborates on the impact of ICT on tourism management. This study is conducted on various employees of travel agencies based in Bosnia and Herzegovina. The purpose of this research is to determine the impact of ICT on tourism management to know how ICT helps in improving tourism management. In order to collect relevant data, a questionnaire was used in the paper. 150 questionnaires were distributed, while 120 returned with complete answers. The results show that both hypotheses have been confirmed, H01. there are differences in basic and advanced Information and communication technology skills that affect the normative level, strategic level, operational level, and managing human resources in tourism management, H02. there are differences in the impact of Information and communication technology on tourism management.

Key words: tourism, tourism management, travel agencies, Bosnia and Herzegovina, ICT (Information and communication technology).

¹ Ekonomski fakultet, Sveučilište u Mostaru, lidija.sunjic@ef.sum.ba

ZNAČAJ TURIZMA ZA AKTIVIRANJE LJUDSKIH RESURSA U REPUBLICI SRPSKOJ

Apstrakt: Sektor turizma kao izrazito senzibilnu granu ne treba izlagati fluktacijama kada je u pitanju stopa zaposlenosti jer je praksa pokazala da su promjene doprinosa turizma ukupnoj zaposlenosti znatno sporije u odnosu na promjene doprinosa turizma ukupnom BDP-u. Ovakva konstatacija potvrđena je i najnovijom krizom Covid-19 koja je ostavila snažan negativan efekat na broj zaposlenih u turizmu. To je zato što su poslovi iz domena turizma i hotelijerstva manje elastični pa proces otpuštanja postojećeg osoblja i prijem novog osoblja zahtijeva vrijeme. Covid -19 prouzrokovao je u Republici Srpskoj povećanje nezaposlenosti u turizmu kao ciklične, dok je ukupna nezaposlenost kao strukturalna već odavno prisutna i nema tendenciju pada. Ovaj rad ukazaće na anomalije tržišta rada u turizmu Republike Srpske, posebno posmatrajući period od zadnjih 5 godina. (pre i post covid period). Upotrebom statističkih metoda dobiće se određena saznanja vezana za specifičnosti veze između broja turista koji posjete Republiku Srpsku i broja zaposlenih. Osim toga, u radu će se istražiti i strukturalne poslovne varijable iz domena djelatnosti pružanja smještaja te pripreme i usluživanja hrane i pića. Analizom određenih indikatora dobiće se uvid u teritorijalnu rasprostranjenost turizma u Republici Srpskoj kako bi se izdvojile destinacije koje imaju intenciju etabliranja turizma kao prioritetne grane.

Ključne riječi: turizam, zaposlenost, Covid-19, Republika Srpska, ljudski resursi.

THE IMPORTANCE OF TOURISM FOR THE ACTIVATION OF HUMAN RESOURCES IN THE REPUBLIC OF SRPSKA

Abstract: The tourism sector, as an extremely sensitive branch, should not be exposed to fluctuations when it comes to the employment rate, because practice has shown that changes in tourism's contribution to total employment are significantly slower than changes in tourism's contribution to total GDP. This statement was also confirmed by the latest Covid-19 crisis, which left a strong negative effect on the number of employees in tourism. This is because jobs in the tourism and hotel industry are less elastic, so the process of firing existing staff and hiring new staff takes time. Covid-19 caused in the Republic of Srpska an increase in unemployment in tourism as a cyclical one, while total unemployment as a structural one has been present for a long time and has no tendency to decrease. This paper will point out the anomalies of the labor market in the tourism of the Republic of Srpska, especially looking at the period of the last 5 years. (pre and post covid period). The use of statistical methods will provide certain knowledge related to the specifics of the relationship between the number of tourists visiting the Republic of Srpska and the number of employees. In addition, the paper will also investigate structural business variables in the domain of providing accommodation and preparing and serving food and beverages. The analysis of certain indicators will provide insight into the territorial distribution of tourism in the Republic of Srpska in order to single out destinations that have the intention of establishing tourism as a priority branch.

Key words: tourism, employment, Covid-19, Republic of Srpska, human resources.

¹ Visoka škola za turizam i hotelijerstvo Trebinje, andrijanamrkaic@gmail.com

² Fakultet poslovne ekonomije, Univerzitet u Istočnom Sarajevu, suzana.stevanovic@fpe.unss.rs.ba

Ivan Dodig¹
Dajana Vukojević²
Igor Stamenković³

UTICAJ TURIZMA NA TRANSFORMACIJU PROSTORA: ANALIZA SLUČAJA MEĐUGORJE

Apstrakt: Međugorje kao poznato hodočasničko mjesto od ukazanja Svete Marije 1981. godine, doživjelo je brzu društvenu transformaciju iz male poljoprivredne zajednice u urbano mjesto sa sve većim brojem turističkih djelatnosti. Međugorje, kao i susjedna mjesta doživjela su transformaciju u svim aspektima društva. Broj međunarodnih posjetilaca dostigao je više od 2 miliona u 2019. godine, sa prosječnom dužinom posjete od oko šest noćenja. Tako je turizam postao glavna privredna djelatnost što Međugorje čini jednim od najbogatijih mjesta u Bosni i Hercegovini i šire. Krajnji cilj ovog istraživanja je ispitivanje uticaja vjerskog turizma na transformaciju mesta sa fokusom na ekonomski uticaj na lokalne zajednice. Istraživanje je sprovedeno na primeru godišnjeg vjerskog događaja, međunarodnog molitvenog skupa „Mladifest“, koji svake godine privlači veliki broj ljudi iz cijelog svijeta. U radu će biti prikazani preliminarni rezultati sprovedeni tokom istraživanja.

Ključne riječi: turizam, transformacija prostora, vjerski turizam, Međugorje.

TOURISM AND CHANGING PLACES: CASE STUDY MEĐUGORJE

Abstract: Međugorje as a well known place of pilgrimage from the apparition of Saint Mary in 1981, has experienced a rapid transformation from a small agricultural community to an urban place with an increasing number of tourism-related businesses. The Place, as well as neighbouring places has been transformed in all aspects of the communities. Number of international visitors has reached more than 2 million by the year 2019, with an average visit length of stay of about six nights. Thus, tourism has become the main economic activity making Međugorje one of the wealthiest places in Bosnia and Hercegovina and beyond. The ultimate objective of this research is to examine the impact of religious tourism on the transformation of the place focusing on the economic impact on local communities. The research was carried out on the example of an annually religious event, the international prayer meeting „Mladifest“, which every year attracts large numbers of people from all over the World. Preliminary results conducted during the research will be presented in the paper.

Key words: tourism, transformation of space, religious tourism, Međugorje.

¹ Mediteranski centar za održivi razvoj Ljubuški, ivandodig.ba@gmail.com

² Univerzitet u Istočnom Sarajevu, dajana.vukojevic@ues.rs.ba

³ Departman za geografiju, turizam i hotelijerstvo, Prirodnomatematički fakultet, Univerzitet u Novom Sadu

Danijela Pantović¹
Milica Luković²
Marija Lakićević³

EVALUACIJA TURIZMA U RURALNIM PODRUČJIMA U EVROPSKOJ UNIJI

Apstrakt: Turizam je grana industrije koja je najviše pogođena pandemijom. Međutim, jedan oblik turizma najuspješnije je „plivao“ u potopu koji je zadesio turističku industriju. To je ruralni turizam. U ovom radu, cilj je da se procene kapaciteti i occupancy zauzetost ruralnog turizma u zemljama EU i izabranim kandidatima. U cilju procene zadatog cilja, evaluacija turizma u ruralnim područjima analiziraće se kroz indikatore kao što su: Number of establishments, bedrooms and bed-places in tourist accommodation, Nights spent at rural tourist accommodation (absolute number) and Nights spent at rural tourist accommodation (relative number). Poseban akcenat stavljen je na vremenski period pre pandemije i vremenski period nakon pandemije. Rezultati pokazuju blago dostizanje nivoa iz 2019. godine.

Ključne riječi: turizam, ruralna područja, EU.

EVALUATION OF TOURISM AT RURAL AREAS IN THE EUROPEAN UNION

Abstract: Tourism is the industry most affected by the pandemic. However, one form of tourism most successfully “swam” in the flood that hit the tourism industry. It is rural tourism. In this paper, the aim is to assess the capacity and occupancy of rural tourism in EU countries and selected candidates. In order to assess the set goal, the evaluation of tourism in rural areas is analyzed through indicators such as: (1) number of facilities, bedrooms and beds in tourist accommodation, (2) nights in rural tourist accommodation (absolute number) and (3) nights in rural tourist accommodation (relative number). Special emphasis is placed on the time period before the pandemic and the time period after the pandemic. The results show a slight reaching of the level from 2019.

Key words: tourism, rural areas, EU.

¹ University in Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, danijela.durkalic@kg.ac.rs

² University in Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, milica.petrovic@kg.ac.rs

³ University in Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, marija.lakicevic@kg.ac.rs

Dražen Marić¹
Sanja Džever²
Nikola Macura³
Dunja Kostić⁴
Jelena Šidanski⁵

UTICAJ DRUŠTVENIH MREŽA NA FUNKCIJU PRIVLAČENJA PAŽNJE POTROŠAČA U OBLASTI TURIZMA

Apstrakt: Razvojem Interneta i društvenih mreža omogućava se lakša razmena informacija i preporuka između korisnika koje imaju poseban uticaj u donošenju krajnjih odluka. Usled značajnog razvoja digitalizacije u sektoru turizma sve veći broj potrošača svoju pažnju usmerava ka pronalaženju odgovora na svoja pitanja putem društvenih mreža. Pitanja koja postavljaju potrošači odnose se na putovanja kao i željene destinacije, a sve veći problem je taj što postaju sve podložniji promeni mišljenja i stavova na osnovu pozitivnih i negativnih informacija koje im pristižu putem eWOM-a. Potrošači više veruju poznatim ljudima i onima koji imaju iskustva i ostavljaju recenzije nego promotivnim aktivnostima organizacija. Na osnovu prethodno definisanog, predmet rada predstavlja uticaj društvene mreže Instagram na povećanje zainteresovanosti potrošača u turizmu. Cilj rada jeste potvrditi korist društvene mreže Instagram u povećanju popularnosti turističkih destinacija. U daljem radu korišteni su sekundarni izvori podataka.

Ključne riječi: društvene mreže; turizam; eWOM; pažnja; ponašanje potrošača.

THE INFLUENCE OF SOCIAL NETWORKS ON THE FUNCTION OF ATTRACTING CONSUMER ATTENTION IN THE FIELD OF TOURISM

Abstract: The development of the Internet and social networks enables an easier exchange of information and recommendations between users, which have a special influence in making final decisions. Due to the significant development of digitization in the tourism sector, an increasing number of consumers are directing their attention to finding answers to their questions through social networks. The questions consumers ask are about travel as well as desired destinations, and a growing problem is that they are becoming more susceptible to changing their minds and attitudes based on the positive and negative information they receive through eWOM. Consumers trust famous people and those who have experience and leave reviews more than the promotional activities of organizations. Based on the previously defined, the subject of the paper is the influence of the Instagram social network on increasing consumer interest in tourism. The aim of the work is to confirm the benefit of the Instagram social network in increasing the popularity of tourist destinations. Secondary data sources were used in further work.

Key words: social networks, tourism, eWOM, attention, consumer behavior.

¹ Univerzitet u Novom Sadu, Ekonomski fakultet u Subotici, drazen.maric@ef.uns.ac.rs

² Univerzitet u Novom Sadu, Ekonomski fakultet u Subotici, sanja.dzever@ef.uns.ac.rs

³ Univerzitet u Novom Sadu, Ekonomski fakultet u Subotici, nikola.macura@ef.uns.ac.rs

⁴ kosticdunja21@gmail.com

⁵ jelena.sidjanski@gmail.com

ODRŽIVI RAZVOJ TURIZMA KAO FAKTOR RAZVOJA I KONKURENTNOSTI RURALNE DESTINACIJE

Apstrakt: Navike savremenih turista se menjaju i oni postaju sve zahtevniji u pogledu zadovoljavanja svojih turističkih potreba, što dovodi do toga da se turizam u današnje vreme menja i da poprima nove oblike. Usled ovih promena se javljaju posebni oblici turizma, među kojima se nalazi i ruralni turizam, kao nova turistička aktivnost koja ima za cilj da vrati čoveka tradicionalnim vrednostima i prirodnom okruženju. Predmet ovog rada jeste održivi razvoj ruralnog turizma koji može doprineti razvoju i konkurentnosti ruralne destinacije. Polazna pretpostavka jeste da upravljanje održivim razvojem ruralne destinacije doprinosi diferenciranju turističke ponude, kao i očuvanju atrakcija ruralnih područja i za buduće generacije. Rezultati ukazuju da održivi razvoj, u kombinaciji sa potencijalima koje ima ruralno područje može uticati na privlačenje turista u ova područja.

Ključne riječi: održivi razvoj, konkurentnost, ruralno područje.

SUSTAINABLE DEVELOPMENT OF TOURISM AS A FACTOR OF THE DEVELOPMENT AND COMPETITIVENESS OF A RURAL DESTINATION

Abstract: The habits of modern tourists are changing and they are becoming more and more demanding in terms of satisfying their tourist needs, which leads to the fact that tourism nowadays is changing and taking on new forms. As a result of these changes, special forms of tourism appear, among which there is also rural tourism, as a new tourist activity that aims to return people to traditional values and the natural environment. This paper focuses on the sustainable development of rural tourism that can contribute to the development and competitiveness of rural destinations. The initial assumption is that managing the sustainable development of rural destinations contributes to the differentiation of the tourist offer, as well as the preservation of the attractions of rural areas for future generations. The results indicate that sustainable development, combined with the potential of the rural area, can influence tourists to visit these areas.

Key words: sustainable development, competitiveness, rural area.

¹ Univerzitet u Kragujevcu, Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, tijana.petrovic@fhitvb.kg.ac.rs

² Univerzitet u Kragujevcu, Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, rmmiletic@gmail.com

Darko Petković¹

Emir Đulić²

Faris Hazić³

ZNAČAJ PRIMJENE METODA TEHNIČKE DIJAGNOSTIKE U ODRŽAVANJU SISTEMA VERTIKALNOG TRANSPORTA NA JAHORINI

Apstrakt: Bezbjednost i kvalitetan dugoročni rad osnov su svake dobre investicije u sisteme vertikalnog transporta. U tom smislu i Olimpijski centar Jahorina (OC) se posljednjih godina pozicionirao kao jedan od vodećih ski-centara Evrope. Visoke investicije ovakve vrste imaju ekonomsko opravdanje samo ako se dugotrajno i racionalno koriste. U tom smislu imperativ je duga zimska sezona sa cca 120-160 ski-dana te razumno dugo korištenje u ljetnjem periodu od cca 60-100 dana. U takvom scenariju postavlja se pitanje vremena za obavezne aktivnosti održavanja (pregledi, zamjene dijelova i opreme i sl.) koje su nužne da bi vertikalni transport funkcionisao bezbjedno i adekvatno a na zadovoljstvo korisnika i vlasnika. Sadašnje stanje sistema vertikalnog transporta nije sporno jer se radi o novim savremenim sistemima no već danas treba razmišljati o optimalnim modelima održavanja sistema kako bi ove investicije bile isto tako bezbjedne i radno sposobne i za 10-20 i više godina. U tom smislu se razmatrao koncept mogućih opcija primjene metoda tehničke dijagnostike na sistemima vertikalnog transporta (ski liftovima raznih vrsta) na planini Jahorini, a na bazi provođenja određenih metoda na ispitivanju sistema na skijalištu Ravna planina na Palama. Rad daje smjernice i upute menadžmentu OC Jahorina kako razvijati ovaj sistem jer su u pitanju sa jedne strane neupitna bezbjednost korisnika sistema vertikalnog transporta a sa druge strane optimalno vrijeme i troškovi održavanja.

Ključne riječi: vertikalni transport, tehnička dijagnostika, optimizacija održavanja, troškovi, bezbjednost.

THE IMPORTANCE OF THE APPLICATION OF TECHNICAL DIAGNOSTIC METHODS IN THE MAINTENANCE OF THE VERTICAL TRANSPORT SYSTEM AT JAHORINA

Abstract: Safety and quality long-term work are the basis of every good investment in vertical transport systems. In this sense, the Jahorina Olympic Center (OC) has positioned itself as one of the leading ski centers in Europe in recent years. High investments of this kind have an economic justification only if they are used rationally and for a long time. In this sense, a long winter season with approx. 120-160 ski days and a reasonably long use in the summer period of approx. 60-100 days is imperative. In such a scenario, the question arises of time for mandatory maintenance activities (inspections, replacement of parts and equipment, etc.) which are necessary for vertical transport to function safely and adequately and to the satisfaction of users and owners. The current state of the vertical transport system is not in dispute because it is a new, modern system, but today we need to think about the optimal system maintenance models so that these investments are just as safe and workable in 10-20 and more years. In this sense, the concept of possible options for the application of technical diagnostic methods on vertical transport systems (ski lifts of various types) on the Jahorina mountain was considered, and on the basis of the implementation of certain methods on the testing of the system at the Ravna planina ski resort in Pale. The paper gives guidelines and instructions to the management of OC Jahorina on how to develop this system, because on the one hand, the unquestionable safety of the users of the vertical transport system and on the other hand the optimal time and maintenance costs.

Key words: vertical transport, technical diagnostics, optimization of maintenance, costs, safety.

¹ Mašinski fakultet Univerziteta u Zenici, darko.petkovic@unze.ba

² Mašinski fakultet Univerziteta u Zenici, emir.djulic@unze.ba

³ Mašinski fakultet Univerziteta u Zenici, faris.hazic@dl.unze.ba

TURIZAM U SVETU POST-COVID-19: KOJA JE ULOGA HR-a U PRAĆENJU PUTA KA OPORAVKU

Apstrakt: Turizam je jedan od najteže pogođenih sektora zbog pandemije COVID-19 na globalnom nivou. Kao rezultat toga, stručnjaci za ljudske resurse (HR) suočili su se sa izazovima, kao i sa prilikama u novom normalnom stanju. Stoga će ovaj rad baciti svjetlo na vitalne prakse koje HR profesionalci u sektoru turizma sprovode i razumjeti kako organizacije u turizmu upravljaju svojim osobljem u ovim razornim vremenima. Era post-COVID-19 zahtjeva resetovanje, restrukturiranje i redefinisanje uloge HR-a, koji nastoji da poveća vještine i ponašanja zaposlenih i unaprijedi organizacioni učinak i efikasnost. Zbog toga će, kroz teorijska i empirijska istraživanja, ovo istraživanje pokušati da doprinese identifikaciji ključnih HR izazova za post-COVID-19 svet u ovom sektoru, razvoju teorijskog modela strateškog upravljanja ljudskim resursima i osvjetljavanju budućih trendova.

Ključne riječi: upravljanje ljudskim resursima, turizam, post-COVID-19.

TOURISM IN THE POST-COVID-19 WORLD: WHAT IS THE ROLE OF HR IN TRACING THE PATHS TO RECOVERY

Abstract: Tourism has been one of the most affected sectors due to the COVID-19 pandemic globally. As a result, human resources (HR) professionals have faced an onset of challenges, as well as, opportunities in the new normal. Therefore, this paper will shed a light on the vital practices that HR professionals in the tourism sector implement and understand how organizations in tourism manage their personnel in these disruptive times. The era of post-COVID-19 calls for resetting, restructuring, and redefining the role of HR, which strives to increase the employees' skills and behaviors and drive forward organizational performance and efficiency. This is why, through theoretical and empirical exploration, this research will try to contribute to the identification of the key HR challenges for the post-COVID-19 world in this sector, the development of a theoretical model of strategic HR management, and highlighting future trends.

Key words: Human resource management, tourism, post-COVID-19.

¹ Faculty of Economics-Skopje, University Ss. Cyril and Methodius in Skopje, ljupco.eftimov@eccf.ukim.edu.mk

² Faculty of Economics-Skopje, University Ss. Cyril and Methodius in Skopje, bojan.kitanovikj@eccf.ukim.edu.mk

Radmila Bjekić¹
Maja Strugar Jelača²
Marko Aleksić³
Nemanja Berber⁴

AMBIDEKSTRALNO LIDERSTVO U FUNKCIJI POVEĆANE RADNE ANGAŽOVANOSTI ZAPOSLENIH U SEKTORU TURIZMA – PREDLOG ISTRAŽIVAČKOG OKVIRA

Apstrakt: Radna angažovanost zaposlenih je koncept koji se poslednjih decenija nalazi u centru pažnje naučnika i istraživača u oblasti menadžmenta. Imajući u vidu značaj radne angažovanosti za organizaciju i to da je liderstvo jedan od ključnih faktora za podsticanje radne angažovanosti, autori su želeli da ispituju relacije između navedenih koncepata u sektoru turizma. Cilj rada je prikaz predloga istraživačkog okvira na osnovu kog će biti ispitane relacije između ambidekstralnog liderstva, s jedne strane i radne angažovanosti zaposlenih, s druge strane. Za potrebe istraživanja biće predložena metodologija koja se zasniva na standardizovanim upitnicima, odnosno MLQ (Multifactor Leadership Questionnaire) za ispitivanje liderstva i UWES-9 (The Utrecht Work Engagement Scale) za merenje radne angažovanosti zaposlenih. Smernice za buduće istraživanje se odnose na sprovođenje terenskog istraživanja na bazi predloženog istraživačkog okvira u organizacijama koje posluju u turističkom sektoru, a u cilju ispitivanja predloženih istraživačkih pretpostavki. Doprinos rada se ogleda u boljem razumevanju ambidekstralnog liderstva i isticanju ponašanja i atributa lidera koji podstiču radnu angažovanost zaposlenih.

Ključne riječi: Ambidekstralno liderstvo, radna angažovanost, turizam.

AMBIDEXTROUS LEADERSHIP IN THE FUNCTION OF INCREASED WORK ENGAGEMENT OF EMPLOYEES IN THE TOURISM SECTOR – RESEARCH FRAMEWORK PROPOSAL

Abstract: In recent decades, work engagement is a concept that has been in the center of attention of scientists and researchers in the field of management. Bearing in mind the importance of work engagement for an organization and the fact that leadership is one of the key factors in promoting work engagement, the authors wanted to investigate the relationships between the mentioned concepts in the tourism sector. The aim of the research is to propose a research framework that can be used to identify the relationships between ambidextrous leadership on the one hand and work engagement on the other. For research purposes, a methodology based on standardized questionnaires will be proposed, i.e. MLQ (Multifactor Leadership Questionnaire) to measure leadership style and UWES-9 (The Utrecht Work Engagement Scale) to measure work engagement. Guidelines for future research refer to conducting research based on the proposed research framework in companies operating in the tourism sector to test the proposed research assumptions. Contribution of the paper is reflected in a better understanding of ambidextrous leadership and highlighting the behavior and qualities of leaders that encourage work engagement.

Key words: Ambidextrous leadership, work engagement, tourism.

¹ Ekonomski fakultet u Subotici, Univerzitet u Novom Sadu, radmila.bjekic@ef.uns.ac.rs

² Ekonomski fakultet u Subotici, Univerzitet u Novom Sadu, maja.strugar.jelaca@ef.uns.ac.rs

³ Ekonomski fakultet u Subotici, Univerzitet u Novom Sadu, marko.aleksic@ef.uns.ac.rs

⁴ Ekonomski fakultet u Subotici, Univerzitet u Novom Sadu, nemanja.berber@ef.uns.ac.rs

Nemanja Pantić¹
Miljan Leković²
Ivan Milojević³

ANALIZA BROJA NOĆENJA KAO RAZVOJNI POKAZATELJ TURIZMA REPUBLIKE SRBIJE

Apstrakt: Od svojih pojava oblika do savremenog tumačenja, turizam je pretrpeo značajne promene. Uslovljen mnogim faktorima u čijoj se osnovi nalazi ljudska potreba za upoznavanjem drugih kultura i relaksacijom, poslednjih decenija je u potpunosti sagledan njegov doprinos ekonomskom razvoju. Pored toga su definisane i njegove slabosti i ranjivost na krizne periode čiji su svi svedoci poslednjih godina. Rad se bavi analizom turističkog prometa kroz praćenje broja noćenja domaćih i stranih turista u Republici Srbiji u proteklih pet godina. Praćenjem kvartalnih promena je primećena veća osetljivost stranih turista u odnosu na domaće čije su reakcije sporije i ne toliko intenzivne. Pored toga je izvršena analiza broj noćenja prema izabranim turističkim mestima. Podaci pokazuju da je u centrima gradskog turizma dominantno učešće stranih turista za razliku od banja i planina. Baš zato su centri gradskog turizma bili najpogođeniji krizom izazvanom pandemijom COVID-19. Potrošnja stranih turista ima multiplikativan efekat na ekonomski razvoj pa je poreklo stranih turista bilo takođe predmet analize. Krizni period uz dodatna geopolitička dešavanja su u 2022. godini apsolutno izmenili poreklo turista ali i značajno povećala njihov broj. Pored velike osetljivosti turizam kao delatnost pokazuje i sposobnost brzog oporavka pa vrlo često ostvareni pad biva kompenzovan još većim rastom u postkriznom periodu.

Cljučne riječi: turizam, domaći turisti, strani turisti, noćenja turista.

ANALYSIS OF THE NUMBER OF OVERNIGHTS AS AN SERBIAN TOURISM DEVELOPMENT INDICATOR

Abstract: From appearances form to its modern interpretation, tourism has significantly changed. Conditioned by many factors, it is fundamentally based on the human need to explore other cultures and to relax. Its contribution to economic development has been fully understood in recent decades. In addition, its weaknesses and vulnerability to crisis periods, of which all are witnesses in recent years, are also defined. The paper deals with the analysis of tourist traffic by monitoring the number of overnight stays of domestic and foreign tourists in the Republic of Serbia in the past five years. By monitoring the quarterly changes, it was noticed that foreign tourists are more sensitive than domestic tourists, whose reactions are slower and not so intense. In addition, an analysis was made of the number of overnight stays according to the selected tourist spots. The data shows that in the centers of urban tourism, the dominant participation of foreign tourists is in contrast to spas and mountains. This is precisely why the centers of urban tourism were the most affected by the crisis caused by the COVID-19 pandemic. The consumption of foreign tourists has a multiplying effect on economic development, so the origin of foreign tourists was also a subject of analysis. The crisis period along with additional geopolitical events in 2022 absolutely changed the origin of tourists, but also significantly increased their number. In addition to high sensitivity, tourism as an activity, also shows the ability to quickly recover, so very often the realized decline is compensated by greater growth in the post-crisis period.

Key words: tourism, domestic tourists, foreign tourists, tourist overnight stays.

¹ Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, nemanja.pantic@kg.ac.rs

² Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, m.lekovic@kg.ac.rs

³ University of Business Studies in Banja Luka, e-mail: drimilojevic@gmail.com

VINSKI TURIZAM KAO POKRETAČ OŽIVLJAVANJA RURALNIH PROSTORA U REPUBLICI SRPSKOJ

Apstrakt: Cilj ovog rada je da predstavi trenutno stanje i potencijal vinskog turizma u Republici Srskoj sa primarnim fokusom na vinarije i njihove aktivnosti u cilju unapređenja turističke ponude u skladu sa trendovima međunarodnog turizma. Sprovedeno je istraživanje u trideset sedam vinarija u Republici Srpskoj. Za potrebe istraživanja, formiran je upitnik koji su popunjavali vlasnici vinarija. Rezultati istraživanja ukazuju na značajne razvojne mogućnosti vinskog turizma, te se može zaključiti da Republika Srpska ima potencijal za unapređenje ove vrste turističke ponude. Takođe, istraživanje je pokazalo da, u kombinaciji s drugim vrstama turizma, vinski turizam može u velikoj mjeri doprinijeti povećanju interesa turista za turizam u ruralnim područjima i, posljedično, revitalizaciji ovih područja. Rezultati jasno pokazuju da su glavni faktori koji koče dalji razvoj vinskog turizma nedostatak smještajnih i ugostiteljskih objekata, kao i ture na stranim jezicima.

Ključne riječi: vinsku turizam, turizam, ruralna sredina, Republika Srpska.

WINE TOURISM AS A LAUNCHER OF THE REVIVAL OF RURAL AREAS IN REPUBLIC OF SRPSKA

Abstract: The aim of this paper is to present the current state and potential of wine tourism in the Republic of Serbia with a primary focus on wineries and their activities in order to improve the tourist offer in accordance with the trends of international tourism. A survey was conducted in thirty-seven wineries in Republika Srpska. For the purposes of the research, a questionnaire was formed, which was filled out by the owners of wineries. The results of the research indicate significant development opportunities of wine tourism, and it can be concluded that the Republic of Srpska has the potential to improve this type of tourist offer. Also, the research showed that, combined with other types of tourism, wine tourism can greatly contribute to increasing the interest of tourists in rural areas and, consequently, the revitalization of these areas. The results clearly show that the main factors hindering the further development of wine tourism are the lack of accommodation and catering facilities, as well as trained staff able to host foreign visitors. Also a lack of professional networking amongst mainly small wineries, was identified in the fieldwork.

Key words: wine tourism, tourism, rural environment, Republic of Srpska.

¹ Univerzitet u Istočnom Sarajevu, dajana.vukojevic@ues.rs.ba

UTICAJ AGROTURIZMA NA RAZVOJ LOKALNE POLJOPRIVREDNO-PREHRAMBENE INDUSTRIJE U BOSNI I HERCEGOVINI

Apstrakt: U radu se analizira uloga agroturizma u razvoju lokalne poljoprivredno-prehrambene industrije u nekoliko zemalja Evrope i Azije. Predmet istraživanja je agroturizam u Bosni i Hercegovini (BiH), a problem istraživanja je uticaj agroturizma na razvoj lokalne poljoprivredno-prehrambene industrije i izazovi sa kojima se sektor suočava. Istraživačko pitanje je: „Kako agroturizam utiče na razvoj lokalne poljoprivredno-prehrambene industrije u BiH i kako se ovi uticaji razlikuju od onih u drugim zemljama?“ Cilj istraživanja je da se analiziraju relevantna akademska istraživanja o uticaju agroturizma na razvoj lokalne poljoprivredno-prehrambene industrije. Rezultati pokazuju da agroturizam može imati pozitivan uticaj na razvoj lokalne poljoprivredno-prehrambene industrije u BiH ali da su potrebne odgovarajuće strategije i mjere za njegovo unapređenje. U radu se daju preporuke za unapređenje agroturizma u BiH, uključujući strategije za finansiranje i održivost. Zaključci upućuju na ekonomske, sociološke i ekološke uticaje agroturizma te na važnost, domete i ograničenja podrške agroturizmu.

Ključne riječi: agroturizam, poljoprivredno-prehrambeni sektor, ruralni razvoj, finansiranje.

ANALYSIS OF THE IMPACT OF AGRO-TOURISM ON THE DEVELOPMENT OF THE LOCAL AGRICULTURAL AND FOOD INDUSTRY IN BOSNIA AND HERZEGOVINA: COMPARISON WITH OTHER COUNTRIES

Abstract: This study shows that agritourism has a positive impact on rural development through increasing the income of the local community, creating jobs and promoting local products and culture. The paper analyzes the role of agritourism in rural development in China, Turkey and several European Union countries. Agritourism is increasingly developing as an important branch of tourism in many countries. This type of tourism can contribute to the development of the local agricultural and food industry, but it can also have other economic and ecological impacts. The aim of the research is to analyze relevant academic research on the impact of agritourism on the development of the local agri-food industry. The results show that agritourism can have a positive impact on the development of the local agricultural and food industry in BiH, but that appropriate strategies and measures are needed for its improvement. The results of the research show that agritourism can have a positive impact on the development of the local agricultural and food industry in Bosnia and Herzegovina, but that appropriate strategies and measures are needed for its improvement.

Key words: agritourism, agricultural and food sector, rural development, financing.

¹ Nezavisni univerzitet Banja Luka, milos.grujic@nubl.org

UTICAJ TURISTIČKIH DOLAZAKA NA BRUTO DODANU VRIJEDNOST U SRBIJI

Apstrakt: U ovom radu se analizira uticaj turizma na BDV u Srbiji. Posmatraju se podaci za period od 2001-2021. godine. Postavljena je hipoteza da postoji kointegraciona veza između turističkih dolazaka i bruto dodane vrijednosti. Glavni cilj rada jeste da pokaže značaj turizma za ekonomski rast. Empirijska analiza je pokazala da su serije stacionarne u prvoj diferenci, ECM model je dokazao da postoji povezanost između ARR i BDV-a, da u dugom, ali i kratkom roku dolasci turista utiču na rast BDV-a u Srbiji. Potvrđena je postavljena hipoteza da postoji kointegraciona veza između posmatranih varijabli.

Ključne riječi: turizam i ekonomski rast, BDV, turistički dolasci.

INFLUENCE OF TOURIST ARRIVALS ON GROSS ADDED VALUE IN SERBIA

Abstract: This paper analyzes the impact of tourism on GVA in Serbia. Data for the period from 2001-2021 are being observed. years. It was hypothesized that there is a cointegration relationship between tourist arrivals and gross value added. The main goal of the work is to show the importance of tourism for economic growth. Empirical analysis showed that the series are stationary in the first difference, the ECM model proved that there is a connection between ARR and GVA, that in the long term, as well as in the short term, tourist arrivals affect the growth of GVA in Serbia. The hypothesis that there is a cointegration relationship between the observed variables was confirmed.

Key words: tourism and economic growth, GVA, tourist arrivals.

¹ Student master studija na Ekonomskom fakultetu Pale, bajagicmaja5@gmail.com

UTICAJ DRUŠTVENIH MREŽA NA RAZVOJ TURIZMA U ISTOČNOM SARAJEVU

Apstrakt: Internet se u početku koristio samo za pregledanje sadržaja bez mogućnosti povratnih informacija. Ljudi su odlazili na internet kako bi se informisali, pročitali i naučili nešto. Ali sa pojavom društvenih mreža, to se promijenilo. Društvene mreže su postale centar za interakcije korisnika širom svijeta i najbolje mjesto za pronalaženje potrebnih informacija, jer ljudi danas odlaze na internet kako bi učestvovali u komunikaciji i bili dio nje. U početku su društvene mreže privlačile samo mlađu skupinu ljudi, dok su danas popularne i kod starijih ljudi. Digitalni svijet postaje nezaobilazan u razmjeni i prodaji informacija i iskustava. Najveći broj turista svoje putovanje započinje na internetu. Obilazak turističkih agencija i prikupljanje turističkog sadržaja za putovanja su zamijenile društvene mreže i Google pretraživač. Danas, turizam se ne može ni zamisliti bez interneta, jer informacije koje turisti prikupe putem društvenih mreža u velikoj mjeri odlučuju o samom putovanju. U ovom radu će biti prikazano kako društvene mreže utiču na razvoj turizma u Istočnom Sarajevu i u kojoj mjeri. Naravno, ne treba zaboraviti i na ostale promotivne kanale za preduzeće i izvore informacija za turiste, jer se prilikom organizacije putovanja ne bi trebalo osloniti samo na jedan kanal promocije i izvor informacija.

Glavne riječi: društvene mreže, turizam, Istočno Sarajevo, internet marketing, Internet.

THE INFLUENCE OF SOCIAL NETWORKS ON THE DEVELOPMENT OF TOURISM IN EAST SARAJEVO

Abstract: In the beginning, the Internet was used only for viewing content without the possibility of feedback. People went to the internet to get information, read and learn something. But with the advent of social networks, that changed. Social networks have become the center for user interactions around the world and the best place to find the information they need, because people today go online to participate in communication and be a part of it. In the beginning, social networks attracted only a younger group of people, while today they are also popular with older people. The digital world is becoming indispensable in the exchange and sale of information and experiences. The largest number of tourists start their journey on the Internet. Visiting travel agencies and gathering tourist content for travel have been replaced by social networks and the Google search engine. Nowadays, tourism cannot even be imagined without the Internet, because the information that tourists collect through social networks largely determines the trip itself. This paper will show how social networks influence the development of tourism in East Sarajevo and to what extent. Of course, we should not forget about other promotional channels for the company and sources of information for tourists, because when organizing a trip, you should not rely on only one promotion channel and source of information.

Key words: social networks, tourism, East Sarajevo, internet marketing, internet.

¹ Student II ciklusa studija, Ekonomski fakultet, Univerzitet u Istočnom Sarajevu, zorica.bozalo@gmail.com

² Student II ciklusa studija, Ekonomski fakultet, Univerzitet u Istočnom Sarajevu

DOPRINOS TURISTIČKE KONKURENTNOSTI RAZVOJU ZEMALJA EVROPSKE UNIJE

Apstrakt: U ovom radu se analizira uticaj turističke konkurentnosti, mjereno Indeksom razvoja putovanja i turizma (TTDI), na GDP svih zemalja Evropske Unije. Posmatraju se podaci o bruto domaćem proizvodu svih zemalja članica Evropske Unije i vrijednost njihovog TTDI indeksa za 2021. godinu. U privredama širom svijeta, uloga turizma je postala izuzetno značajna, posebno zbog njegovih ekonomskih uticaja i mogućnosti za zapošljavanje, kao i njegovih društvenih i ekoloških posljedica. Zahvaljujući bogatoj historiji i prirodnim ljepotama, Evropa dominira svjetskim turističkim sektorom. Turizam se nalazi na visokoj trećoj poziciji najveće društveno- ekonomske aktivnosti u Evropskoj Uniji te se s pravom kaže da je turizam u srcu ekonomije Evropske Unije i svakodnevnog života njenih građana. S obzirom da konkurentnost zadire u sve sfere društvenog, ekonomskog i političkog djelovanja samim tim takmičarski duh nije zaobišao ni turizam. Od suštinskog značaja za vlade je praćenje i mjerenje konkurentnosti turističkih destinacija kako bi se prvenstveno procijenio njihov nivo konkurentnosti u poređenju sa drugim zemljama. Glavni cilj ovog rada je da utvrdi da li je turizam odnosno turistička konkurentnost dala svoj doprinos razvoju zemalja Evropske Unije a to će biti analizirano modelom proste linerane regresije.

Ključne riječi: turizam, konkurentnost, TTDI, GDP, Evropska Unija.

THE CONTRIBUTION OF TOURISM COMPETITIVENESS TO THE DEVELOPMENT OF THE COUNTRIES OF THE EUROPEAN UNION

Abstract: This paper analyzes the impact of tourism competitiveness, measured by the Travel and Tourism Development Index (TTDI), on the GDP of all European Union countries. Data on the gross domestic product of all EU member states and the value of their TTDI index for 2021. are being observed. In economies around the world, the role of tourism has become extremely important, especially because of its economic impacts and employment opportunities, as well as its social and environmental consequences. As a result of its rich history and natural beauty, Europe dominates the world tourism sector. Tourism is in the high third position of the largest socio-economic activity in the European Union, and it is rightly said that tourism is at the heart of the economy of the European Union and the daily life of its citizens. Given that competition permeates all spheres of social, economic and political activity, the competitive spirit has not bypassed tourism. It is essential for governments to monitor and measure the competitiveness of tourist destinations in order to primarily assess their level of competitiveness compared to other countries. The main goal of this paper is to determine whether tourism or tourism competitiveness has contributed to the development of the countries of the European Union, and this will be analyzed using a simple linear regression model.

Key words: tourism, competitiveness, TTDI, GDP, European Union.

¹ Student master studija na Ekonomskom fakultetu Pale, jelenasikuljak2@gmail.com

TURIZAM KAO POKRETAČ RASTA I RAZVOJA BOSNE I HERCEGOVINE

Apstrakt: Turizam se, u slučaju Bosne i Hercegovine, nalazi u početnim fazama razvoja, okarakterisanim kao željom da se postojeći, afirmisani i neafirmisani potencijali iskoriste, kao i da se stvore nove vrijednosti koje će privlačiti veći broj turista. Ekonomski napredak turizma u BiH pratio se do 2019. godine, sa ostvarenih 3.371.322 noćenja, nakon kojih je uslijedila borba sa posljedicama korona virusa, dok se 2022/2023. godina mogu okarakterisati kao godine oporavka. BiH se suočava sa problemima migracije stanovništva, činjenicom da svake godine nosi epitet najsiromašnije države ili jedne od najsiromašnijih u Evropi, kao i nedostatkom kvalifikovane radne snage i investicijama koje nisu dugoročno rješenje. Statistički podaci o trenutnom stanju turizma, sa njegovim problemima, predmet su proučavanja rada. Istovremeno, zahvaljujući prirodnim i antropogenim turističkim vrijednostima, te velikom potencijalu koji posjeduje, BiH ima mogućnost iskoristiti turizam kao pokretač rasta i razvoja, što ujedno predstavlja cilj istraživačkog rada.

Ključne riječi: turizam, BiH, razvoj, potencijali, turističke vrijednosti.

TOURISM AS A WAY OF GROWTH AND DEVELOPMENT OF BOSNIA AND HERZEGOVINA

Abstract: Tourism, in the case of Bosnia and Herzegovina, is in the initial stages of development, characterized by the desire to use existing, confirmed and unconfirmed potentials, as well as to create new values that will attract a greater number of tourists. The economic progress of tourism in BiH was monitored until 2019, with 3,371,322 overnight stays, which was followed by the struggle with the consequences of the corona virus, while in 2022/2023. years can be characterized as years of recovery. Bosnia and Herzegovina faces the problems of population migration, the fact that every year it carries the epithet of the poorest country or one of the poorest in Europe, as well as the lack of qualified labor and investments that are not a long-term solution. Statistical data on the current state of tourism, with its problems, are the subject of study work. At the same time, thanks to the natural and anthropogenic tourism values, and the great potential that it possesses, BiH has the possibility to use tourism as a driver of growth and development, which is also the goal of the research work.

Key words: tourism, BiH, development, potential, tourist values.

¹ Ekonomski fakultet, Univerzitet u Istočnom Sarajevu, ivacuric953@gmail.com

TURIZAM KAO ZAMAJAC OPORAVKA EKONOMIJE, SA POSEBNIM OSVRTOM NA OPŠTINU SOKOLAC

Apstrakt: Turizam je izvoz od kuće. Pri tome, prodaje se ono što se ni na koji drugi način ne bi moglo prodati (priroda, istorijski spomenici, kultura, gastro-domaća kuhinja, zabava, kao raznovrsnost sportsko-adrenalinske aktivnosti i drugih vrsta aktivnosti, ličnog odmora-zona sportova i rekreacije.) Kontinuirano praćenje promjena pod uticajem brojnih eksternih i internih faktora, koji omogućavaju turističkim organizacijama osnovu za prilagođavanje ponude i isporučivanje očekivane vrednosti krajnim korisnicima. Značaj raznovrsnosti ponude u savremenom turizmu zasniva se na atraktivnim svojstvima resursa kojima raspolaže određeno geografsko područje. Nakon sagledavanja i valorizacije resursa da se izvedu smjernice koje mogu biti podrška vlastima, javnom i privatnom sektoru u poslovima u početnoj fazi razvoja, kako bi se odredila ključna podrška za razvoj turističke ponude i naglasile koristi za ekonomski razvoj.

Rad ukazuje na značaj cjelokupne turističke ponude, njene snage i slabosti sa kojima se susreće ova privredna grana. Moguća tematska područja koja mogu da utiču na oporavak ekonomije i zapošljavanja, kao na šanse i perspektive razvoja zimskog tako i ljetnjeg turizma za šta se pruža dobra prilika za odmor u prirodi, uživati u vazdušnoj banji.

Ključne riječi: turizam, zapošljavanje, prirodni resursi, turistički potencijal.

TOURISM AS A FLYWHEEL FOR ECONOMIC RECOVERY, WITH SPECIAL REFERENCE TO THE MUNICIPALITY OF SOKOLAC

Abstract: Tourism is an export from home. At the same time, it sells what could not be sold in any other way (nature, historical monuments, culture, gastro-local cuisine, entertainment, such as a variety of sports-adrenaline activities and other types of activities, personal rest - sports and recreation zone). Continuous monitoring of changes under the influence of numerous external and internal factors, which provide tourist organizations with a basis for adjusting the offer and delivering the expected value to end users. The importance of the diversity of the offer in modern tourism is based on the attractive properties of the resources available to a certain geographical area. After reviewing and valorizing resources, to derive guidelines that can support the authorities, the public and private sectors in operations in the initial phase of development, in order to determine the key support for the development of the tourist offer and emphasize the benefits for economic development. The work points to the importance of the entire tourist offer, its strengths and weaknesses that this economic branch faces. Possible thematic areas that can affect the recovery of the economy and employment, as well as the chances and perspectives of the development of winter and summer tourism, for which there is a good opportunity to relax in nature, enjoy the air spa.

Key words: tourism, employment, natural resources, tourist potential.

¹ Student II ciklusa studija, Ekonomski fakultet, Univerzitet u Istočnom Sarajevu, kovacnjegos8@gmail.com

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