



**ISCTBL 2020**

INTERNATIONAL SCIENTIFIC CONFERENCE

Универзитет „Гоце Делчев“ –  
Штип

Goce Delchev University  
Shtip

Факултет за туризам и бизнис  
логистика

Faculty of Tourism and  
Business Logistics

**Трета Меѓународна Научна Конференција  
Third International Scientific Conference**

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС  
ЛОГИСТИКАТА ВО 21 ВЕК**

**CHALLENGES OF TOURISM AND BUSINESS  
LOGISTICS IN THE 21ST CENTURY**

**ЗБОРНИК НА ТРУДОВИ  
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Питер Табак, извршен директор, водечки регионален економист за економија, политика и управување на Западен Балкан, Потпретседател за политика и партнерства, Европската банка за обнова и развој - *„Economic outlook for the Western Balkans during and after the epidemic“*

Милан Здравковиќ, извршен директор на операторот на дистрибутивниот систем во Ј.П.Србијагас, Белград, Србија – *„Supply of natural gas in COVID-19 conditions - experience and expectations“*

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### **Plenary session**

Prof. Gligor Bishev, University Professor and Chairman of the Board, Sparkasse Bank-Skopje – *“The impact of the pandemic on economic developments”*

Peter Tabak, Executive Director, Leading Regional Economist for Economics, Policy and Governance in the Western Balkans Vice-President for Policy and Partnerships, European Bank for Reconstruction and Development - *“Economic outlook for the Western Balkans during and after the epidemic”*

Milan Zdravkovic, Executive Director of the Distribution System Operator in J.P Srbijagas, Belgrade, Serbia – *“Supply of natural gas in COVID-19 conditions - experience and expectations”*

Prof. Misko Dzidrov, University Professor and Vice-rector for Teaching and Students, Goce Delcev University of Stip – *“UGD in a time of pandemic”*

Prof. Tatjana Boskov, University Professor and Dean of the Faculty of Tourism and Business Logistics, Goce Delcev University of Stip – *“The impact of coronavirus on global growth and global supply chain shifts”*

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**УНИВЕРЗИТЕТ „ГОЦЕ ДЕЛЧЕВ“ - ШТИП**  
**GOCE DELCEV UNIVERSITY OF STIP**

**ФАКУЛТЕТ ЗА ТУРИЗАМ И БИЗНИС ЛОГИСТИКА**  
**FACULTY OF TOURISM AND BUSINESS LOGISTICS**

ТРЕТА МЕЃУНАРОДНА НАУЧНА  
КОНФЕРЕНЦИЈА

THIRD INTERNATIONAL  
SCIENTIFIC CONFERENCE

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС**  
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13 ноември, 2020, Штип / Shtip, November 13<sup>th</sup>, 2020

## ПРЕДГОВОР

Факултетот за туризам и бизнис логистика при Универзитетот „Гоце Делчев“ во Штип, беше организатор на Третата меѓународна научна конференција „Предизвици на туризмот и бизнис логистика во 21 век“. Конференцијата се одржа на 13 ноември 2020 година на платформата Microsoft Teams, со повеќе од 90 учесници од матичната земја и странство. Оваа година Меѓународниот научен комитет брои еминентни професори од нашата земја и над 15 странски земји како Израел, Шпанија, Франција, Молдавија, Италија, Грција, Египет, Полска, Турција, Романија, Бугарија, Србија, Хрватска, Босна и Херцеговина и Словенија.

Целта на оваа конференција е да промовира поголемо разбирање на бизнис администрација, логистиката, туризмот и угостителство во однос на управувањето, економијата, образованието и претприемништвото. Ова подразбира дека фокусот на учесниците го насочивме кон најновите трендови и предизвици во врска со развојот на туризмот, менаџирањето со компаниите, пазарот на труд, можностите за придобивки и профит, изгледите за подобра конкурентност на меѓународниот пазар, што пак е императив за финансиската стабилност на нашата земја во целина.

Имено, со пристигнатите трудови и авторските истражувања се оствари целта на конференцијата - а тоа е оценувањето на тековната состојба и идните изгледи за развој на микро план што се однесува на домашниот пазар, како и движењата на глобалната економија, подготвувајќи ја бизнис заедницата за предизвиците со кои ќе се соочуваат при остварувањето на нивните цели, што де факто влијае врз одржувањето на финансиите особено во времето кое го живееме под притисокот на пандемијата.

Препораките кои се пренесоа се однесуваат како да се зајакнува капацитетот на компаниите како и промените во регулативите кои го диктираат нашиот пат кон ЕУ. Дискусиите во текот на конференцијата беа одговор на тоа како реагираа и се позиционираа менаџерите на финансиски средства во услови на голем пазарен ризик, пазарни шокови и турбуленции и како треба да се подготвуваат инвеститорите во поедини сектори. Трудовите прикажаа изгледи и кон идната интеграција на земјите од Западен Балкан, со осврт на досегашните постигнувања и идните предизвици пред овие економии како и размена на искуства на сите учесници кои сме денес присутни од повеќе земји.

Токму овие препораки треба да бидат двигател на процесите на реформата во насока на подигање на квалитетот на образованието заради поголема продуктивност на трудот, конкурентност на економијата и намалување на неусогласеноста на понудата на вештини и компетенции како и побарувачката на пазарот на труд.

Постигнувањето на овие цели е заедничка задача на сите оние што се во позиција да го дадат својот придонес за имплементација на реформите во општеството. Токму тие реформи, тие промени во начинот на пристап, методологија на работа и организација, не треба да ги правиме само за да станеме дел од економскиот блок, туку да бидат во насока да постигнеме нешто друго, многу позначајно, односно сите напори што ги правиме да бидат за остварување на повисок степен на благосостојбата на нашите граѓани, за создавање на достоинствени услови за живот и работа.

Во регионот, меѓутоа и пошироко, во Европа, искуствата се најразлични. Наидуваме на успешни, и на не толку успешни модели. Токму ваквите научните конференции, дебатите што се развиваат тука, се најдобриот начин за размена на искуства, за идентификација на предизвиците и перспективите, за споредување на моделите и третирањето на нивните недостатоци или предности, меѓутоа и презентирање

на можните нови комбинирани модели. Едукацијата на новите генерации кои ќе бидат подготвени да се соочат со предизвиците што ги носи глобализацијата, е заеднички предизвик на Универзитетите, на бизнис заедницата, но и на централната и локалната власт.

Штип,  
13 Ноември 2020

Главен уредник  
Проф. д-р Татјана Бошков, *Декан*

## PREFACE

The Faculty of Tourism and Business Logistics in Gevgelia, part of the University Goce Delchev from Shtip, hosted the Third International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century". The conference was held on 13<sup>th</sup> of November 2020 on the platform Microsoft Teams, with more than 90 participants from the country and abroad. This year the International scientific committee included eminent professors from our country and more than 15 from foreign countries, such as Israel, Spain, France, Moldova, Italy, Greece, Egypt, Poland, Turkey, Romania, Bulgaria, Serbia, Croatia, Bosnia and Herzegovina and Slovenia.

The aim of this conference is promoting a greater understanding of the business administration, logistics, tourism and hospitality in terms of management, economics, education and entrepreneurship. In that context, the focus of our participants was on the latest trends and challenges related to tourism development, company management, labour market, opportunities for gain and profit, opportunities for better competitiveness in the international market, which is imperative for the financial stability of our country entirely.

Furthermore, the conference papers and authors' researches fulfilled the aim of the conference, the assessment of the current situation and future prospects for the development of the micro plan in terms of the domestic market, as well as the global economy changes, prepared the business community for the challenges that will they face during their goal achievement, which de facto affects the maintenance of finances especially in the time we live under the pandemic pressure.

The detection of the conditions that have been presented is a real mirror of where we are, where we have been, and what is even more difficult, to answer the question what next? Achieving these goals is a common task of all those who are in a position to contribute to the implementation of reforms in society. Exactly those reforms, those changes in the way of approach, methodology of work and organization, we should not make only to become part of the economic block, but to be in the direction of achieving something else, something much more significant - efforts for achieving a higher degree of well-being of our citizens, for creating dignified living and working conditions.

In the region, but also beyond, in Europe, the experiences are diverse. We come across successful and not so successful models. Exactly such scientific conferences, debates that develop here, are the best way to exchange experiences, to identify challenges and perspectives, to compare models and how to treat their disadvantages or advantages, but also to present possible new combined models. The education of the new generations that will be ready to face the challenges posed by globalization is a common challenge of the Universities, the business community, but also of the central and local government.

Shtip,  
November, 13<sup>th</sup>, 2020

Editor  
Tatjana Boshkov, Ph.D. *Dean*

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## RURAL TOURISM IN VOJVODINA?

Research of achieved quality of service as perceptions of future development of rural tourist product

*Drago Cvijanović<sup>1</sup>; Tamara Gajić<sup>2</sup>; Dejan Sekulić<sup>3</sup>*

### Abstract

*The topic of rural tourism is very attractive and current, as evidenced by the number of foreign and domestic research. The authors of the paper investigated the degree of achieved quality of services in rural areas of Vojvodina. The aim of the research was to establish the level of quality of services provided to tourists in several rural households in Vojvodina, as an integral part of the Republic of Serbia. The research sample included a total of 214 respondents. The results of the research are processed in the SPSS software, with an emphasis on the technique of analysis of variance in order to investigate the existence of differences in the arithmetic means of the given research variables. The obtained results undoubtedly show that there are statistically significant differences between the average values of the categorical variable of education and the variable quality of services. The paper represents a significant scientific contribution in the field of rural tourism development and scientific research sector, which the authors have been dealing with for many years. Through critical analysis, scientific research, and domestic and foreign literature, the authors have contributed to the enormous importance in the future planning and strategic development of rural tourism in Vojvodina.*

Key Words: *tourism, rural development, quality, Vojvodina.*

JEL classification: *Q12, R1, Z32*

### Introduction

There is no strictly defined concept of rural tourism, but in the definitions of many researches and theories, it is known to refer to areas where the natural environment prevails, rural environment, villages, hamlets, isolated farms, small settlements, where agricultural production is the main development branch. Agriculture and forestry are the main means of land use in rural areas and therefore play a significant role in rural communities, as a basis for a strong social structure and economic value, and as an instrument for managing natural resources and the environment. The policy of rural tourism development is directed, through economic, sociological and ecological activities, towards more intensive development and strengthening of the sustainability of the agricultural sector and other branches of the economy in order to

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revitalize rural areas. Proper rural development implies sustainable growth, the release of local resources, the revival of the diversity of the rural economy, the development of employment and the development of the local market. In contemporary literature and research, quality is defined as the attitude of users about the excellence of a tourist service or perhaps even about its superiority. Quality is certainly an achieved condition that reduces the gap between what is expected and what is obtained. The achieved quality satisfies all market requirements (consumer requirements), basic requirements (quality of life, employees, survival of the company), company requirements (Albacete et al, 2007). The most important pillar of economic development and market success on the world tourism market is certainly the quality achieved. Thanks to numerous positive development trends, rural tourism is one of the more dynamic and propulsive industries, with multiple multiplicative effects. This gives rural tourism a strong generating function in a wide range of activities, and it is increasingly included in the priorities of economic development of many receptive countries and their individual parts (Jelić et al, 2010). Rural tourism seems to be an appropriate means of revitalizing abandoned rural areas and ensuring their sustainability in the future through job preservation or job creation. The authors of the paper investigated the quality of services in rural households in Vojvodina. A total of 214 respondents from five rural municipalities of Vojvodina were included. The results obtained indicate the level of quality of service provided, as well as that there are statistically significant differences in the average values of the variable education and quality of service. In this paper, the authors present and argue their own understandings and attitudes on a given issue, which is a necessary feature of the importance of research for the entire economy and development of society. Thanks to these data, it is possible to take corrective measures in order to improve the rural tourist service and better market positioning of the given tourist and catering facilities.

### **Literature review**

#### *The concept of rural tourism*

Numerous world researches on the development and quality of rural services have their estimates which indicate that about 75% of the total world tourist demand is directed towards natural values and spaces, and that it is impossible to determine more precisely how much of this huge world tourist wave flows to rural areas (Latkova et al., 2012). However, if we take into account the dominant requirements of tourist demand, its pronounced selectivity and motive determination, it can be stated that a significant part of it is really directed towards rural areas. There are about 500,000 rural tourism providers in Europe with 5 - 6.5 million beds, and rural tourism accounts for about 15% of total European tourist accommodation. It must certainly be pointed out that rural areas are of extraordinary value, special ecological areas, which carry traditional culture and diversity of ethno-cultural heritage (Cvijanović et al., 2020). Petrović (Petrović et al., 2018) points out that rural tourism benefits local communities in terms of economic growth, socio-cultural development, provision of basic and non-essential services and increasing living standards. Rural poverty is a factor that can slow down or significantly reduce the intensity if the development of tourism is resorted to. Agriculture is the most important segment of rural development, but it can certainly contribute much more to the entire community in an integrated system with tourism. Peripheral rural areas are also considered to be repositories of older ways of life and cultures that respond to the search for authenticity by postmodern tourists. Encouraging rural tourism is increasingly becoming an everyday policy of planned development. Rising to meet demand, rural tourism in Serbia offers an ideal market for small businesses, directly and indirectly brings economic benefits to local businesses and encourages the development of related small businesses (Flisher et al., 2000). Special forms of rural tourism can be: tourism in rural households, hunting, fishing, ecotourism, health, sports

and recreation, residential (holiday homes), educational, adventure, transit, camping tourism, continental nautical tourism, gastronomic and ethnogastronomic (Burešova et al., 2020), tourism of protected parts of nature, cultural tourism, religious, other special forms of tourism (Cvijanović et al., 2018). There are different criteria for defining the very concept of rurality. These are often demographic factors, income level, spatial criteria, and the basic activity of the population in the territory that is defined as rural. Sociological aspects are rurally defined as a space that lags behind in relation to cultural and technological development. The features of the development of modern tourist demand are the return to nature, and green destinations, to non-urban spaces. The concept and elements of rural tourism consist of natural and cultural resources, rural heritage and activities, and the rural way of life and lifestyle (Gajić et al., 2018a, 2018b). Factors include a healthy environment, clean air, absence of noise, preserved architecture and heritage, free movement, conditions for recreation and leisure, specific catering facilities, connection with urban areas (Hall et al, 2003; Andrić et al., 2010). Everything that can no longer be found in urban areas, tourists find in the villages. These are spaces rich in greenery, sources of oxygen and clean air, spaces for activities.

### *The state of rural development in Serbia*

By the end of the 20th century, it can be said that rural tourism development in Serbia was rather out of sync with other sectors, and uncoordinated, with a very undifferentiated offer. In recent years, work has been done on planning a better tourist offer in the villages (Cvijanović et al., 2018). The vision of the development of Serbia as a tourist destination according to the Tourism Marketing Strategy is the development of rural tourism in all districts. In addition to quality and specific resources, Serbia must establish a more efficient organization and designed marketing. An important segment of European tourism is certainly the rural tourism of Serbia and all its parts. Due to many political and economic reasons, rural areas of Serbia are becoming less populated (during the 1970s and 1980s, rural tourism developed sporadically and unplanned), as evidenced by the 2011 census shows that demographic trends in Serbia, especially in its rural areas, are becoming increasingly unfavorable (Novković et al., 2013). Looking at the example of the most rurally developed European countries, such as Austria, Italy, Germany, one could look at this business model and significantly launch the tourism product rural tourism in Serbia. In these countries, tourism was used as a complementary factor to the economic development of rural areas (Petrović et al., 2018). Vojvodina has exceptional resource values as a basis for the development of rural tourism. The development of tourism in rural areas contributes to the revitalization of abandoned areas, provides new jobs and the return of young people (Jelić et al., 2010). In addition, emphasis is placed on the conservation of natural resources as a basic goal of rural tourism development. The main actor in the revitalization or renewal of smaller and dormant spatial environments, which creates economic and cultural conditions for better recovery, is the rural tourist product (Gajić et al., 2018). Also, this form of tourism helps to restructure agricultural production. The area of Vojvodina, as an Autonomous Province in the Republic of Serbia, is 21,614 km<sup>2</sup>, with a total of 467 settlements and 1,881,357 million inhabitants. In the structure of GDP of AP Vojvodina, industry represents 53.4%, services with 30%, agriculture with about 10%, and construction with 6.9%, while GDP per capita in rural areas is 74% of the national average. The agricultural population of Vojvodina makes up 26% of the active agricultural population of Serbia (Petrović et al., 2018). There is 0.88 hectares of arable land per capita. If we take into account that the average farm size is about 3.59 ha of arable land and that each farm has about three separate plots, it can be concluded that Vojvodina has a very unfavorable property structure. Significant characteristics of Vojvodina's rural areas are the low level of diversification of economic activities and high unemployment rate (over 20%) (Regional Spatial Plan of AP Vojvodina, 2011), and the rural

population faces the problem of poverty ([www.stat.gov.rs](http://www.stat.gov.rs)). However, the data point to the fact that although the unemployment rate is high, it is still lower than in urban areas of Vojvodina. A high degree of differentiation in terms of resource base, especially in the regional aspect, characterizes the rural areas of Serbia. The heterogeneity of the same area in terms of economic and social development is also one of the factors of rural tourism development (Jing, 2006). Today, it is estimated that more than 32,000 beds (registered and unregistered) in rural areas play a significant role in the rural tourism sector, and about 300 rural households with 8,000 beds provide catering services and realize more than 150,000 overnight stays per year ([www.mtt.gov.rs](http://www.mtt.gov.rs)). According to the data of the Tourist Organization of Serbia (TOS) during 2016, tourist traffic was organized in 18 municipalities (44 villages, 140 households with about 750 beds), and in 2019 in Serbia tourism was organized in 41 municipalities (119 villages, in which registered 164 households, with 570 rooms and 1,628 beds) (Cvijanović et al., 2020). Domestic visitors are 100% of all visitors to rural tourism in Serbia (Tourism Development Strategy in Serbia (2019, 2016)). On average, the price of accommodation in these facilities for rural tourists is 15 euros, which means that the average earnings of rural tourism based on accommodation and catering capacities around 6,200,000 euros (Tourism Development Strategy in Serbia 2019, 2016)([www.mtt.gov.rs](http://www.mtt.gov.rs)).

#### *The concept of quality of tourist service*

Quality is a set of specific characteristics of a certain tourist product that aims to meet the identified and expressed needs of consumers. Quality is measured by the level of perceived satisfaction (Berry et al., 1994; Blešić et al., 2011). The quality of service is measured and depends on the expectations expressed by the main actors either in tourism or tourism consumers. The key to success lies in exceeding expectations. It is necessary to meet the expectations to the extent set by the payment of the service by the tourist, but it is considered if the expectations are exceeded that it is about the achieved quality or success in doing business in the tourist market (Hensel et al., 1990; Rust et al., 1995). However, quality is a measure or level of meeting certain requirements and expectations of tourism consumers. Not every requirement or expectation is fully expressed, depending on the consumer and many other determining factors. Very often there are hidden expectations, which refer to the human factor (behavior towards consumers, respect for deadlines, etc.). In today's conditions of modern achievements, tourists are becoming more demanding in terms of their expectations (Gajić et al., 2018). The tourist market is constantly demanding new forms of quality products and services. Tourism organizations see success and the purpose of existence based only on the idea of meeting all consumer needs and achieving more than their expectations. The fact is that quality is viewed and interpreted differently, depending on who is the user of the service whose quality is perceived. Service quality is the most commonly studied category in service marketing. Also, quality is at the same time the most important factor of business performance. Quality is an attitude about the superiority of services in tourism, which is formed based on the assessment of expectations and perceptions (McGehee et al., 2004). Defining the concept of quality is actually defining the concept of consumer satisfaction. Most authors agree with the fact that quality differs from consumer satisfaction. Quality of service is a category in the form of service, while consumer satisfaction refers to individual service encounters.

## Methodology

### Phase I

In the first phase of the research, the authors relied on the collection of numerous statistical and theoretical data on a given topic, using a large number of scientific research papers and secondary documentation. The data used are available in a document entitled Rural Tourism Development Strategy of the Republic of Serbia, as well as the Statistical Yearbook of the Republic of Serbia. Based on previous knowledge and research, the authors gave themselves the freedom to draw their own conclusions, which enhances the importance of research. In this part of the research, the authors came to numerous data and presented them in a very clear and understandable text in the paper, with a detailed analysis of contemporary literature and research findings on the given and current topics. All facts are supported by statistical data and available documentation, which increases the importance and seriousness of the research work and the overall content of the paper. By accepting the ruling views, and emphasizing their own and very convincing statements, the authors have shown responsibility and selfless scientific commitment in their manuscript.

### Phase II

The second phase includes field research, where the authors in the period from October to December 2019, conducted a survey in rural households in 5 villages of Vojvodina. The study included a sample of 214 respondents. In the SPSS software, version 23.00, the authors processed the obtained data and presented the results through a detailed analysis of all items. Since all variables are normally distributed, the method of parametric statistics was used, ANOVA test - analysis of variance to examine the differences between the arithmetic values of the categorical variable of education and the interval variable related to the generally achieved quality of services. Before starting the analysis of variance, it was necessary to examine whether all preconditions were met. Levene's homogeneity test of variance proved that the precondition is fulfilled, because the significance level of the homogeneity test is less than 0.05.

Table 1: *Test of Homogeneity of Variances*

<i>Levene Statistic</i>	<i>df1</i>	<i>df2</i>	<i>Sig. (p)</i>
73,742	2	211	0,000

Source: *author's research*

Categorical variables are shown by relative (%) frequency. The central tendency of numerical features is shown by the arithmetic mean (m), and the scattering by the standard deviation (sd). The selected significance level is  $p < 0.05$ , and the results are presented in a table. The Cronbach's alpha coefficient determines the reliability of all items, more precisely the value of Cronbach's Alpha is 0.916, which makes the questionnaire on the basis of which the research was conducted, very reliable. The main hypothesis was set:  $H_0 =$  There is no statistically significant difference in arithmetic means between the level of education and satisfaction with the quality of services. As well as an alternative hypothesis:  $H_1 =$  There is a statistically significant difference in arithmetic means between the level of education and satisfaction with the quality of services.

## Results and discussion

In the research 214 respondents participated, and the table 2. shows more detailed data on the demographic structure of the respondents. Of the total number of study participants, 58.4% are male, while 41.6% are female. When looking at the age of research participants, the percentage of respondents in the interval from 31 to 60 years, is a total of 36.0%, while most research participants over 60 years are 37.9%. Of the total number of respondents, 40.7% belong to the group of secondary education. The level of earnings of survey participants is in the highest percentage in the range of 200-500 e (42.5%).

**Table 2: Percentage values of basic demographic characteristic of respondents**

Gender (%)		Age (%)			Education (%)		
Male	Female	18-30	31-60	More than 60	Secondary	High education	MSc,Phd
58,4	41,6%	26,2	36,0	37,9	40,7	38,8	20,6
Earnings level (euros)							
Less than 200		200-500		500-1.000		Above 1.000	
12,1		42,5		37,9		7,5	

Source: author's research

*Table 3: Descriptive statistical analysis of items*

Items of research	m	sd
<b>Dimension 1</b>		
I1 - All tourist requirements are met	1,52	0,730
I2-Meeting the wishes and needs of tourists	1,83	0,846
I3-Providing assistance	1,92	0,889
I4-Timely response to problems	1,81	0,870
I5-Care for a pleasant atmosphere	1,77	0,810
I6-Each guest is treated as an individual	2,24	0,809
<b>Dimension 2</b>		
I7-The hosts know a foreign language	2,10	0,810
I8-The hosts are doing the job properly	1,71	0,857
I9-Hosts provide all information	2,04	0,774
I10-Hosts are always present in the household	1,65	0,852
I11-The hosts are always available to guests	1,73	0,878
I12-Hosts provide guide roles	1,96	0,746
I13-The hosts know all the food	1,60	0,803
<b>Dimension 3</b>		
I14-Provided quality food	1,49	0,704
I15-Hygiene at a satisfactory level	1,58	0,834
I16-Homemade food and products	1,88	0,880
I17-Souvenir availability	2,24	0,690
I18-Preserved furniture	1,47	0,814
I19-Interior authentic	1,38	0,645
I20-Exterior rural	1,18	0,491
I21-Provided security for guests	1,47	0,736
I22-Marked all rooms	2,27	0,850
I23-Credible marketing	2,50	0,603
I24- The price is a reflection of quality	1,83	0,727

<i>I25-Costume as a form of marketing</i>	1,82	0,731
<i>I26-Animation of tourists</i>	2,00	0,917
<i>I27-Sports-recreational activities</i>	2,02	0,688
<i>I28-Organized excursions</i>	2,40	0,803

\**m* = arithmetic mean, \* *sd* = standard deviation

Source: *author's research*.

Table 3. shows a descriptive analysis of items grouped into three dimensions, which generally make up the main variable related to the examination of the quality of services received. The first dimension includes items related to the relationship with visitors. Item All tourist requests are met with an average grade of 1.52 (sd = 0.730), while the item Meeting the wishes and needs of tourists with an average grade of 1.83. Item that each guest is treated as an individual carries an average arithmetic value of 2.24, which in this dimension is the highest ranked item in terms of quality (sd = 0.809). Items of another dimension refer to the host as a service provider directly to tourists. It can be noticed that the hosts are pretty well rated. The average score of 2.10 (sd = 0.810) shows that the hosts know some of the foreign languages. The hosts also provide all the information (m = 2.04), then are always available to visitors (m = 1.73), and very often take on the role of a tourist guide (m = 1.96). Slightly worse was the item that the hosts know very well all the foods with an average score of 1.60 (sd = 0.803). The third group of questions referred generally to the quality of services provided to tourists in the villages. The average value of the arithmetic mean for the item quality food is m = 1.49, while for the item related to domestic food and products it is m = 1.88 (sd = 0.880). Tourists were also offered souvenirs on offer (m=2, 24). Regarding the interior, as one of the indicators of the authenticity of the rural environment, the average score was m = 1.38, while the exterior m = 1.18. The highest average rating in the third dimension is carried by the item related to marketing, where tourists rated well with an average rating of 2.50 (sd = 0.603). Items that talk about additional activities in the villages during the stay of tourists carry ratings of more than 2. However, tourists were not the most satisfied with the fact that the price is reflection of quality (m = 1.83, sd = 0.727).

Table 4: *Descriptive statistical analysis of dimensions and quality variables*

<i>Dimensions and Variable Quality</i>	<i>m*</i>	<i>sd*</i>
<i>Dimension I (I1-I6)</i>	1,85	0,358
<i>Dimension II (I7-I13)</i>	1,83	0,419
<i>Dimension III (I14-I28)</i>	1,84	0,308
<i>Variable Quality (DI, DII, DIII)</i>	1,84	0,266

\*m=arithmetic mean, sd=standard deviation

Source: *author's research*.

The table shows the descriptive statistical values of the three dimensions in which all items are grouped, as well as the research variables in this paper, which refers to the general satisfaction with the quality of services. It is noticed which items belong to which dimension, and the average values of the arithmetic mean for each dimension, as well as the standard deviation.

Table 5: ANOVA test for determining the difference of arithmetic means between education variables and general satisfaction with services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,341	2	1,170	19,786	,000
Within Groups	12,481	211	,059		
Total	14,822	213			

Source: *author's research*

The Anova test was used to observe statistically significant differences between the demographic categorical variable of education level and the interval variable of service quality. Based on the table, it can be noticed that there is a statistically significant difference, because  $p < 0.05$ . Based on this, in order to determine exactly where there are statistically significant differences between the categories, the Post Hoc test within the Anova technique was approached. It can be noticed that respondents with high school graduation have a statistically significant difference in this respect, where it is noticed that respondents with high school or college, while the least statistically significant difference is seen among respondents with MSc and PhD diplomas, and there were also least in research. The demographic group of respondents with college and university or faculty stands out.

Table 6: Multiple Comparisons Post Hoc

(I) The level of education	(J) The level of education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Secondary school	High School or Faculty	-,22640*	,03732	,000	-,3000	-,1528
	MSc or PhD	-,17892*	,04499	,000	-,2676	-,0902
High School or Faculty	Secondary school	,22640*	,03732	,000	,1528	,3000
	MSc or PhD	,04748	,04535	,296	-,0419	,1369
MSc or PhD	Secondary school	,17892*	,04499	,000	,0902	,2676
	High School or Faculty	-,04748	,04535	,296	-,1369	,0419

\*The mean difference is significant at the 0.05 level.

Source: *author's research*

### Conclusion

It is a well-known fact that rural tourism, in an integrated systemic development with other economic activities, can contribute to the overall social and economic development of a country. A form of business that implies a small volume of production that can also be organic, open spatial units, specific cultural, traditional heritage and society, and contact with nature is a rural tourist business. Rural tourist product can be one of the main actors in the process of revitalization of rural areas of Vojvodina. In addition, it can affect the redistribution of funds through other economic and non-economic sectors, and the development of surrounding areas. A rural tourism product could solve the problem of unemployment in Vojvodina and the state, and thus affect the reduction of depopulation, which is primarily due to economic factors, i.e. unemployment of the population. The tourist product, rural tourism, is recognized as a factor in preserving the local identity of a certain destination, preserving tradition, culture, indigenous



production, etc. The basis of the development of rural tourism is its orientation towards global trends and innovations, in order to remove or reduce dangers or obstacles in the development and placement on the tourist market. This form of tourism valorizes natural values, return to open spaces, protected environment and sustainable development.

Quality is a measure or level of meeting certain requirements and expectations of tourist consumers. Not every requirement or expectation is fully expressed, depending on the consumer and many other determining factors. Very often there are hidden expectations, which refer to the human factor (behavior towards consumers, respect for deadlines, etc.). Every interaction with people or products brings with it some hidden expectations. The fact is that quality is viewed and interpreted differently, depending on who is the user of the service whose quality is perceived. From the point of view of consumers of tourist services, quality is the degree of value of a service or product that aims to meet their needs and expectations. On the part of the service provider or seller, quality is a measure that shows how much a given product has been placed on the tourist market, and to what extent it has managed to sell and meet expectations. Quality is the degree or level to which services or products have traveled since purchase and sale and how much profit they have made. Today, the achieved quality represents the market, technical, economic, ethical and organizational segment of every business. In recent years, the tourist market has differentiated a segment of tourists who find their motives for travel in rural areas. Especially popular are rural areas which, in addition to their preserved natural, also have cultural and historical autochthonous values, where tourists can satisfy specific interests and which in their development respect the paradigm of responsible or sustainable tourism. Today, rural tourism has become a reality, a need and a desire of most tourists, but also a carrier of economic development in many areas. The authors of the paper conducted a survey in several rural households in Vojvodina. The obtained results were processed in the SPSS software, version 23.00, and a descriptive statistical analysis of the anova, or analysis of variance, was performed. The aim was to determine the degree of quality of services received, as well as the existence of differences in arithmetic values between education variables and service quality. Descriptive analysis shows that the items for all three studied dimensions were rated with an average score sufficient, with very small differences in ratings. In general, visitors are satisfied with the services provided, although this is still not the level of quality expected for better business in the tourism market. After the ANOVA analysis, it is noticed that there are statistically significant differences in the values of average grades of the categorical variable of education and quality of services. Namely, the least influence in all answers had the respondents with high school and PhD, MSc diplomas, while the most with college and university. This confirms the alternative hypothesis and denies the initial null hypothesis. There are statistically significant differences in the values of the arithmetic means of these two mentioned variables. The paper abounds in very interesting data and facts, with current research topics in the world that have been processed so far, and therefore gained more in its social significance. Based on the research data and the obtained results, it will be possible to see the real state and possibilities of the quality of rural tourism development in this part of the country. Accordingly, it is possible to conduct similar and broader research on a given topic, and to construct strategic plans for the future development of rural tourism.

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