TOURISM IN FUNCTION OF DEVELOPMENT
INFLUENCE OF SAFETY ON TOURISM DEVELOPMENT

Review Paper

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Abstract

In a large number of countries, tourism has become important as an economy branch, while in other countries it represents one of the highest consumers of a state budget. In Serbia in last few decades, tourism as an economy branch has become more and more important, which is especially referred to spa tourism. Tourism development means also a higher percentage of employment in this area. In order for tourism to develop, it is necessary to provide different resources, such as road infrastructure, professional education of employees in tourism area, establishment of needed accommodation capacities etc. In addition, for tourism development it is necessary to provide a certain safety level in touristic centres, as well as in the whole state. A safety function is considered as one of the most important functions in a state. Considering a numerous sources and types of safety endangerment in the modern world, it seems that safety has become

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one of the most precious state functions. In some countries, where tourism is one of the most important economy branches, such as in Egypt, special security services, a so called touristic police, are formed in order to obtain a high safety level. This is certainly interesting, and it seems that it is also necessary, since the impact of safety on tourism development and employment in this area is of high importance.

Key words: "tourism, safety, employment, state functions, economic development"

INTRODUCTION

Words "tourist" and "tourism" were used for first time in the second half of the 19th century in England and a few decades later also in France. In that time Englishmen used to travel a lot to France and through France, which definitely impacted on the usage of those words in this country. According to the general opinion, tourism represents an act of travel with recreation as an aim, as well as establishment services required to achieve the goal. The word "tourism" has roots from an English word "*tour*", meaning "a pleasurable travel with retentions in different places" (Unković, 1988). According to the World Touristic Organization, a tourist represents a person, who travels at least 80 kilometres away from the place of residence, while tourism stands for a service industry, consisted out of a greater number of different elements. Those elements are: transport systems (air, railway, roads, water), hospitality services including accommodation, food, drinks, excursions and some further common services, such as banking, and what is becoming more and important in the modern world- safety and security. The most common elements are: relaxation and vacation, culture, adventures, new and different experiences.

A definition of a tourist was accepted on the OUN conference held in 1954. A tourist is considered a person, who travels with every goal, except for a change of place of residence for earnings, if the travel lasts longer than 24 hours, but not longer than 6 months. Taking this in consideration, tourists are people, who travel for business purposes, conferences, different meetings, vacations, or out of healing, studying, family, religious or sport reasons. The mentioned definition was accepted also on the Conference on

tourism and excursions in Rome in 1963.

It is generally accepted that tourism includes a group of business organizations, work and state agencies, which are responsible for movement of goods and possess transport mediums, programs and resources for vacations and holidays. Tourism as an economy branch is in the constant growth and can be defined as a group of business and trade activities, which produce goods and services intended for domestic and foreign tourists. Therefore, touristic business includes numerous activities, such as: transport of passengers, travel agencies, accommodation and food services, holidays and amusement, souvenirs manufacturers, artists, government organization for regulation and supervision of tourism etc.

Namely, tourism is a social phenomenon that is characteristic for our epoch and in the last half of the century has been associated with dynamics and massiveness. It is clearly confirmed by the fact that there were 1.2 billion international comings during 2015, which is 50 millions more than in 2014. When this is compared with information from 1950 when only 25.3 millions of international travels took place, it is evident how tourism has been evolving to a mass phenomenon. Tourism as a business branch represents 10 % of the world GDP (gross domestic product), with the Chinese nation as the biggest group of consumers, followed by American and Russian tourists. How significant tourism is for the world`s economy is visible from the fact that it represents 30 % of world service export and 6 % of the sum of all exports of goods and services. It is placed as a world export category just after oil, chemical and food industry (Stanić & Vujić, 2016).

Tourism has become an important activity in almost all countries in the world. In order for it to develop and meet everyone's expectations, both users and providers of services, as well as of society in general, it is necessary to achieve a certain level of safety along with other requirements. A connection between economic growth and tourism with safety is not some new and not investigated relation on the level of safety concepts and safety theories. However, current security movements and new safety risks (terrorism, migrant crisis, etc) require new reformed concept of a security sector placed into a broadened concept of social development, based on economy and economic development, which influences tourism as well.

From the statistical point of view, tourism can be classified as domestic, entrant and outgoing. Domestic tourism represents a certain type of tourism, where citizens of a state go for holidays or visit some touristic places within the same country. In contrast to domestic tourism, which functions within a state, entrant tourism actually means the acceptance of guests from some other countries, e.g. in Serbia, while outgoing tourism represents departures of domestic tourists outside the borders of their country. Every tourist, who is travelling from a home country to some other state, at the same time, can be observed as an outgoing or an entrant tourist, depending from the point of view, whether we observe a departure country or a country, which he travels to. By all means, each country tend to increase a number of domestic and foreign guests and to cut down the number of travels outside the country, in order to achieve more profit on domestic tourism and reduce expenses.

TOURISM AS AN ECONOMY BRANCH

Tourism has always been defined as a complex activity with a continuous tendency to expand spatially, which was certainly accelerated with a development of communication technologies and transport means. Not only does tourism remove all geographical obstacles, it also influences on permeability of state borders and on complete economic development in certain regions. Continuous tourism massification represents one of the main symbols of a modern life for a high percentage of the population. Touristic consumption, especially foreign one, is growing into a powerful factor in international economic relations and irreplaceable lever for national economic development in numerous countries and regions (Gajić, 2009).

Therefore, tourism has become present in almost the whole world in last hundred years and in the last few decades it has taken a really important place in income generation in numerous state budgets. This means, tourism is becoming a more and more important economic branch and in some countries it is at the very top. This is confirmed by the fact that tourism as an economy branch influences on a great number of working places and contributes to solving a current unemployment problem. In the last

few decades (after World War II), many European countries invested a lot in tourism, because they realized that a tourism development can provide a possibility for opening of new working places in this branch, such as accommodation, food, traffic, as well as services connected to it, such as business, construction, agriculture, and similar.

How important tourism as an economy branch is, shows us the fact that it is often mentioned as the most important single source of employment in the world and it is estimated that touristic economy (which besides direct touristic industry includes related sectors, for example: construction engineering and finances) provides up to 11 % of the global employment. Tourism is considered as an industry, which offers best possibilities for economic growth and employment. However, it shall not be ignored that the role and the contribution of tourism for employment and development can vary a lot depending on size, characters and level of development and importance of tourism in a country or a destination (Bošković, 2006).

It is understood that a positive effect of tourism on employment, as well as other positive economic effects of tourism, are more visible by group of countries, which are considered as significant receptive touristic countries. For example, in the case of Maldives, a well-known famous touristic destination, there is a significant contribution of tourism to employment (25.9 % of total employment was related to travels and touristic industry in year 2000). If we take in consideration examples of countries closer to us, e.g. Croatia where in 2005, based on a survey on working power, 5.4% of employment was related to hotels and restaurants, while in the same year that percentage on Cyprus was 8.3%, on Malta 7.4%, in Spain 7.1%, in Greece 6.9 % etc. Another interesting fact is that around 120 million people was employed in providing touristic services in the year 1999, among which 9 million people were employed in the European Union (Vizek:2008).

Contrary to other economy branches, tourism keeps a high level of need for work force, especially when it comes to hospitality and catering, as well as retail and public transport. It is characteristic for this branch that the most of the workers are employed for a certain period of time and that they are engaged as a help to permanent employees during touristic seasons. Besides mentioned areas, tourism also enables employment of people with various education profiles, from the ones, who provide services directly, to

the ones, who are devoted to development politics in the touristic sphere. Therefore, one part of employees is directly employed in a touristic sector, but in the same time a greater number of employees, which are not considered as touristic workers, is needed for normal functioning of tourism as an economy branch. Among others, this refers to employees in a security sector. It is undisputed that in touristic places during touristic seasons a greater number of policemen is required, in order to maintain needed level of security. This is a common way to provide security for a successful realization of touristic season for every country.

Tourism as an economy branch is becoming more and more significant in economy, characterized by direct and indirect development impacts on many other branches. That is why it is also hard to estimate a real contribution of tourism to economic and social development. Incomes, resulting from tourism, are increasing with each year, so much that in the last two decades tourism decided about the destiny of economy in general. However, an inadequate valorization of natural and anthropogenic values, a bad economic structure and infrastructure are slowing down touristic development. Tourism is simply defined as a part of national economy that is supplying tourists, i.e. visitors of some location outside a place of residence. Without any doubt, this branch is contributing to economic state development and also to breaking of a negative image of Serbia present within foreign tourists. According to the data, incomes from tourism in Serbia in year 1999 were 17.9 million dollars, while in 2002 it was around 77 million dollars (Gajić, 2009).

Tourism is an activity, which does not have manufacturing character, but is a really important factor in formation of domestic product and national income. This important function is achieved by extern tourists, where via foreign currency tourists spending, a foreign accumulation is directly overflown to touristic destinations and into budget of those states. That is the main advantage of foreign tourism compared to a domestic one, which only make rearrangement of funds within borders of a state (Gajić, 2009)

If we analyze tourism in details and all its virtues and flaws according to what is already mentioned, it can only be concluded that tourism is definitely a beautiful economy branch, which not only improves budgets

of interesting destinations around the globe, but also is making a new dimension in a society, since by getting to know other cultures and natural wealth, an individual is becoming a complete and better person.

Therefore, in the current moment, tourism is one of the most important economy branches, since it has inexhaustible possibilities. Tourism has developed over time, which is supported by the fact that international touristic arrivals have shown a growth trending on a global level from 25 millions of arrivals in 1950 to 278 millions in 1980, i.e. 674 millions of arrivals in 2016. In addition, international touristic incomes around various destinations in the world have been increased from 2 billion American dollars in 1950 up to 1 220 billion American dollars in 2016. Age of some world destination is only increasing their value and significance, so that they get more popular thanks to various features, less important if they are social or natural, and will continue to attract a huge number of people in future. That is why tourism is one of the most beautiful attractions invented by humans and as illustrated, one of the most important economy branches with increasing number of possibilities and contribution to state budgets.

TOURISM IN SERBIA

Serbia is geographically located in the south-east and mid-Europe, in the western Balkans. It seems that the natural wealth of Serbia is not well known to its citizens and our country, considered by many as a contrast country, could see its future in a development of a great touristic potential. Over 1000 thermal mineral water springs represent a huge spa potential, but insufficiently used and promoted. Wild mountains, almost completely non-urbanized, are hiding from the eyes of the world, waterfalls and rivers, natural phenomena, endemic species and a lot of other things, are waiting to be presented and popularized in a right manner. Until then, Serbia will stay famous for its capital and night life, while its magical territory is waiting for the right moment to shine brightly and fascinate tourists, both domestic and foreign ones[2].

Serbian capital, Belgrade, is a center of Serbian culture, education

2 https://banjeusrbiji.com/turizam-u-srbiji/ web page access date: 10.02.2019

and science. There are placed two universities, Serbian Academy of Science and Art, National Library of Serbia, National Museum and National Theater. Belgrade fare is also worth mentioning, since it hosts annually around 40 international fares. On the coast of the river Sava, a so called "Sava centar" is placed. It is one of the most modern and equipped congress centers in this part of the Europe, where a numerous international and domestic congresses and fares take place.

Belgrade fortress, known as "Kalemegdan" by Belgrade citizens, is the oldest cultural and historical monument of the city. The fortress is 2 000 years old and is placed on the estuary of Sava into Dunav. There are a lot of touristic destinations in Belgrade, but there is one that shall not be omitted – a bohemian quarter of a city, Skadarlija, placed in a heart of city, overlaid with paving stones, carrying still a spirit of the old Belgrade.

Beside Belgrade, places with developed tourism in Serbia are Kragujevac, Niš, Subotica and the most visited one among them- Novi Sad, an administrative and cultural center of Vojvodina, which came under Serbian jurisdiction after the World War I. Even though it belonged to Austrian-Hungarian Empire, Novi Sad, often named as "Serbian Athens", and was under jurisdiction of Vienna, it has always been more Serbian than Austro-Hungarian town. Novi Sad was the cultural capital of Serbians in Austrian-Hungarian Empire and a center of national Serbian movement that was aiming for unification with Serbia. Nowadays, Novi Sad is a living museum of its past and a modern city with an authentic spirit, among tourists well known for its international music festival Exit[3]. A huge touristic potential in Serbia definitely also lies in mountain tourism, spa tourism, winter tourism, health tourism, where number of domestic and foreign tourists has been increasing in the last few years.

When it comes to the growth trending in Serbian tourism, the best overview can be seen in data from the Bulletin - Association for Tourism, Chamber of Commerce of Serbia (Serbian: "Bilten"- udruženje za turizam, Privredna komora Srbije), which state that a total number of touristic arrivals in Serbia in 2016 was 2.8 million, which represents a growth of 13 % when compared to year 2015. A number of domestic tourists were 1.5

3 https://banjeusrbiji.com/turizam-u-srbiji/ web page access date: 10.02.2019

million (which is an increase of 12.8 %) that corresponds to 53.5 % of the total touristic arrivals, while a number of foreign tourists were 1.3 million (with a growth rate of 13.2 %). The most tourists visited Belgrade and Novi Sad, followed by mountains and spa places. A significantly higher number of foreign tourists were recorded in cities. According to the data, in 2016 there was about 7.5 million of overnight stays, which was a significant increase if compared to previous period of time. Additionally, there is another interesting fact saying that in 2016 in Serbia there was 72 186 employees in touristic services provision, which represents a growth of 3.7 % if compared to the previous year (Bilten, 2008).

Growth trending in touristic spheres continue, more than 3 million tourists visited Serbia in 2017, resulting in increase of the tourism revenue, recorded to be 1.2 billion Euros in the same year. Certainly, there is always a question for employees in the tourism branch- what can still be done in order to continue this growth trending? A positive fact is that Serbia has favorable conditions for development of certain tourism types, which according the World Health Organization are going to represent dominant directions for international travels. The basis for that are already known and affirmed mountain, spa and health centers, rivers and other attractions that are interesting for touristic valorization. Natural and cultural heritage are amended with numerous cultural monuments - some of them are listed within the world cultural heritage and are under protection of UNESCO (The old RAS with Sopoćani, Studenica). All facts mentioned above in combination with traditional hospitality and diverse food with a wide range of national specialties, which represent our long cultural-historical heritage on the international touristic market, followed by numerous manifestations, such as Guča and Exit, contribute a lot to the affirmation of Serbia. A quality resource basis with an adequate development level, expected trending in international touristic movements and satisfactory promotional activities shall contribute to the further growth[4].

Even though Serbia has a lot of touristic potentials throughout, still the most touristic visits are recorded in the biggest two cities. This is to

4 https://www.danas.rs/ekonomija/srbija-je-postala-turisticki-brend/, web page access date: 10.02.2019

be seen in the data on touristic accommodation. Belgrade is definitely the most visited place, according to the data of the Chamber of Commerce of Serbia in the first nine months of the last year, there was 653 000 of touristic arrivals, with 124 500 domestic and 528 000 foreign tourists. Therefore, it can be concluded that Belgrade is the main destination for foreign tourists, since it is easily reachable and has a lot to offer, but also because they are not familiar with the rest of touristic offers in Serbia. After Belgrade, there is a category "other touristic places" with over 462 000 arrivals, mountain places with over 416 000 arrivals, spa centers with over 390 000 and Novi Sad with almost 115 000 arrivals. In addition, it is interesting that on all these locations except for Belgrade and Novi Sad, a number of domestic tourists is dominant according to the official registered data[5].

SAFETY AS A STATE FUNCTION

Aristotle considered that the main aim of a state function is the achievement of safety and prosperity of its citizens (Grčić, 2000). He sees a country as a community of citizens, who are voluntarily united in order to have a happy life. On the other hand, Plato considered that a community is a type of an ideal state, exclusively starting from a point of view that a state as a whole is not made for an individual, but that an individual exists to serve to interests of the whole. However, in the global society, a state is a primary organization and as such, it disposes with a political, sovereign authority that is based on an armed force monopoly, it arranges the most important social relations and performs specific functions.

Therefore, a state arranges a life of a community. By establishing legal acts, a state authority is forcedly controlling important social relations. In theory, there are different attitudes regarding this matter, but it seems that a completely acceptable opinion is the one of Duško Vrban, who states that a state apparatus is a specific type of organization, which especially serves to maintenance of peace and security in a political community, thereby using means of physical coercion. That is the main goal or purpose of a state, but in this modern age, there are also some additional goals, which serve to improvement of a material and spiritual prosperity of

5 http://www.pks.rs/PrivredaSrbije.aspx?id=18, web page access date: 07.02 2019

the society. In order for those goals to be conducted in a real life, they are divided into various jobs, which are to be performed by numerous state organs (Jovičić, 2018).

Even though there are different types of view regarding state functions, everyone agrees that one of the most important legal state functions is exactly the function of protection of social peace and safety, i.e. prevention of possible inner wars between social groups and self-willed endangerment of life and bodies, properties, commerce, family, movement freedom between individuals (meaning also tourism, as the present economy branch) and similar. Only with modern, liberal and social democracies will this legal state function grow into one of the biggest tasks of legal state order: into a legal, jurisdictional and authoritative protection of numerous personal, political, working, property, religious, ethnical, cultural and other rights and freedoms of a human and a citizen – and not only against economic violation, but also against violations of rights and freedom, given by the state authority (Savić, 2005).

Therefore, we can conclude that a care for security is the main responsibility of a state. Additionally, in order to improve and maintain security, a state cannot try to influence on moral and character of a nation. A state can and shall only perform activities that indirectly and directly interfere with other peoples` rights, make decisions only on debatable rights, establish violated rights and punish individuals, while doing it all by its specialized organs. This is why it is of extreme importance to define the extent of a term security and why we are going to devote special attention to the matter in the next part of this paper. Therefore, citizens can be considered secure only when in a state, while performing the rights that belong to them, regardless if those rights concern their personalities or their properties, they are not obstructed by foreign interferences.

Security must be provided to all citizens equally on one side and on another to the state itself. It cannot be spoken about security of a state if its citizens are not safe, nor it can be stated that citizens are safe when a state is intimidated by certain endangerments. Hereby, it is interesting to mention an opinion of a German theoretician Humboldt, who in his discussions regarding the importance of security of individuals and state underlies that a state shall not require security for anything else but for the given authority

and for the recognized property. Furthermore, a state shall not limit activities performed by citizens without violation of rights, which are withholding themselves or their properties. This means, a state shall not necessarily deprive citizens of freedom in order to maintain security, since this act also abolish their security. That is why security can be disturbed by actions that violate other peoples` rights or by actions, whose consequences are to be feared of (Humboldt, 1991).

Bogoljub Milosavljević emphasizes that "the maintenance, i.e. the realization of inner and outer security is one of the crucial functions of each state and therefore, for those purposes, a state dispose with certain security forces: military, police, security services (to be more precise: security-intelligence services), as well as other organizations" (Milosavljević, 2011). It is not a rare opinion that "a security function is connected with state activities on maintenance of sovereignty and territorial integrity, with fights against criminal and with repression in some countries" (Grčić, 2000). Based on mentioned facts, it can be concluded that security represents one of the essential state functions. That means that realization of security through activities performed by specialized state organs is one of the elemental functions, which includes performance of security activities for protection of adopted values. Security function can be established through security politics or strategy of a certain state and it also involves control of endangerment of adopted values, i.e. control of modern challenges, risks and threats for safety. For a successful realization of security, it is definitely needed to establish other state functions (function of state and community existence, class function, peace function, freedom function, social security function, cooperation function, integration function (Jovičić, 2018) and others).

SECURITY AS A TERM

It is generally known that security has emerged and developed along with the living world, i.e. humans. One of the human main occupations has always been how to struggle (survive), how to develop and how to provide the extension of the human race. A lot of years later, security has spread onto security of a whole social community, i.e. a state, its citizens,

material goods, plant and animal world, so that nowadays definition of security has to be a lot wider term. Security today is a condition of economic survival, growth and continuous development. Simply, it is the crucial need of every human, natural, animal and technical being (Daničić & Pilipović, 2015).

Security is a wide area and different groups have different relations towards it. However, regardless of the behavior of different groups related to this important matter, it is a fact that security from the emergence of human society until nowadays has always been present in social life and is definitely a main human need. Therefore, there are no members of any social groups or organization that are not interested for status of their personal and property security.

Security is the essential need of a society in general and of everyone of us individually, regardless of any difference. Security is not everything in our lives, since we need a whole list of different activities for a required life quality, but it can definitely be stated that without security everything becomes (Jovičić, 2011). Security as a term is hard to define, since there are more meanings in theory, legislation and everyday praxis. A term of security is one of the most used terms in modern environment along with other terms, such as: globalization, transition, terrorism etc… This tells us that security in modern conditions has reached its full culmination in significance and has entered to a sphere of interests of all categories in a society. A recent study, which showed that a word security is one of the most used terms on internet explorers, confirms this statement. A word security is used more often on internet than words: politics, war, peace or God.

There are not so many words, which can be understood in so many different ways, such as it is the case with a term security. If we consider the term in a broader sense, it would mean a situation in which country or citizens as individuals are free from any danger. This means, it is a state in which someone (country, citizens, property etc…) are secured from any danger. Therefore, it can be concluded that an individual is secured from treats if he/ she is not exposed to endangerment and violation of his/ her physical integrity, privacy, main rights and freedoms, and especially right on property, which also includes protection against alienation, destruction or damage of property. In contrary, an individual is safe if he/ she is not

exposed to any kind of danger, i.e. if his/ her main rights and characteristics mentioned above are protected from violation (Jovičić & Šetka, 2018).

When we talk about security, we shall emphasize that it is not natural, but it is a civilization fact, present from the emergence of organized societies. This is also supported by a fact that Aristotle as the main goal of state function defined realization of security and prosperity of citizens (Stajić, 2003). Through the total historical development up to nowadays, it has been shown that there is no such thing as absolute security and that a state, no matter how strong it is, cannot establish absolute prosperity, but through means of physical coercion, which is devoted primarily to the police, it has become the most legitimate to care about security through activities of its institutions.

Therefore, security of a country is a state of protection from dangers, i.e. from endangerment and violation of main country elements, including country territory, citizens and authority and legal order in general. If a state of protection of all the country elements is functioning, then we can say that a general security status of a country is on a required level. Security of certain country elements can only be conditionally observed, since state security is related to its completeness (Jovičić & Šetka, 2018).

If there is no required security level, then there is no individual human freedom, which however does not allow an individual to establish himself/ herself a required security level independent of state. This means that if someone is interfering into other people`s matter, breaking rules thereby, then it is necessary that a state through its organs conduct activities on prevention of those acts in order to achieve a required level of security. This represents definitely a need of all citizens and a goal of a country is to enable it, as one of the main social elements. This is definitely a reason why security today is more than ever organized by legal regulations of a state (Jovičić & Šetka, 2018).

Security cannot be established without limitations of certain freedoms, i.e. behaviors, but it shall be kept in mind that a state even then when is limiting citizens behavior is doing it for their security. Hence, security can be observed from different aspects and there is no universal definition. Among many definitions coming from various authors, the one belonging

to Slobodan Miletić seems to be completely acceptable. He defines security in a following way: "a founded, maintained and improved state of a country, established by legally arranged and secured social relations, with an effective protection of a country and its inhabitants from all (external and internal) illegal acts (activities), which jeopardize legal order, sovereignty, independence and territorial completeness, function of state organs, performance of economic and social activities and realization of freedoms, rights and responsibilities of human and citizen" (Miletić, 2003).

Modern security systems are organized with a goal to protect vital values in a society. The vital values, especially in the modern age, include freely business performance. Tourism, as already mentioned above, has been more and more present as an economic activity, i.e. an economic branch, which in some countries takes a key place in realization of national incomes. According to some data, in Serbia tourism is the third economy branch if we consider how much it contributes to the gross domestic product.

INFLUENCE OF SECURITY ON TOURISM DEVELOPMENT

All social activities are subordinated by security status, including also tourism as a more and more present activity in the whole world. Exactly that is why planning of security in tourism is one of the essential and initial functions in the system of process functions of modern tourism management. Taking in consideration the actual status of security in the world, a planning process in the last few years was greatly narrowed down to crisis management with prevention activities as the main goal. Selections of touristic destination are based more and more on information about the actual security and safety situation on the corresponding location.

The concept of security is to enable society to gain goals, which are mainly related to protection of self-existence and progressive development according to the current possibilities. Function of security is nowadays wider, since activities of security organs include certain activities of social subjects, which are not primarily employed in the security sphere. In this way, it is no longer considered that protective function is only achieved via security subjects; security function is separated as a single function and

is identified as a protective function in the whole (Daničić & Pilipović, 2015).

Types and sources of security endangerment are various. With tourism development, new ways of endangerment of tourists` security are also expanding. It is completely understood that all countries, especially the ones with developed tourism, are investing a lot of efforts into activities, which will enable tourists to feel safe. The most common type of security endangerment is definitely criminal. Criminal is a negative phenomenon, which exists and develops parallel to emergence and development of a society. It jeopardizes all citizens and tourists, as well. Tourists are a special category on a target of professional criminals, who focus their activities especially to the touristic population. Therefore, tourists must be careful when it comes to criminal, otherwise they might become victims. For example, some countries are known for their organized criminal. They are considered to be extremely dangerous destinations and warnings on criminal status and corresponding behavior released from those states shall not be ignored, if an individual wishes to visit the country. A really fresh example supporting this fact is Argentina, which announced the extraordinary status because of a high criminal growth rate[6]. There are more types of criminal, but some of them have special impact on touristic arrivals such as thefts, heavy thefts, rapes, murders, frauds etc…

Information on criminal trending and public interests on criminal status shall be obtained in order to understand better possible consequences for tourism and for a society in general, and to project and perform preventive activities for reducing the risk of criminal acts. Just like state via its specialized organs (police after all) is observing a status and movement of criminal acts and is establishing new methods of suppression of new crime types, so are criminals (criminal organizations) observing status in spheres of their interests and are directing their further activities according to current conditions. With a higher number of tourists, a number of criminals (thieves and shoplifters), who aim tourists for their targets, is also rising. A huge number of thefts are happening on beaches, park places, hotels, apartments and other places where tourists are to be found.

6 https://www.google.com/search?q=vanrednos+stanje+u+buenos+airesu+argentina&rlz=, web page access date: 15.02.2019

Beside thefts, tourists can be victims of some other types of criminal acts. Hence, it is not rare that tourists become victims of rape, murders, kidnapping etc… Data from the last few years state that many touristic destinations can be considered as really dangerous for women, since they are often on target of local men and they could be raped. Women shall take special caution and accept seriously warnings they receive. There are some destinations, which are not recommended for women to walk alone, especially in the evening hours (Egypt, India etc…). According to a study of the Indian Chamber of Commerce, in India in 2013 there was a huge decrease in touristic arrivals, precisely minus 25%, while the number of female tourists from January to March 2013 was decreased for 35%. This is caused by a grouped rape of one young Indian girl, which completely shocked local and world population. Beside local girls, foreign women are also jeopardized in India. There were some cases where female tourists from western developed countries were victims of rape as well. According to a study, 72% trips were cancelled in travel agencies by women from the United Kingdom, the United States of America, Canada and Australia. Tourists, who cancel their trip to India, usually travel then to Malaysia, Thailand, Indonesia or Vietnam. This trending is a heavy punch to Indian tourism, since the weather from January up to March is the second half of their touristic season. In 2012 around 6.6 million of tourists spent around 13 billion Euros in India[7].

Hence, a modern tourism and security are deeply related. In the current moment, security represents one of the most important elements by selection of a touristic destination. Security can never be absolute, since some situations cannot be predicted and they are out of human reach, so that sometimes it is impossible to defend from them (e.g. from natural disasters). There is also no absolute safety when we speak about endangerment caused by human actions. For example, nowadays and especially in the last decade, Islamic extremists represent one of the biggest dangers for safety in general and for safety of tourists of course. These extremists have been changing their acting and organizational methods for years, but the main medium of their action has always been terrorism. In the South

7 http://www.dw.com/hr/zbogslu%C4%8Dajeva-silovanja-turisti-ne-idu-u-indiju/a-16717210, web page access date: 08.02.2019

America, with the most dangerous countries Mexico and Costa Rica, there is a different type of terrorism: kidnapping and blackmails of tourists and business people. Terroristic threats are becoming a common part of life in the modern age and they will probably represent danger for future period of time as well. Some countries, as Jordan, are becoming collateral victims of regional insecurity perception. There was no violent incident in Jordan in last eleven years, however, a number of tourists from Europe has decreased for 72 %, as a consequence of bad happenings in South Africa[8].

It is very important to be aware of the fact that a modern tourist does not only pay for accommodation, service or a good, but is also buying experience and adventure. The feeling of insecurity or non-protection is not a pleasant feeling. According to the American psychologist Abraham Maslov, a need for security is on the second place on the hierarchy of human needs, just after physiological needs. In the case that security is neglected, that will result in irreplaceable (human) and market damages. A higher level of security is not only affecting tourism, but is also upgrading a quality of life of local population and is improving competitiveness of a destination. A touristic destination can create a good reputation and image on the market, which can vanish in a single moment. Most likely would the image be destroyed because of some event, which violated security in the area. In the mentioned case of India, where decrease of 35% of female tourists was recorder because of the frequent rape rate, travels have been redirected to other countries: Thailand, Malaysia, and Vietnam. That speaks clearly how low security levels negatively influence on Indian tourism.

Therefore, modern challenges are completely confirming a thesis that the world nowadays has become a dangerous place to live in. Despite of all optimistic annunciations about the end of the history and about a beginning of a new age, where universal values will dominate, creating fertile ground for peaceful relations between countries, that did not happen in the end. The world nowadays is more divided than in the time of bipolar relations between big forces; there is no new type of polycentric world order and instability on different places in the world confirms process fluidity. With all mentioned, a world order cannot be understood as a stage that was

8 http://hrturizam.hr/itb-turizam-i-sigurnost, web page access date: 14.02.2019

attached to achievements of Westfall`s peace or as an organized relationship system, which is accepted by everyone or at least by a vast majority of states.

Dilemmas between global and partial are confronting more and more on economic and political scenes. Even though it looked like that dilemma had been solved and that a globalization process absolved a great number of questions about how the world future would look like, that is still not accomplished. Economic-financial crisis, terrorism and a huge number of refugees that came to Europe are the main factors leading to the new renationalization and a stronger opinion that a national state is a warranty of safety, stability and prosperity (Vukadinović, 2017).

It is completely clear that a secure ambient is needed for tourism development. If security is not on a required level, which is unfortunately the case in many countries, that can influence really badly to a number of touristic arrivals and on prosperity in general. Among numerous types and sources of safety endangerments, terrorism nowadays is the most common problem, which definitely influences negatively on tourism as well.

TERRORISM AS A SAFETY THREAT FOR TOURISTS

Word terrorism has its roots in a Latin word "*terror*", meaning an intensive fear, horror. In addition, it also originates from a French word "*terrere*", which refers to sowing fear and represents a method of planned and systemic use of violence in order to wake fear in people in order to achieve political goals. In a wider sense, terrorism can stand for a violent action, performed out of political reasons, for intimidating and unscrupulous breakage of resistance of the ones, who are affected by this action. It shall definitely be kept in mind that each type of violence does not represent a terrorism and this is important because terrorism shall be distinguished from citizens` war and other armed activities (guerilla warfare). Terrorism is a type of individual, illegitimate, illegal and non-institutional violence directed against some country, i.e. against certain social institutions. Terrorism is more often performing its activities on system representatives and innocent victims, than on real and potential political opponents (Simeunović, 2009).

As already concluded, tourism has become a global phenomenon, while tourists and touristic destinations have become one of the favorite targets of terroristic and other groups because of their attraction in media, economic significance and indirect political and symbolic meaning. Additionally, frequenter attacks on touristic objects and infrastructure show that moving towards "easy targets" (business units, hotels, urban centers, touristic complexes and objects) is partially because former targets "have been strengthened" and harder to access. Regional attacks in New York on 11.09.2001 not only confirmed that terrorism is the biggest threat to the economic stability, regional peace and security, but they also showed a close connection between terrorism, economy and tourism (Keković & Kešetović, 2011).

Terroristic attacks, even politically motivated, cannot be characterized as political crisis. They are events that appear out nowhere, last very shortly and draw immediate public attention. Political crisis, on the other side, does not always have the same level of public attention, they have prolonged negative effect on travels into affected regions and they can create permanent obstacles in international tourism. Terrorism jeopardizes the complete humanity. When it comes to tourism, terroristic targets are transport systems (water, road, air), hotel- hospitality capacities, congress, festivals, carnivals, sport events etc… The aim is to create material damage and human victims[9].

Impacts of terroristic attacks depending on methods could have direct or indirect consequences for touristic system. By the rule, true targets are not direct victims, but government and political order. Connection between criminal, violent terrorism and tourism can be understood and classified in many different ways. This usually begins from tourists as accidental victims and grows up to extreme cases of terroristic attacks against tourists or tourist capacities. Therefore, violence is understood as a message, which gets its strength through media reports and in that way produces projected damage for tourism as an economy branch.

In the last few years (especially in 2015), Europe is in fear of terrorism. This fear affected of course tourism as well, resulting in less interest for

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certain destinations, while some other touristic places have become more popular in the same time. European leaders have united in the mean to stabilize the situation and defeat this common security problem. However, even beside evident mutual activities directed against terrorism and even though there was no greater attacks in Europe in the last few years and there was decreased number of this type of attacks in former popular touristic destinations, the fear in Europe is still there. According to statements of the Community of British touristic agencies, "sun lovers" do want to feel safe and therefore in year 2016 travels to Tunis were decreased for 90 %, to Egypt 70 % and to Turkey, after the attention of putsch, for 30 %. Hence, security situation affected greatly on the way people choose touristic destination. People do not want to travel to East Mediterranean (Turkey, Egypt, Tunis etc…) and they prefer to travel to some destinations with an established required level of security.

How huge negative impacts terrorism had on tourism is supported by the headlines in media, which only before two years would suggest that a tourist map of the world is changing by the speed of lightning. Terrorism is a reason why tourists start to avoid favorite destinations, along with epidemics and migrant crisis[10].

There is no doubt that security has a great role when it comes to selection of a touristic destination. Terroristic attacks have significantly impacted on decrease of touristic travels to some currently unsafe destinations, but however terrorism did not convince tourists not to travel, they have just changed their mind regarding the final destinations. This means, security has become the crucial factor for tourists.

CONCLUSION

Tourism today is a mass social phenomenon and appears as an established need, search, aspiration of individuals, who belong to different social layers, ethnicities, races and religions. It is a phenomenon, which has started to spread with the appearance of industrial society and which is

10 https://www.kurir.rs/planeta/2129735/terorizam-upropastio-turizam-evo-koje-zemlje-gube-a-ko-profitira, web page access date: 14.02.2019

still developing and spreading, changing and adjusting according to social changes that are happening over time, pushing at the same time its own components (Šuran, 2016).

Tourism is definitely an important economy branch, in some countries at the very top by its incomes. Tourism is often mentioned as the most important single source of employment in the world and it is estimated that touristic economy (which besides direct touristic industry also includes related sectors, such as construction engineering and finances) enables up to 11% of the global employment. Tourism is considered as an industry that offers the best possibilities for economic growth and employment mobilization. Anyhow, a role and a contribution of tourism to employment and development varies significantly dependent on size, character and level of development and relative importance of touristic industry in a single country or destination (Bošković, 2009).

In order for tourism to achieve all positive effects as an economy branch, it is necessary to provide required security for performing this complete process. Thereby, it shall be kept in mind that security of all citizens is important and not just tourists` security, and that in that system everyone shall cooperate. This means that employees in tourism sector have to work with others employees in security sector, primarily with police. Tourism demands from the police to form specialized organizational units within its structure, which will be only devoted to provision of tourists` security. A nice example for that is Egypt, with established special service units within the police, which is called "touristic police" and whose activities are only directed to provision of security services to tourists and tourism as an essential social activity.

It is really important that security service units (police after all) are organized in that way that the primary focus is on the protection of people, locations or places where tourists are to be found; it is not too much if the reputation of a certain destination is protected. Considering all the facts mentioned above in this article, it is visible that tourism and tourists are currently threatened by two types of risks. The first one is criminal, such as thefts, kidnappings, intimidations, frauds and other criminal acts, while the other one is terrorism and everything related to it, representing the most actual threat nowadays.

Furthermore, it is crucial that tourists feel safe and that demands that threats and dangers are identified in a timely manner by responsible authorities and by other citizens and general public. Tourists must have the feeling that everyone is making sure that they are safe, meaning that the police is not the only subject taking care about their security. People who are selling touristic services shall also take care about tourists` safety, work closely with the police and other subjects related to tourism.

Even though in the last decade the whole world was exposed to various types of attacks and insecurity, traveling options are not decreasing. Every individual has to decide for himself/ herself according to the financial and other affinities which destination is the best one for visiting. Serbia can take its chance here and increase number of foreign tourists, but in the same time it has to observe the security situation and to conduct required measurements to enable quality security services beside regular touristic offers. Since tourism in Serbia is currently getting more and more popular, maybe it is also time to consider a formation of a new specialized unit within the Ministry of Inner Affairs, which would perform activities related only to tourists` security during their traveling through Serbia and during their stay at a certain destination.

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