

Status and Perspectives of Rural Tourism Development in the Autonomous Province of Vojvodina

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Abstract

This paper presents the study of the status and problems in rural areas of Vojvodina. Vojvodina villages that are economically and demographically devastated have been singled out. Special emphasis is placed on the status and perspectives of development of rural tourism in this Province as one of the supplemental sources of revenues of rural households. Some of the present limitations of the faster development of this branch of economy have also been pointed out. In the end, the development opportunities of this form of economic activity in rural areas are highlighted, with a special emphasis on salas farmsteads as specific forms of rural way of life and agricultural production organisation.

Key words: rural tourism, limitations, perspectives, "salas" farmsteads

JEL Classification: R11, R12

Introduction

Rural areas have been neglected for years and without development perspectives in our country and other countries as well. However, within the last twenty years, rural development has been in the focus of attention of the scientific and professional public in Europe. This issue is studied by economists, agro-economists, rural sociologists, town planners, tourismologists, etc. Rural areas occupy about 85% of the territory of Europe and Serbia. More than 50% of inhabitants live in them. These are significant resource and consumers' areas. Taking into account a constant decline in revenues of food producers in the conditions of economic crisis, the need to find the supplemental sources of revenues for households is increasing. Such possibilities can be found in the development of small and medium-sized enterprises in rural areas that rely on agriculture as the raw material basis.

The second pillar of the Common Agricultural Policy of the European Union stimulates rural development. The Common Agricultural Policy of the EU has shifted the focus of its activities from market support to financial support to rural and sustainable development.¹ In addition to

¹ Erjavec, E., Volk, T., Rednak, M., Bogdanov, N., *Izazovi poljoprivrede Zapadnog Balkana u perspektivi pristupa Evropskoj uniji – osvrt na agroprivredu Srbije*, Tematski zbornik „Agroprivreda Srbije i evropske integracije: Gde smo i kako dalje? DAES, 23.04.2009.

the fact that rural areas offer the market agricultural-food products, forest fruits, products made of wood and household products, they are also leisure, tourism, recreation resorts, and places for living in general. The opportunities are open for new, non-agricultural activities and services. Rural tourism enables diversification of activities at agricultural estates or in their surroundings with a view to acquiring alternative revenues and increase of income. The farmers regain their dignity and self-confidence that they have lost within the last fifty years in processes of “urbanisation“ and “mechanisation“ of rural areas. Rural communities are also seen as socially desirable communities in which all human needs can be satisfied: economic, family, cultural and educational.

The subject of research conducted in this paper includes the status and problems of rural areas and rural tourism in the Autonomous Province of Vojvodina. The limitations related to available human and financial potentials have been particularly emphasised.

The *objective* of the research is the analysis of the opportunities and perspectives of rural tourism development, with a special consideration attributed to “salas” farmsteads. They represent specific destinations that can be the main magnets for domestic and foreign demanding tourists thanks to their diverse offer.

The analysis of contents of available references and documentation is an integral part of this paper. Temporal series and graphically presented researched phenomena have been created based on statistical data. In addition to that, we have also conducted the field research, namely the interviews with 48 owners of “salas” farmsteads.

The research includes the period starting with 2000 until 2010, depending on available statistical data. For the period from 2006 to 2010, we used the data that refers to investment into human and material resources and for the period from 2000 to 2004 and from 2006 to 2007, we used the data on utilisation rate of available accommodation capacities for two “salas” farmsteads since others have not kept regular records. We used the materials of the Republic Ministry of Agriculture, Forestry, and Water Management, Republic Statistical Institute and modest results of previous researches as sources of data.

Results of the Research and Discussion

Deep changes have occurred in all the spheres of life in rural regions of the Republic of Serbia. “Extinction of villages” represents the most visible and most dangerous sign of changes in a long-term sense. It is the matter of demographic emptying, in particular when it comes to villages that are at larger distances from urban centres, namely those that are poorly connected with such centres as regards communication. In such villages, as a rule, only the oldest remain, and they are insufficiently motivated for innovations and modernisation. They are not capable of designing the future.

There are about 4,800 villages in Serbia today. The average age of inhabitants of most villages is around 60. Each fourth village in Serbia is vanishing. More than 200 villages do not have a single inhabitant who is younger than 20. That is why the mortality rate is constantly increasing. It should be pointed out that Serbia is entering the stage of deep demographic old age at the beginning of this millennium: 22 districts out of 29 in total record a negative birth rate.

Within the last thirty years, about 80 municipalities have undergone an intensive process of demographic emptying. An insignificant increase in number of inhabitants in time intervals between two Censuses is exclusively the result of mechanical inflow of inhabitants and not of its natural growth. Accelerated decrease of rural population (depopulation of rural areas), which surpassed the dynamics of reduction of agricultural population (de-agrarisation) is the largest structural development problem of Serbian society.

On the other hand, the speed at which the number of inhabitants of Belgrade, Novi Sad, and Nis has been growing in the same period has increased for more than 50%. If such a trend continues, a larger part of the territory of Serbia could turn into a true demographic “desert” in the future.²

Out of 465 inhabited places in the Autonomous Province of Vojvodina, 415 are rural settlements. There are 43.3%, i.e. 879,697 out of 2,031,992 inhabitants in total who live in those settlements. An average Vojvodina rural settlement has around 2,200 inhabitants and 22.94% of them are older than 60. A worrying fact is that 87% of 415 settlements in total record a negative birth rate. It is negative in 38 out of 45 municipalities, which together with migratory tendencies of the population from villages into urban settlements points to a necessity to consider possible solutions of those problems.³

The demographic situation in Serbia and Vojvodina is exceptionally unfavourable. The evaluations of demographic tendencies for the future decades made by many analysts are even more pessimistic. This points to the need for elaboration of a comprehensive, integrated, complex, and also highly differentiated programme of demographic renewal of the Republic of Serbia. When it comes to rural areas, it is necessary to develop a new development strategy for agriculture and rural areas, the key element of which should be the concept of integrated rural development.

Agriculture is still the basic economic activity and the main source of revenues. However, it is characterised by low productivity and competitiveness, a high level of extensive production with low revenues per household. In addition to low revenues of agricultural producers, foreign direct investments in agriculture make below 1% of the total.

The purchase power of consumers is also exceptionally low. Beside the above-mentioned, significant characteristics of rural areas in Vojvodina also include a low level of diversification of economic activities and high unemployment rate. That is why there is the need for supplemental sources of revenues. Development of rural tourism is one of the possibilities for diversification of economic activities and for generating of supplemental revenues – which is also the subject of this paper. There is natural attractiveness for such development, but there is no well-designed social activity. For example, out of 415 rural settlements in Vojvodina only 17 have partially developed some forms of rural tourism.⁴

Rural Tourism: Development Opportunity or Fashion Trend?

Within the last few years, there have been more and more articles in the world and domestic specialised bibliography about the development of rural tourism. Is it a development opportunity or a fashion trend? According to most theoreticians, rural tourism represents the development challenge. It should be the activities performed by the individuals who live in rural areas and wish to acquire supplemental revenues and improve their economic position. The interest should also be shown by local communities, Vojvodina and even the Republic of Serbia as a whole. However, declarative commitment alone is not sufficient for successful dealing with rural tourism but it also requires knowledge and concrete measures and activities.

The tourist offer has to be of high quality when it comes to accommodation, quality of meals and offered contents. It is necessary to include in the offer different recreational, cultural, and

² Gulan, B., *Perspektive ruralnih sredina u Srbiji*, 2009, available on the web site <http://www.agropress.org.rs/tekstovi/11708.html>

³ Pokrajinski sekretarijat za poljoprivredu, vodoprivredu i šumarstvo, *Vodič: Poljoprivreda Vojvodine i približavanje Evropskoj uniji*, Novi Sad, 2009, p. 268.

⁴ Villages in Vojvodina in which rural tourism is developed the most include Čerević, Gložan, Kovačica, Skorenovac, Čenej, Begeč, Bački Breg, Bukovac, Bački Monoštor, Palić, Čantavir, Tavankut, Kelebija, Hajdukovo, Elemir, Stajičevo, and Botoš.

other activities. Users of services should be informed about cultural-historical heritage of the region. The offer has to be attractive in order to attract tourists from the country and from abroad. It should be taken into account that the rural tourist is also an active tourist, namely hobbyist who requires full comfort. That is why the offer has to be well designed, promoted on domestic and international market with good use of management and marketing skills.

In accordance with the above, it is also necessary to adopt an adequate education and professional approach. All those who are interested in this economic activity (individuals, rural households, local communities) need to be educated.

Limitations in the Development of Rural Tourism

The existing limitations need to be eliminated in order to improve the development of rural tourism. The most significant limitations include:

- a large gap between declarative commitments and reality;
- insufficient investments in human and physical resources;
- underdevelopment of associations in this field;
- poor connections and development of infrastructure;
- absence of touristic infrastructure;
- lack of shops with traditional Vojvodina products (souvenirs);
- old and single-member households;
- low level of education of rural population and low level of inclusion into touristic offer;
- underdeveloped tourist brand of the product and region;
- insufficient differentiation of products compared to competition;
- absence of destination management organisation;
- inadequate promotion of touristic potentials;
- small number of accommodation capacities, unfavourable structure and low quality;
- poor touristic signalisation;
- insufficient care for the environment;
- absence of quality projects and plans for tourism in municipalities.

Encouraging Tendencies

In 2005, the Law on Tourism regulated the meaning and rules in the field of rural tourism for the first time in Serbia. Until then, the Law did not recognise that form of entrepreneurship and that was why there were no adequate regulations. The Law used to be highly liberal because it allowed private persons to provide accommodation and meals for capacities up to thirty rooms and to provide catering services to tourists who were accommodated at other places and to picnic outdoors without imposing any obligations related to sanitary-hygiene regulations. Despite that fact, there was still a very small number of tourist entrepreneurs in Vojvodina who organised rural tourism in the spirit of that law.

There is a more obvious tendency for entrepreneurs in rural areas to deal only with the organisation of certain segments of touristic activities such as renting of rooms, organising different events, catering (only meals). That is why no adequate records have been kept on rural touristic households or control of the offer and its quality. A new Law on Tourism, which was

enacted in 2009, defined that field of tourism more precisely. As the Law has set it forth, a person dealing with rural tourism is the one who provides services of accommodation and meals in rural tourist household. Natural persons can provide services such as preparing and serving of food and drinks mainly made by himself/herself.

A new Law also sets forth observing of the minimum technical and health-sanitary conditions. It has also been determined that the competent local self-government authority shall keep a record on rural tourist households and submit quarterly reports to the Register of Tourism. This should identify the overall offer of rural tourism and enable an adequate control that should contribute to the increase in quality.

The Strategy of tourism development in the Republic of Serbia lays down the projections for creating all forms of tourism in the period until the year 2015. The estimates are that the number of overnight stays in rural areas of the Republic of Serbia will increase from 408,580 (registered in 2004) to 1 million (in 2015). Projections are that 15% of that number will be overnight stays of foreign tourists. Vojvodina should see its chance in those forecasts and activate available human and material resources through increased investments.

Frankly speaking, it should be said that there are encouraging tendencies in Serbia and in Vojvodina. The process of investing in the development of rural tourism, primarily in human and physical resources has started.

For example, the Department of Agro-tourism and rural development was opened at the Faculty of Agriculture in Novi Sad in 2008. At the Faculty of Science and Mathematics in Novi Sad, the students attend lectures in international economy and rural tourism within the study programme of Tourism and Catering while at the Faculty of Agriculture in Zemun there is a subject entitled Economics of rural tourism. Such innovations in university education are supported by experts that deal with this issue professionally and take care of the education of those who are interested in this activity. Education should be carried out:⁵

- from village to village;
- entirely free of charge for all interested persons;
- during the period of the year when there are no agricultural activities.

Special attention should be directed towards education of the young who could decide to deal with this activity professionally and on a long-term basis.

In addition to investing into human capital, which is becoming the key element of increase of competitive advantage at the international market⁶ in all domains, meaning in this field of economic activities as well, there are also initial steps in investing into physical resources (renovation of the existing and building of new facilities). According to the available data of the Ministry of Agriculture, Forestry, and Water Management of the Republic of Serbia, the funds for the renovation of traditional rural households and for promotional and educational activities have been allocated on a regular basis since 2006. For example, in the period from 2006 to 2008 (three years) a total amount of 91,580,215 dinars was spent for that purpose in Serbia, 13.3% of which were realised in Vojvodina (Figure 1).

⁵ Bošković, T., Andrić, N., Tomić, D., *Ljudski i finansijski resursi – činioci razvoja ruralnog turizma u AP Vojvodini*, uvodno predavanje na skupu „Selo i turizam“, 03-04.06.2010. Velika Plana.

⁶ Komnenić, B., Tomić, D., Tomić, G., *Measuring Efficiency of Intellectual Capital in Agriculture Sector of Vojvodina*, *Applied Studies in Agribusiness and Commerce – APSTRACT*, Agroinform Publishing House, Budapest, 2010, pp. 25-33.

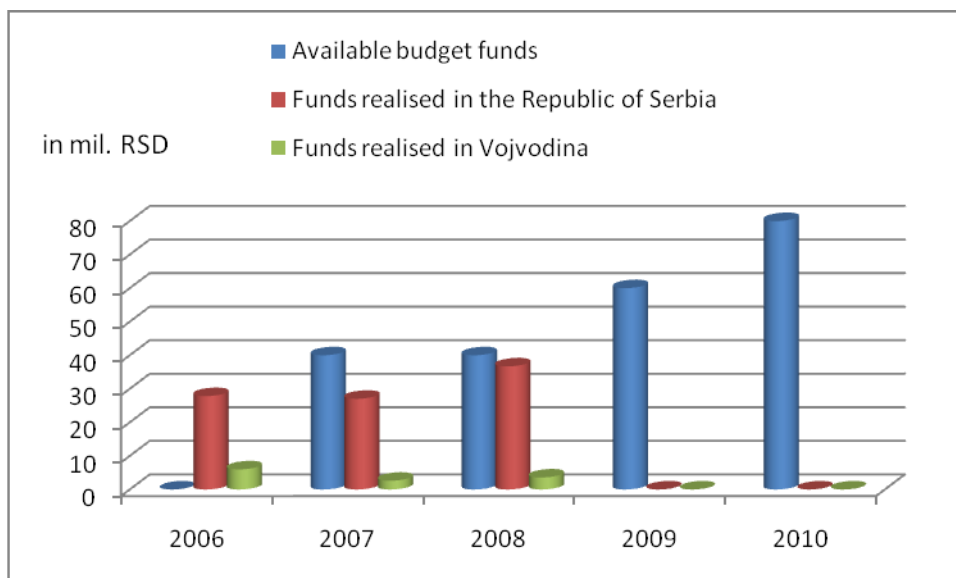


Fig. 1. Available and realised funds in Serbia and Vojvodina (period from 2006 to 2010)

Source: Budget support of the Ministry of Agriculture, Forestry, and Water Management of the Republic of Serbia to the development of rural tourism, calculation made by authors.

Out of the funds that have been realised in Vojvodina, 84.36 percents refer to renewal of traditional rural households (renovation of the existing facilities). Much lower percentages (15.64%) refer to promotional and educational activities (Figure 2).

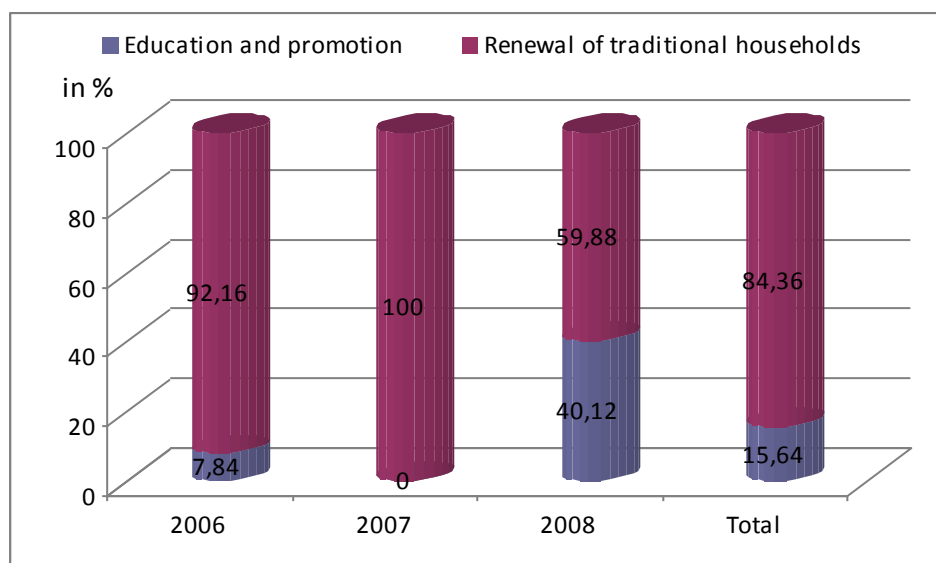


Fig. 2. Structure of realised financial resources for the development of rural tourism in the Autonomous Province of Vojvodina (period from 2006 to 2008)

Source: idem

Looking at data per districts in Vojvodina (Figure 3) it can be concluded that the funds that have been realised are the largest in the South Backa District (48%), followed by West Backa (24%) and South Banat District (14%). The total of realised funds for the region of Backa makes 74%. Such a high percentage of funds compared to 26% that have been realised in total in Srem and Banat can be explained by the existence of typical autochthonous agricultural households in this region that are called "salas". The renewed and renovated "salas" farmsteads have become a unique rural tourist product that is positioned on the tourist market of Serbia, completed with

recreational contents and together with cultural-historical heritage, multiculturalism and customs and it will soon be the case with the market of Europe as well.

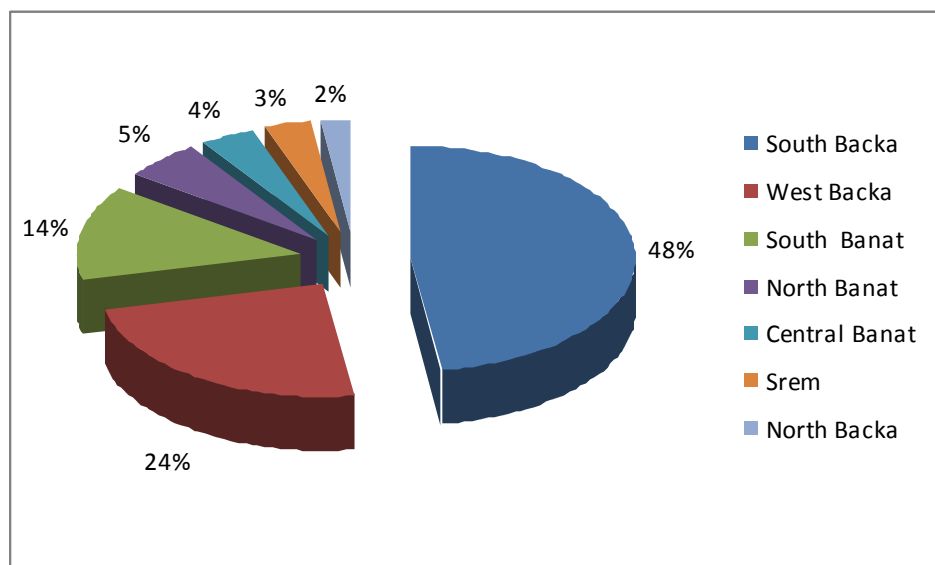


Fig. 3. Funds used for development of rural tourism in the Autonomous Province of Vojvodina per districts

Source: idem

Definition and Significance of “Salas” Farmsteads

“Salas” farmsteads are specific planning and architectural units that are typical for the Pannonian plain. They are lonely habitats in the outskirts parts of urban and rural settlements. “Salas” farmsteads are not only specific creations of the popular building tradition but they also represent a specific way of living and of conducting economic activities. The largest number of “salas” farmsteads has been preserved in the area of north Backa and they represent the trademark of Vojvodina in the sense of cultural heritage.

The word “salas” is of Hungarian origin and it describes a farmstead with all necessary buildings, cattle and tools for rational cultivation of land.⁷ “Salas” farmsteads are mostly built in the centre of large agricultural surfaces with a view to facilitate land cultivation. Some families living at those farmsteads used to have houses both in a village and in a town, but elderly family members and children who attended school mainly used them. They rarely went to a village or town, mainly in order to deal with specific tasks, sell agricultural products or attend different celebrations and events. People who lived at such farms used to be friends to each other and they used to gather occasionally most often upon completion of agricultural works and during winter.

Economic significance of “salas” farmsteads was also high since they supplied the surrounding towns and villages with products from animal breeding activities and field crops. The significance is also confirmed by the data that there were several thousands of “salas” farmsteads throughout Vojvodina in the period between the two World Wars. “Salas” farmsteads lost that significant role in Vojvodina agriculture and in the life of the surrounding towns in particular during the years after the World War II, in parallel with modernisation of agricultural production and implementation of agrarian reforms. Many “salas” farmsteads were re-arranged and adapted to a new way of life in that period so that they lost their authenticity.

⁷ Vujačklija, M., *Leksikon stranih reči i izraza*, Prosveta, Beograd, 1974.

According to one classification several types of "salas" farmsteads can be singled out:⁸

- *The first* group consists of isolated "salas" farmsteads that were at a distance one from another and that had a large economic yard extending into a field. They used to be the most typical "salas" farmsteads.
- *The second* group occurred by the middle of the 19th century based on division of family land onto smaller land plots. The owner of each land plot built a "salas" farmstead on his/her own land. Those "salas" farmsteads are more densely distributed since the land plots are smaller and distributed without any order.
- *The third* group of "salas" farmsteads was built along the old roads and set close one to another.
- *The fourth* group includes "salas" farmsteads distributed in a street formation. Building of "salas" farmsteads at smaller land plots resulted in the fact that they were distributed more densely and in the street formation.
- *The fifth* group covers landowners' estates that were much more richly equipped.
- *The sixth* group are modern "salas" farmsteads that were built in a contemporary style and much better equipped.

"Salas" farmsteads in the area between the Danube and Tisa, from Titel, Novi Sad and Backa Palanka up north to Sombor and Subotica have been best preserved in terms of resisting the time. Most of those "salas" farmsteads date back to the 18th and first half of the 19th century. Although their appearance and purpose have been changed up to a significant extent, the vital properties of specific housing, old tools, dishes, costumes, and some customs have been preserved.

Although they represent the trademark of Vojvodina, "salas" farmsteads have never been sufficiently used in tourist presentation. However, during the recent period in parallel with the trend of return to nature, "salas" farmsteads have started coming back onto the tourist scene. The awareness of their significance for culture and tradition of Vojvodina is growing and the work on their revitalisations through tourist activating begins.

Marketing strategy of tourism of Vojvodina (2009) presents the results of the poll conducted among different stakeholders in tourism (tourist and other tourism related economy, public and para-public bodies in tourism, associations, etc.). The researches have shown, *inter alia*, that "salas" farmsteads are one of the most recognisable brands of Vojvodina. Even 36% of the interviewed declared "salas" farmsteads as touristic products no. 1 in Vojvodina. When it comes to promotional symbol or slogan, most of the interviewed stated they could not recognise any. However, 7% of the total number of the interviewed considered the "salas" farmstead as promotional symbol or slogan, 4% stated well wheel and sunflower, 4% stated artistic presentation of the Pannonian house, 4% stated the Vojvodina house, which points to the recognition of rural symbols and "salas" farmsteads.

"Salas" Farmsteads – Diverse Tourist Offer

Although there are several hundreds of "salas" farmsteads today at which people live and work, only 48 "salas" farmsteads have been identified based on the conducted researches that are open as tourist destinations (Table 1). Those are "salas" farmsteads that are promoted via the Internet presentations or that are included in tourist offers of municipalities they belong to. Some of them display a complete offer for an interesting, peaceful, comfortable holiday in a rural

⁸ Košić Kristina: *Ruralni turizam Vojvodine i održivi razvoj*, doktorska disertacija, Prirodno-matematički fakultet, Novi Sad, 2009, p. 299 str.

environment, far away from urban noise and rich in cultural and sports contents. Others represent ideal places for the organisation of different educational workshops, literary and artistic colonies, and for providing children and adults with the possibility to enjoy the nature.

Table 1. List of "salas" farmsteads with tourist offer contents

Name	Offered contents				Name	Offered contents			
	Accomm.	Meals	Recreation*	Culture**		Accomm.	Meals	Recreation*	Culture**
Art salas Višinka				AC, EC	Salas Bošnjak	+	+	HF, S, AA	EC
Babin salas	+	+	HF, AA, S	CM	Salas 137	+	+	S, HF	
Bakin salas	+	+	S		Salas 84	+	+	HF	CM
Beljanski raj		+			„Slano Kopovo“				
Brkin salas	+	+	HF, S, AA		Pejićev salas			S	
Capriolo	+	+	HF		Salas Đorđević	+	+	S	
Cvejin salas	+	+	HF		Salas uzdača		+	AA	
Dida Hornjakov salas	+	+	S	EC	Salas Đuze Svorcana			S, HF	
Jelen salas	+	+			Salas Katai	+	+	S, AA	EW, EC
Katićev salas	+		HF	EC, CM	Salas kod Zuka		+	HF	EC
Kizin salas				EW	Salas Prodanov				EW
Kosoruš salas	+		HF, AA		Salas Stojić		+	AA	
Kucora salas		+	HF	AC	Monikin salas				EW
Majkin salas		+		EC	Salas Udvari	+		HF	
Cvetni salas	+	+	S, HF	EW	Salas Volića			AA	EW
Mladin salas	+	+	HF, AA		Salas Gnjezdo	+	+		
Salas Toše Zeremskog					Majur Roža	+	+	S, HF, AA	
Naš salas	+	+	S		Salasi Obornjača		+	S	EC
Salas Dimitrija Miodragovića	+		EC		Vinska kuća Ačanski	+	+		
Perkov salas		+		EC, CM	Salas Čuvarđić	+	+		
Rokin salas			S, AA	EC, EW	Zekin salas		+	HF	EC, CM
Salas „Filić“					Zeleni dvor	+	+	HF	

Source: Research of the authors

Note: * HF – hunting and fishing; AA – participation in agricultural activities; S – sport

** EC- ethno collection; AC – art colony; CM – visits to cultural-historical monuments; EW – educational workshops

The following can be concluded based on the conducted researches:

1. Out of 48 "salas" farmstead, 6 possess a complete offer (accommodation, meals and some forms of recreation and cultural contents);
2. Four "salas" farmstead dispose of accommodation capacities without organised meals and with some forms of cultural activities;
3. Four "salas" farmstead provide only catering services (meals without accommodation);
4. Other "salas" farmsteads provide accommodation services, meals and sports or cultural activities.

For example, based on the collected data for only two "salas" farmsteads (others do not keep regular records), it comes out that the utilisation rate of accommodation capacities varies and depends on the season. Based on the data obtained from the archives of Salas 137 for the period from November 2006 to July 2007, it can be concluded that the highest utilisation rate of accommodation capacities was in May (88.76%) and July (86.22%) and that the lowest was in

February (44.70%). This confirms the thesis that the largest turnover of guests is registered in spring and summer months (Table 2). A significant inflow of tourists in May and July is conditioned by events that are organised in Novi Sad at that time - International Agricultural Fair is organised in May and Music Festival EXIT is organised in July.

Table 2. Number of overnight stays and utilisation rate of accommodation capacities

Month	Number of overnight stays	Utilisation rate (%)
November	613	61.92
December	669	65.40
January	601	58.75
February	413	44.70
March	576	56.30
April	572	57.78
May	908	88.76
June	749	75.66
July	882	86.22

Source: Archive of Salas 137, according to Kotic, 2010

If we look at the available data of the second “salas” concerning the number of tourists and overnight stays in the period from 2000 to 2004 (Table 3), we can notice that those numbers are increasing. So we can only assume (because of the modest data) that the interest in these type of farmsteads is higher each year.

Table 3. Number of tourist and overnight stays in the period from 2000 to 2004.

Year	Number of tourists			Number of overnight stays			Average length of stay		Utilisation rate (%)
	Total	Domestic	Foreign	Total	Domestic	Foreign	Domestic	Foreign	
2000	570	422	148	1462	1181	281	2.8	1.9	30.12
2001	585	430	155	1295	1032	263	2.4	1.7	33.59
2002	611	455	156	1508	1228	280	2.7	1.8	39.13
2003	755	565	190	2075	1695	380	3.0	2.0	53.82
2004	854	609	245	2450	1887	563	3.1	2.3	63.56

Source: Archive of Majkin Salas, according to Kotic, 2010

Providing of catering services, namely consummation of food and drinks makes a significant segment of the offer aimed at attracting tourists to rural destinations, in addition to accommodation, cultural and recreational activities. In specialised bibliography, this method of selling of agricultural-food products is called the invisible export. The essence of this term is the placement of products through meals provided to foreign tourists. In addition to products made by conventional methods, the awareness on significance and relevance of products made by organic methods is getting more and more developed (although still at a very slow pace).⁹ Owners of “salas” farmsteads could organise organic production of food, which would improve the quality of their offer even more, in particular for foreign tourists. That would also contribute to increase in the revenues of the households – by organising organic food production, on the one hand, and higher quality meals for tourists, on the other hand. Through invisible export the

⁹ Tomić, G., Obradović, S., Bugar, D., *Ruralni turizam u Srbiji – činilac plasmana proizvoda organske poljoprivrede, s posebnim osvrtom na turiste EU*, uvodno predavanje na skupu „Selo i turizam“, Velika plana, 03.-04-06. 2010.

revenues are also increased due to reduction of costs of transport, storing, distribution, etc. "Salas" farmstead are suitable for such a form of agricultural production organisation.

Conclusions

Based on the obtained research results we can come up with the following conclusions:

- Rural areas in Vojvodina are economically and demographically devastated;
- It is necessary to find supplemental sources of revenues for rural households;
- Rural tourism could be one of those sources;
- There are many limitations to more intensive development of rural tourism;
- Some encouraging tendencies can be noticed;
- The significance of rural tourism is recognised in the Strategy of development of tourism of Serbia;
- A new Law on Tourism that regulates this field has been enacted;
- Investments in human and physical resources are ascending mildly;
- "Salas" farmstead have the leading role in development of rural tourism in Vojvodina;
- Quality of the contents and diversity of offer are getting higher;
- Development of rural tourism enables the invisible export of food and increased foreign currency inflow;
- Rural tourism in Serbia and Vojvodina has a development perspective.

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Statutul și perspectivele dezvoltării turismului rural în provincia autonomă Voivodina

Rezumat

Articolul de față prezintă studiul efectuat cu privire la statutul și problemele zonelor rurale din Voivodina. Au fost identificate satele din Voivodina care sunt devastate din punct de vedere economic și demografic. Se accentuează în mod special statutul și perspectivele dezvoltării turismului rural în această provincie drept surse suplimentare de venituri pentru gospodăriile rurale. Au fost identificate și câteva dintre limitările dezvoltării rapide ale acestei ramuri economice. În final, sunt subliniate oportunitățile de dezvoltare ale acestei forme de activitate economică în zonele rurale, cu accent pe fermele de tip „salas” ca forme specifice ale modului rural de viață și de organizare a producției agricole.