



**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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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*“

Проф. д-р Мишко Цидров, професор и проректор за настава и студенти, Универзитет „Гоце Делчев“ - Штип – „*УГД во време на пандемија*“

Проф. д-р Татјана Бошков, професор и декан на Факултетот за туризам и бизнис логистика – „*The impact of coronavirus on global growth and global supply chain shifts*“

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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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**GOCE DELCEV UNIVERSITY OF STIP**

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

**ТРЕТА МЕЃУНАРОДНА НАУЧНА**  
**КОНФЕРЕНЦИЈА**

**THIRD INTERNATIONAL**  
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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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## **PA-BAT METHODOLOGY IN ESTIMATING ECOSYSTEM SERVICES (Case study: ES-Nature based tourism at the Biosphere Reserve “Golija Studenica”)**

*Milica Luković<sup>1</sup>*

### **Abstract**

*Term ecosystem services is relatively new in field of nature protection. It represents novel approach to nature conservation and encompass, simply defined, all benefits we derive from the natural environment. These include direct or indirect services/economy valued or non-economy valued. Ecosystem services are strongly linked to UNESCO program “Man and Biosphere” ideas and principles that conducting through World network of Biosphere Reserves. Nature-based tourism is acceptable activity within Biosphere Reserves and one of important economy branches in protected areas.*

*The aim of this study is to overview ecosystem services using main principles of PA-BAT methodology. For this purpose, it was selected Biosphere reserve “Golija-Studenica”, as a mosaic of different ecosystems with outstanding natural beauties and cultural heritage that has a range of benefits and represents one of two “MaB” Reserves in the Republic of Serbia. The special attention was paid to group of services directly connected and important to tourism.*

**Key Words:** *Ecosystem services, Biosphere Reserves, Nature-based tourism*

**JEL classification:** *Q5*

### **Introduction**

Ecosystem services enter in wider consideration about twenty years ago and include four main groups of services: supporting, regulating, provisioning and cultural services (Millennium Ecosystem Assessment (MEA), 2005). In general, definition of ecosystem services developed from simple as the benefits that people obtain from ecosystems (MEA, 2005) or as the direct and indirect contributions of ecosystems to human well-being (TEEB, 2010) or more comprehensive definition as contributions of ecosystem structure and function (in combination with other inputs) to human well-being (Burkhard B. & Maes J. Eds., 2017). Supporting function of ecosystems (based on biological diversity and fundamental processes such as nutrient cycling) affecting other three groups and establishing base for its benefits delivery. Regulating services of ecosystems are subject of ecological research and include climate regulation, pollination, water purification etc. Both, supporting and regulating services together provide indirect/intangible base for functioning health ecosystem which is able to derive the provision of food, water, timber and fiber as main provisioning services or opportunities for recreation, tourism and cultural development.

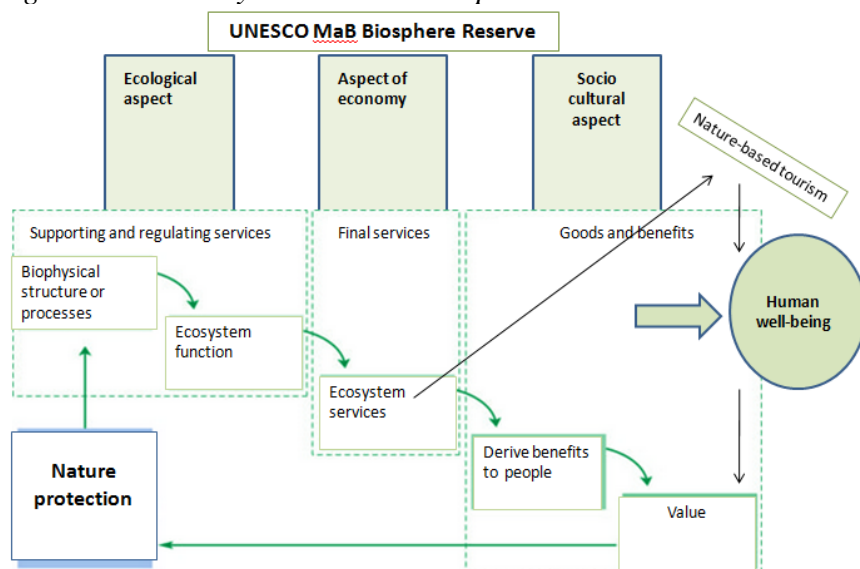
Ecosystems cannot derive any benefits to humans without the presence of people (human capital), their communities (social capital), and their built environment (built capital) which is

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recognized as essential for sustainable economic growth, prosperous communities and promoting peoples' wellbeing (Ruskule et al., 2018). In this sense it could be find link with UNESCO MaB Biosphere reserves. MaB is one of the leading programs of the United Nations Educational, Scientific and Cultural Organization (UNESCO), which was founded in 1971 and represents a completely different approach to the management of protected areas (Fig. 1). The program was launched with the aim of achieving the principles of sustainable development through the exchange of knowledge, information, joint research and cooperation, with an emphasis on the rational use and conservation of Biosphere reserve, but also improving the connection between man and nature. The basic idea of the Program is to involve the local population in the processes of resource management and nature conservation, but also to ensure economic and social well-being. Today, the program "Man and the Biosphere" operates through the World Network of Biosphere Reserves and through which it achieves its basic goals. The concept of the Biosphere Reserve does not only imply the protection of natural and cultural values, but also provides a model for the coexistence of man and nature; it functionally combines the ecological aspect with economic and social needs. In limited pull of activities nature-based tourism represent real option for economic development in protected areas without or with minimal impact on ecosystems.

Figure 1. *Linkage between Ecosystem service-Biosphere Reserve-Nature-based tourism*



Source: Author modified according to *The cascade model Potschin and Haines-Young, 2016*

Biosphere reserve “Golija-Studenica” is the first MaB Reserve in the Republic of Serbia with characteristic mountain ecosystems. It’s a place considered as “living laboratories” for testing and demonstrating integrated natural resource management and one of the main international tools for developing and implementing a sustainable development approach in a broader context (Ishwaran et al., 2008). Reserve integrates three basic functions that complement each other: 1. Conservation function - to contribute to the conservation of landscapes, ecosystems, species and genes, but also cultural diversity; 2. Development function - to promote socio-economic development in harmony with nature; 3. Logistics function - to support research, monitoring, education, capacity building and exchange of information related to nature conservation and local development issues from the local to the global level (Lange, 2011). Mentioned three functions are performed through the three main zones of the Biosphere Reserve “Golija-Studenica”: Central area, Buffer zone and Transition area. Core area occupy an area of 496.60 ha, which is slightly less than 1% of the territory of the Reserve and 16 sites under the strong

protection. It includes rare, authentic, representative and autochthon ecosystems of different forest types, meadows and pastures, aquatic (rivers, streams and lakes) and peat ecosystems. In this core area, the use of natural resources and other human activities is prohibited, except for research work and controlled education. The Buffer zone is distributed on 3,661.50 ha or 6.8% of the total area of the Biosphere Reserve and include 18 designated sites. Within this zone, activities must be compatible with conservation objectives and nature-based tourism is a permitted activity in order to promote and improve nature (Popesku, 2002; Anonymous, 2010). The rest of Reserve belong to transitional zone, which means "selective and limited use of natural resources and controlled interventions and activities in space if they are harmonized with the functions of protected natural resources or are related to inherited traditional forms of economic activities and housing, including tourism construction. All of three zones unit range of relief features, geomorphological, geological, pedological phenomena and outstanding biological diversity. Natural values of this area with known cultural heritage represent great potential for nature-based visits and ecotourism development.

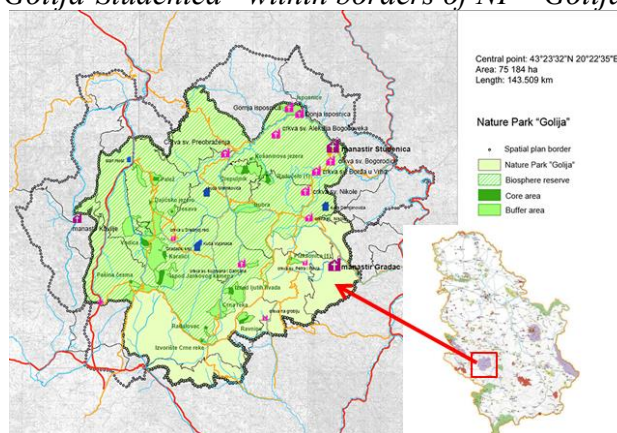
Beside traditional agricultural activities, tourism plays important role of development and driving force in diversification of economy in mountain regions. Tourism has long tradition in Golija Mountain, beginning from middle of last century as ski center, but nowadays oriented to nature-based tourism (ecotourism, ethno-tourism, agritourism, gastronomy based on local products etc.)

## Methodology

### Study area

Mountain Golija represent, among several others, important mountain center of western Serbia. During the 2001.y. it was proclaimed for Nature Park "Golija" by national law and Biosphere reserve Golija-Studenica" within UNESCO MaB program. This area is renowned as one of historical and cultural centers of medieval Serbia, but also this is area of outstanding natural beauties. The territory of Reserve is located between city of Kraljevo and municipality of Ivanjica, occupying space of 53 804ha. Within the designated area exist three zones of protection (Figure 2). Core zone include authentic, intact 16 sites of forest, meadows, streams, springs, bogs ecosystems. Buffer zone takes 6.8% of whole area and 18 sites. The rest of Reserve territory belongs to transitional zone.

Figure 2. Map of BR "Golija-Studenica" within borders of NP "Golija"



Source: <https://www.uitdediepte.nl/golija-mapa.html> modified by Author

Nature-based tourism areas are usually developed around natural attractions with specific characteristics and attributes, such as being scenic (Ghorbanzadeh et al. 2019). While landscapes (e.g. mountain peak Jankov Kamen) most cases could be points of interests or routes serve as hotspots of attractiveness for tourists (Chhetri & Arrowsmith, 2008). An area of natural potentials usually needs to be attractive for nature-based tourists and contain environmental features such as forests, lakes and mountains and often specific infrastructure (Paulino Valdepérez, 2016; Timothy, 2002). These features, and the scale of their influence on nature-based tourism development, are assignable by tourism experts for any region (Bell et al., 2007). Nature-based tourism potential mapping should be a prerequisite for understanding a region's potential of attracting this type of tourists, its carrying capacity, and the limits of tourism (Ghorbanzadeh et al. 2019). In this study, we aim to identify ecosystem services with a high potential of nature-based tourism based on their natural characteristics and to communicate them to stakeholders.

### Method

In this study was selectively used main principles of The Protected Areas Benefits Assessment Tool - *PA-BAT* (Dudley and Stolton, 2009) in combination with PLA/PRA approach (Chambers, 1994), providing a methodology to collect and build information about the overall benefits from protected areas. PA-BAT tool enable determining the full range of current and potential values of individual protected areas, including challenges in protected area management. Among six steps that contain PA-BAT method, it was selected four applicable to specific study. Steps include: 1. basic data collection; 2. participatory workshops in the protected area (data lists, detailed notes, surveys conducted among stakeholder's parties and users); 3. data verification (after workshops); 4. data analysis. Participatory workshop was supported by using PLA/PRA methodology. The final data set include assessment of direct provisioning or cultural/indirect regulating ecosystem services in terms of welfare which Biosphere reserve "Golija-Studenica" provide to a range of stakeholders and users. The original methodology is based on 22 values organized and grouped around nine main groups: nature protection, protected area management, food, water, culture, health and recreation, knowledge, ecosystem services and natural materials. For the purpose of this research it was selected 18 items corresponding to direct/indirect ecosystem services and important to nature-based tourism development (Table 1). Each selected item was evaluating using four-level scale from respondent's opinion: not important for tourism (NI=0), small importance (SI=1), middle importance (MI=2), large importance (LI=3).

Table 1. *List of ecosystem services related to nature-based tourism development*

|    |                            | Ecosystem service (ES) |                 |                     |                              |
|----|----------------------------|------------------------|-----------------|---------------------|------------------------------|
|    | Items                      | Direct-Provisioning    | Direct-Cultural | Indirect-Regulating |                              |
| 1  | Medicinal plants           | ✓                      |                 |                     | ES based on species          |
| 2  | Non-timber forest products | ✓                      |                 |                     |                              |
| 3  | Hunting and fishing        | ✓                      |                 |                     |                              |
| 4  | Rare and endemic species   | ✓                      |                 |                     |                              |
| 5  | Aquatic ecosystems         | ✓                      | ✓               |                     | ES based on ambient beauties |
| 6  | Forest ecosystems          | ✓                      | ✓               |                     |                              |
| 7  | Meadows and pastures       | ✓                      | ✓               |                     |                              |
| 8  | Geomorphological features  | ✓                      | ✓               |                     |                              |
| 9  | Landscape                  |                        | ✓               |                     |                              |
| 10 | Traditional gastronomy     | ✓                      |                 |                     |                              |

|    |                                   |   |   |   |  |
|----|-----------------------------------|---|---|---|--|
| 11 | Traditional accommodation         | ✓ |   |   | ES provide materials for natural use or construction |
| 12 | Tourism and recreation facilities |   | ✓ |   |  |
| 13 | Traditional agriculture           | ✓ | ✓ |   |  |
| 14 | Climate                           |   |   | ✓ | ES based on natural processes                        |
| 15 | Climate changes mitigation        |   |   | ✓ |  |
| 16 | Air quality                       |   |   | ✓ |  |
| 17 | Pollination and honey production  | ✓ |   | ✓ |  |
| 18 | Water quality                     |   |   | ✓ |  |

Interviews and three rounds of participatory workshops were conducted in the municipality of Rudno (one of tourism centers within BR “Golija-Studenica”) with interaction with 21 locals, including 8 female and 13 male respondents. Selected respondents have experience in tourism.

### Results and discussion

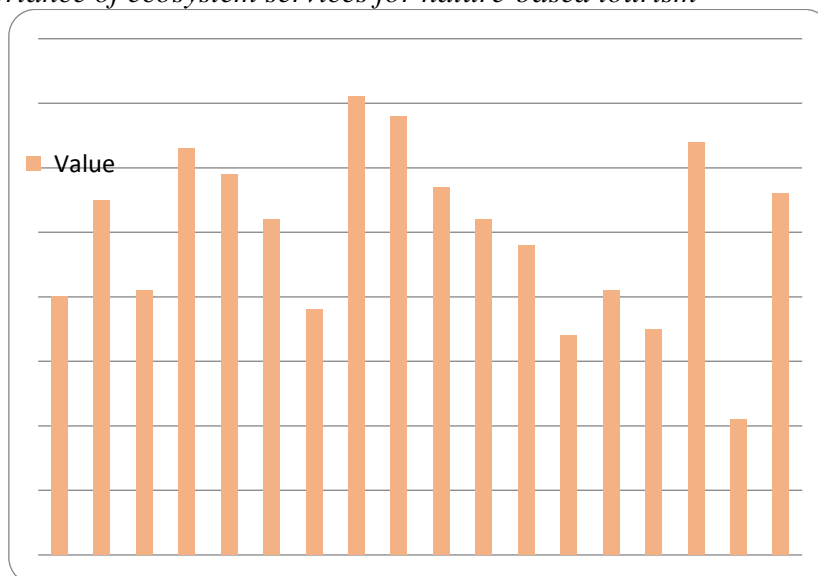
Conceptually, Biosphere Reserves combine the principles of sustainable development through balanced socio-economic development and protection and preservation of natural values of the area. It is vital to overview the natural values of the protected area and through the application of examples of good practice go in the direction of greater interest, greater investment and better preservation of natural resources (Costanza et al.,1997). The evaluation of ecosystem services provided by protected areas is of long-term importance for the local and national economy (Mamat et al., 2018). The concept of ecosystem services represents a relatively new approach to nature protection that includes the assessment and condition of ecosystems and their valorization in terms of the benefits they provide and sustainable use. Consideration of ecosystem services is one of the contributions to the realization of the goals implemented by the program "Man and the Biosphere" through Biosphere Reserves.

Based on the analysis of natural values of the Golija area, it can be concluded that natural and preserved ecosystems provide a number of supportive and regulatory services such as undisturbed cycles of matter, climate mitigation and microclimatic conditions, pollination, maintenance of gene pool, etc., while economically valued services the most important are the products of forest ecosystems, direct services of meadow ecosystems, as well as aquatic ones. About 39,528 ha are under forest ecosystems, which make up about 53% of the Golija Nature Park, with different ownership structures (Nikolić, 2013). Forest ecosystems are a significant source of funding for the protected area through a diverse range of wood. Golija forests are a source of forest fruits such as mushrooms, blueberries and herbs. Meadow ecosystems of the Biosphere Reserve represent the basis of livestock through grazing and mowing, beekeeping, but also a source of medicinal and other raw materials. Extremely clean Golija rivers are recognized fishing areas with salmonid character. Also suitable for trout farming. In addition to exceptional natural values, this area is characterized by cultural and historical sites such as numerous monasteries and churches of national and international importance, which combined with nature, provides a wide range of cultural ecosystem services through tourism, recreation and aesthetic and spiritual experience of nature. The Biosphere Reserve has a long tradition of developing nature-based tourism. In addition to agriculture, tourism is the most important activity in this area.

The results show wide range of ecosystem services within BR “Golija-Studenica”. The respondents extract most attractive natural features by their opinion such as waterfalls, high-

mountain lakes, clean rivers, biodiversity with rare, relict and endemic species etc. Just mentioned natural features are recognized as base for natural-based tourism development.

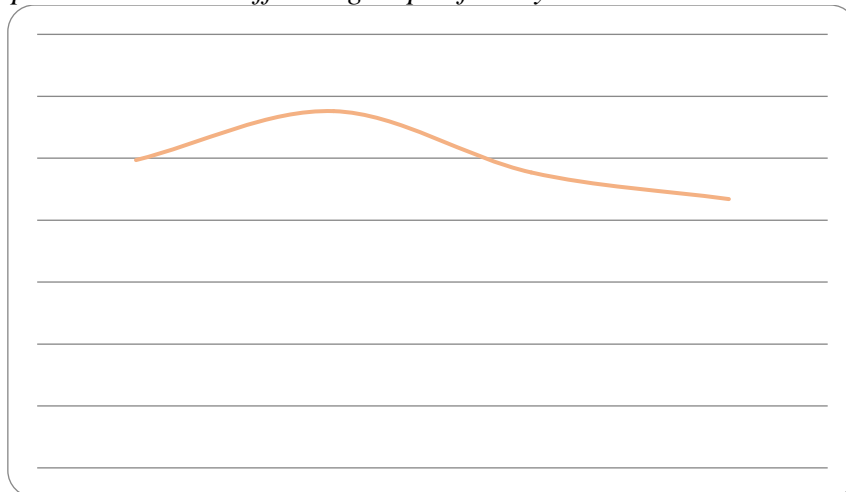
Figure 3. *Importance of ecosystem services for nature-based tourism*



The figure 3 represents 18 selected ecosystem services and its importance for nature-based tourism development valuable by proposed scale. The most valued ecosystem services by locals include natural values such as geomorphological features (waterfalls, caves, mountain peaks, and unusual forms of relief), landscapes, and beauties of different ecosystems (aquatic, forest of meadows), especially intact monodominant coniferous or beech forest. Special attention of tourist attracts rare, endemic or relict species. Goliya mountain is recognized center of biodiversity where is described more than 30 plants with status of endemic (e.g. *Pancica serbica* and *Thumus adamovicii*) or relict such as *Acer heldreichi* or *Ilex aquifolium*, two symbols of the mountain (Vukojičić et al., 2019). Beside hundred vascular plants on Goliya, medicinal and aromatic species count more than 200 species (Gajić, 1989). Some of them became legend such as *Teucrium montanum* (the most used phrase "From the dead one makes the live one"). For fans of photo safari Goliya has great chance to ketch animal photo (number of large/small game, birds, butterflies, etc.). But results also show that natural attractions more interesting than man-created facilities. Group of ecosystem services related to natural processes (e.g. water or air quality, climate) depends on fundamental ecosystem balance and it is not valued as regulating services, but it is partially considered through the final product. For nature-based tourism, beside natural attractions, is important tourism facilities (eco-lodges, traditional buildings adapt to surrounding, educational paths and walking routes, traditional agriculture etc.) placed in the middle of the scale.

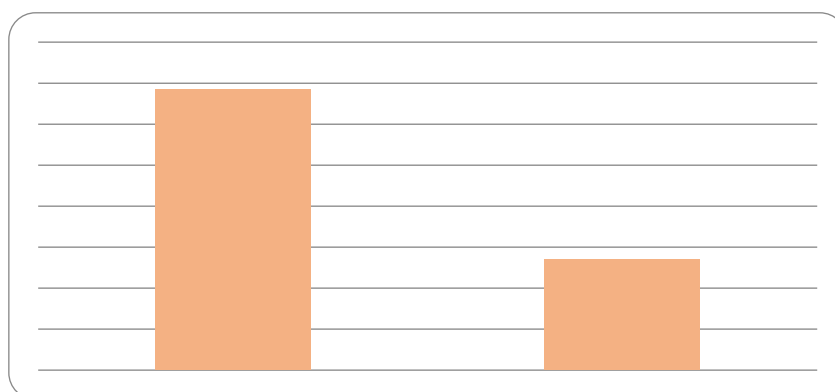
If we compare different groups of ecosystem services it is obvious that interviewed stakeholders ranged ES based on ambient beauties as the most important, then ES based on species, while ES that provide materials for natural use or construction less important and ES based on natural processes are not recognized in this sense as much important (Figure 4). In general, ambient beauties are more attractive for tourist then singular objects (e.g. endemic species, medicinal plants, wild fruits). Similar studies show that natural values such as geographical space are special attractive for tourists (Ghorbanzadeh et al. 2019, Valdepérez, 2016).

Figure 4. *Comparison between different groups of ecosystem services*



Average values of ES groups represent low level of importance of indirect ecosystem services (Figure 5). This kind of services is usually not economically valued and implies that nature doing that for us spontaneously. In the local stakeholder's opinion regulating services are recognized as appropriate conditions as added value to other services. Diverse ecosystem types at the Golija mountain able range of regulating services from water purification, air purification, microclimate condition, erosion prevention, soil structure and quality, pollinating crops and etc. They are often invisible and therefore mostly taken for granted. When they are damaged, the resulting losses can be substantial and difficult to restore and have great impact to provisioning services.

Figure 5. *Comparative analysis between levels of importance-Direct and indirect ecosystem services*



Estimating the impact on a wide range of ecosystem services is important for decision making and the sustainable development of these regions (Mamat et al., 2018), especially range of services related to nature-based tourism.

## Conclusion

According to the study of ecosystem services diversity of Biosphere reserve “Golija-Studenica” it is evident that exist wide range of ecosystems from forest, meadows, aquatic to rare peat habitats. Tourism sector is traditionally developed in this area, especially ecotourism, agritourism, ethno-tourism and people at site have experience in this branch. Local stakeholders and tourism services offers recognizing direct ecosystem services as high level of importance, while indirect or fundamental natural processes considering as support to direct services. The most important ecosystem services, in general, related to ambient and landscape, while singular natural objects or species are little less important. Traditional facilities and processes have important role in tourism development, but not primarily.

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