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с международным участием,
посвященной 100-летию высшего аграрного образования
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В настоящем сборнике представлены материалы Всероссийской научно-практической конференции с международным участием «Агротехнологии XXI века». Статьи посвящены основным проблемам и перспективам развития сельского хозяйства, анализу и обобщению современного состояния АПК, а также результатам научных исследований российских и зарубежных ученых.

Представленные материалы будут интересны для ученых, аспирантов, преподавателей сельскохозяйственных вузов, студентов и специалистов АПК.

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Земледелие, растениеводство, переработка сельскохозяйственной продукции; почвоведение, агрохимия и экология; лесное хозяйство; зоотехния и ветеринарная медицина; механизация сельского хозяйства, технический сервис в АПК и техносферная безопасность.

Часть 2

Экономика, финансы, коммерция, менеджмент, бухгалтерский учет, товароведение, прикладная информатика; управление земельными ресурсами, архитектура и строительство; гуманитарные науки; физико-математические науки.

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**МЕЖДУНАРОДНОЕ СОТРУДНИЧЕСТВО
КАК ВЕКТОР РАЗВИТИЯ АГРАРНОЙ НАУКИ**
**INTERNATIONAL COOPERATION
AS A DEVELOPMENT VECTOR IN AGRARIAN SCIENCE**

**OPPORTUNITIES FOR RURAL TOURISM DEVELOPMENT IN SEMBERIJA
REGION (REPUBLIC OF SRPSKA, BOSNIA AND HERZEGOVINA)**

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Abstract. Official statistics confirm that tourism is one of the fastest growing sectors in Bosnia and Herzegovina (BiH), especially in rural areas, and can create new employment opportunities and increase the overall attractiveness of these areas. The aim of the research is to analyze the potentials of rural tourism development in the Semberija region. This research encompassed extended literature review and primary data collected through face-to-face survey questionnaire conducted in September 2018 with 51 respondents operating and living in rural area of Semberija region. Results showed that rural tourism has great potential which is not fully exploited. Further development of rural tourism will enable the retention of the population in the rural areas of the Semberija region, increase their income and will play an important role in preserving our tradition and customs. Consequently, greater commitment is needed for all actors to improve and promote this branch of tourism in order to achieve the growth of rural non-agricultural economy and meet the needs of tourists.

Key words: rural tourism, Semberija Region, Bosnia and Herzegovina.

INTRODUCTION

BiH is one of the most fertile countries in Europe and more than 60% of its inhabitants live in rural areas, and only Montenegro (95%), Ireland (72%) and Finland (61%) have a higher proportion of rural population [1]. BiH has unlimited capacities for the development of rural tourism in rural areas. About 81% of the total territory of BiH can be classified as rural. According to the OECD criteria, 114 out of 143 municipalities in BiH can be qualified as rural [2]. From the aspect of diversification, the types of tourism in BiH that should be in focus are: cultural heritage, religious heritage, adventure tourism and eco-tourism. BiH is already well positioned, especially in eco-tourism. Eco

- tourism (e.g. tourism in fast and immobile waters and hunting and fishing tourism) has been recognized as the area of strategic development of Republic of Srpska (RS), the Federation of BiH and Brčko District [3]. Primary producers and rural communities are increasingly turning to tourism as an alternative means of achieving sustainable development through the diversification of economic activity. Rural tourism is considered as a form of alternative tourism. It covers a wide range of activities, natural or artistic attractions, amenities and facilities, transport, marketing and information systems [4]. Tourism is called rural when rural culture is a key component of the product being offered [5]. Rural tourism is not just tourism based on agriculture. It also includes weekends in nature, ecotourism, walking, climbing and riding, adventure, sports and health tourism, hunting and fishing, educational travel, art and cultural tourism and ethnic tourism [4]. In BiH, there are plenty of pensions, rural households, campsites, vineyards, mountain lodges and ethno villages that provide rural tourism services sports and recreational facilities such as hunting and fishing, rafting, then participating in food business and caring for animals, riding, visiting significant historical sites and so on.

The aim of the research is to analyze the development potentials of rural tourism in the area of the City of Bijeljina.

MATERIALS AND METHODS

This research encompassed extended literature review and primary data collected through face-to-face survey questionnaire conducted in September 2018 with 51 respondents (14 owners and managers of rural tourism facilities, 16 local service providers and 21 inhabitants of rural areas) operating and living in Semberija region.

Three different questionnaires were used for different groups of respondents. In addition to general data about respondents (name, age, level of education, occupation, etc.), respondents were also asked the following:

- owners and managers of rural tourism facilities: opinions and perceptions on rural tourism in that area; the main reasons why visitors choose rural tourism and localities; suggestions for attracting more tourists; their willingness to invest more in activities related to rural tourism.
- local service providers (officers in the post office and banks, doctors, teachers, etc.): experience with tourists who used the services; opinions on rural tourism and its potential; and suggestions for attracting more tourists to the area.
- inhabitants of rural areas: assessment of local government activities in the field of rural tourism; opinions on rural tourism; potential contribution of rural tourism to the local economy; suggestions for attracting more tourists; readiness to engage in tourism activities; training needs.

RESULTS AND DISCUSSIONS

Rural tourism is a novelty in the tourism sector and tourist offer in RS and BiH [6], [7]. It is considered one of the important strategies for diversifying the rural economy in BiH. Responsibilities in terms of rural development and tourism development are

completely at the entity level [6]. Support to the development of rural tourism in RS has been provided through the Ministry of Agriculture, Forestry and Water Management and the Ministry of Trade and Tourism. In addition to entity financial allocations, additional financial resources for the development of rural tourism come from the budgets of local municipalities [7].

Characteristics of respondents: People with different occupations and different ages were interviewed. The survey was attended by 51 respondents and the average age was 39.8. The youngest respondent was 20 and the oldest 62 years old. Most of the respondents completed secondary school, 24 respondents (47%), 14 respondents (27.4%) completed faculty education, while 3 respondents (5.88%) completed primary and college education. A certain number of respondents (7 or 13.7%) did not answer this question or their answers are unclear. The occupations of the respondents were different: caterer, farmer, trader, teacher, pharmacist, nurse, psychologist, driver, economics technician, engineer and geodetic engineer, student, etc.

I. Survey on rural tourism for owners of tourist facilities

Characteristics of tourist objects: A total of 14 owners of catering/tourist facilities were interviewed. The largest number of catering/tourist facilities was cafes (6 or 42.8%), restaurants (4 or 28.5%), camps (3 or 21.4%) and one cottage (9%). The total number of employees in these facilities was 64 out of which there were 39 men (60.9%), and 25 women (39%). According to the structure of guests, there were large number of locals from the municipality and residents from neighboring municipalities (71.4%). Nine (64.2%) respondents stated that the highest tourist attendance was achieved during the summer, which further indicates that activities should be undertaken to attract the same number of guests throughout the year. For 12 (85.7%) interviewed, the management of hospitality/tourism facilities was a family business, 11 (78.5%) of respondents stated that their work was profitable, and the same percentage of respondents stated that dealing with this business was their primary activity. A high percentage of respondents stated that their jobs were profitable, giving them a good basis for dealing and dissemination of this work, and 8 respondents (57.1%) expressed their intention to expand their business through the construction of: playgrounds for children, hotels, motels, resorts, organizing ceremonies (weddings, baptisms or birthday celebrations) or by providing the possibility of introducing pets to the facility.

Products and services: Total (12 or 85.7%) of offered catering/tourist facilities had typical food and drink from the region. The food offer was dominated by traditional dishes, grill, pies, cured meat products, soups, bakeries, fish specialties, mushrooms, brandy, honey and cereal products. Two facilities offered, except food and drinks, other activities such as: camping, foosball, hunting, fishing, walking by the river, boating and swimming school. The remaining two facilities offered only offer accommodation without food and drinks. Based on these data we can conclude that the offer is quite limited and that the activities offered by these caterers are not adequate for the youngest, so we should strive to increase the content for children, but also new activities for adults. Typical foods from the region can be interesting for both domestic and

foreign tourists who want to try something new but can also be the catalyst for the production of agricultural raw materials from which these dishes are cooked. By introducing dishes from other regions, foreign tourists could be attracted, giving at the same time the opportunity to domestic tourists to try something new. According to the results of the survey, we can see that most of the products (meat, fish, cheese, vegetables, fruits, drinks, etc.) are purchased from local producers, and smaller quantities on the market or they originate from their own production, most often fruit, vegetables and drinks. Producers have a market for their products, but this again provides the opportunity for caterers to start their own production in order to reduce procurement costs and also complete the production process from field to table. According to the respondents, the natural environment, food quality, quality of service and architecture of the building are the most common reasons for arrival of guests. The fact is that most of the respondents indicate the natural environment and food quality as the primary reason, the quality of the service as the second and the architecture of the catering/tourist facility as the third reason for tourist visits. Caterers use local advertising (28.5%), followed by social networks (21.4%) posters and signposts and personal contacts (14.2%), as the most common way of advertising.

Business problems: According to the results of the survey, the biggest problems in the business are: (i) high taxes and liabilities towards the state, (ii) inadequate infrastructure, (iii) financial constraint and lack of financial means, (iv) polluted nature, (v) lack of local community support, vi) high prices of raw material. Only one entrepreneur from the agency for small and medium-sized enterprises received aid from institutions/organizations, while thirteen (92.8%) did not have any help. The problems faced are varied, but most of these problems could be overcome with the help of a local community or other institutions that could provide financial support or reduce their taxes. None of the examined entrepreneurs had any joint activity with other catering/tourist facilities, local authorities, the local community, NGOs, etc. It is necessary to work on connecting caterers because joint activities and connecting of caterers, institutions and non-governmental organizations would allow direct presentation of the offer through various fairs connecting them with potential tourists.

Access to the infrastructure: On the basis of the obtained data, all catering/tourist facilities had water, ten (71.4%) had sewerage, while four (28.5%) did not have sewers. Thirteen (92.8%) facilities had containers around buildings or garbage cans in the facility, with seven buildings (50%) having a fixed telephone line, while the other seven did not have it. All fourteen objects provided cell phone signal, while eleven (78.5%) of the facilities had access to the Internet. Based on the results we can conclude that most of the catering/tourist facilities have access to the most important infrastructure and are adequately equipped with waste disposal facilities, which is very important due to environmental protection.

Opinion on rural tourism: According to the results of the survey, twelve (85.7%) respondents had the opinion that rural tourism in this municipality had great potential which was not utilized enough, due to which rural tourism was poorly developed. One

respondent believed that some progress had been made in recent times while others had the opinion that progress was at the low level. Suggestions for attracting more tourists to rural areas were very different: (i) greater investments in this area, (ii) greater and more diversified offer of products and services, (iii) better promotion and marketing, (iv) infrastructure construction, (v) organization of joint events and fairs, and (vi) greater involvement of the local community and other institutions. Local community activities were poorly rated and all respondents expected greater involvement of both local and republican institutions in order to promote rural tourism through joint efforts and funds. Eight (57.1%) entrepreneurs would be more engaged investing in the improvement of rural tourism offer by building hotels, hostels, lodging and eco lakes, while six (42.8%) entrepreneurs did not intend to expand their business. The opinion of the respondents on the resources that could be used in the development of rural tourism in this municipality was: clean nature, natural resources (rivers, lakes, forests), rich history of the city, traditional food, agricultural products and home-made products.

II. Survey on rural tourism for local service providers

A total of 16 people of various age and occupations were interviewed. The survey results show that only seven people had experience with tourists, and the services they offered were the most common information about the natural potentials of this area or they were working as guides. Regarding the state of rural tourism in this municipality, opinions were divided. Most respondents believed that rural tourism was poorly developed but had great potential, and all 16 respondents believed that rural tourism in this municipality could help in increasing income and creation of new jobs. The respondents' suggestions to attract tourists were: (a) better organization, (b) the opening of several restaurants, hotels, resorts, taverns, sports centers, (c) landscaping of forest paths, (d) better promotion of the offer, (e) opening of an ethno village, (f) organizing trade fairs to promote the offer, (g) arranging excursion sites and clearing activities in the environment. Based on the results of the survey, we can conclude that caterers and local service providers have a similar opinion on both the state of the rural tourism and the activities that would help in its development for enabling the arrival of more tourists.

III. Survey on rural tourism for residents of rural parts of the municipality

A total of 21 people were interviewed. Opinions on tourism in the municipality were very different, but most citizens (about 62%) agreed that tourism was poorly or insufficiently developed, but had great potential. Other opinions were that it was very underdeveloped, well developed, rising and developing rapidly. All respondents agreed that tourism in the municipality could increase revenues and create more job opportunities. Regarding proposals for attracting more tourists to rural areas, the responses were very different including: (i) higher investments in content and increase in content for tourists, (ii) organic food production, (iii) attracting foreign investors, (iv) construction, (v) better marketing, and (vi) investment in hunting and fishing, and the construction of campsites and picnic sites. Almost all respondents thought that the local government was not enough dedicated to the development of rural tourism and lacking

to undertake few activities in order to improve this area. It is interesting that 48% of respondents did not intend to invest in tourism activities mostly due to lack of money and time or other occupations, while 52% of persons would be engaged or would invest in tourism by organizing fishing competitions, presenting potentials abroad, by building amusement parks or by opening a restaurant where the main offer would be home-made food. All respondents thought that people had to be educated about how to deal with rural tourism in this municipality. According to respondents, the institutions to be addressed for advice on starting businesses connected with the rural tourism were: municipalities (43.5%), travel agencies (33.3%), international organizations (17.9%), municipal residents and advisory services (12.8%), etc.

CONCLUSION

The results of the research show that there is a great potential for the development of rural tourism in the region of Semberija, which is still not sufficiently exploited. For the further development of rural tourism, it is necessary to improve the promotion of the offer, invest more in capacities expanding the supply of products and services, greater involvement of local authorities through the provision of subsidies and incentives, or through education of the rural population on the possibilities of this type of tourism. The residents should be educated about how to make a tourist destination from their household, how to place their products, how to promote their offer, how to achieve cooperation with the local community, and get the resources needed to start or expand their work and how to adopt new knowledge and skills. They also need to be familiar with the rural development strategy of Republic of Srpska. It is needed to increase investment in infrastructure primarily in the construction of roads to villages that have the potential to deal with rural tourism and to enable public waste management in villages without it at the moment. It can be concluded that rural tourism represents a great chance of retaining the population in the rural areas of Semberija region and the City of Bijeljina, enabling them to increase their income and play an important role in preserving their traditions and customs.

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ВОЗМОЖНОСТИ РАЗВИТИЯ СЕЛЬСКОГО ТУРИЗМА В СЕМБЕРИИ (РЕСПУБЛИКА СЕРБСКАЯ, БОСНИЯ И ГЕРЦЕГОВИНА)

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Аннотация. Официальная статистика подтверждает, что туризм является одним из наиболее развивающихся секторов в Боснии и Герцеговине (БиГ), особенно в сельских районах. Данный сектор может предоставить новые возможности для трудоустройства населения и повысить общую привлекательность этих территорий. Цель исследования – анализ возможностей развития сельского туризма в Семберии. Данное исследование включает в себя расширенный обзор литературы и первичные данные, собранные с помощью социологического опроса, проведенного в сентябре 2018 года. В опросе принял участие 51 респондент. Участники опроса работали и проживали в сельской местности Семберии. Результаты показали, что сельский туризм имеет большой потенциал, который еще не полностью раскрыт. Дальнейшее развитие сельского туризма позволит удержать население в сельских районах Семберии, увеличить его доходы, и сыграет важную роль в сохранении традиций и обычаев. Следовательно, всем участникам нужно совершенствоваться и продвигать данную отрасль туризма для увеличения роста сельской неаграрной экономики и удовлетворения потребностей туристов.

Ключевые слова: сельский туризм, Семберия, Босния и Герцеговина.