



## URBAN TOURISM DESTINATIONS IN THE WORLD

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**Abstract:** : In recent decades, cities have faced numerous problems related to the accelerated process of urbanization, which leads to ecological, spatial and social consequences. At the same time, globalization destroyed productive activities and created structural problems related to unemployment. For these reasons, cities are trying to attract new and growing industries that will provide jobs and enable the physical and economic regeneration of cities. One of the activities that increases employment and enables the urban regeneration of certain city zones is tourism. Urban tourism at the end of the 20th and beginning of the 21st century, with the process of globalization and the use of shorter vacations by tourists, experienced an expansion in the number of visitors, as well as the number of urban destinations. Urban destinations, as powerful financial, traffic, political, trade, etc., in addition to cultural, architectural, construction, artistic, historical heritage, environmental heritage, diversity and quality of tourist offer, complete by organizing congresses, professional gatherings, sports fairs, etc. Large world agglomerations, as the most important destinations of urban tourism, are visited annually by several million tourists.

**Keywords:** city, urban regeneration, urban tourism, urban resources, destination, tourist traffic.

**JEL classification:** F63, R11, Z32

## 1. Introduction

Urban spaces are the origins of modern civilization and the framework of social life, which, under the influence of globalization at the end of the 20th and the beginning of the 21st century, experienced significant transformation and transformation. "Urbanization affects more and more the development of culture, economy, politics and the way of life of mankind" (Grčić & Sulka, 2006. p. 18). The growing trend of urbanization has led to numerous changes in cities that are often accompanied by environmental, spatial and social problems (Petrić & Mikulić, 2009). In cities affected by the economic crisis that destroyed production and caused structural problems related to unemployment, it led certain city centers to focus on the development of new activities that will provide jobs and the physical renewal of certain neglected city areas (Law, 2002, p. 49). For many cities, tourism was one of the most desirable activities of urban regeneration, bearing in mind that the resources for the development of this economic activity already exist (art, historical heritage and architectural units, cultural, sports and entertainment events, etc.). So, under the influence and as a function of the development of tourism, cities change their physiognomy, morphology and restore (regenerate) certain neglected city zones (abandoned industrial facilities, docks, etc.). In fact, urban regeneration implies the revitalization of devastated city areas in the spatial, economic, social and ecological sense, with the aim of using them for touristic and other purposes (Antić, 2022). Urban regeneration ensures adequate use of available spatial, economic, social, cultural, ecological and other urban resources, in accordance with available human and economic potential (Roberts, 2000). However, often the cultural resources of cities are adapted to market interests and tourism, instead of preserving their authentic values and public importance (Spirou, 2011).

It can be said that urban tourism has become a basic tool for the reconstruction of urban space, for economic renewal and creation of jobs, for the promotion and creation of identity in the new global system (Show, Williams, 2002). The construction of facilities intended for tourism changes the appearance of cities in many ways. The increased number of accommodation capacities, the construction of congress centers, multifunctional halls, specific spaces as well as the addition of communal infrastructure give cities a new look, which can sometimes change the authenticity of the city space and make it less attractive for the tourist clientele (Šušić, 2017). Tourism requires significant financial resources for the construction of infrastructural and suprastructural facilities, which, in addition to tourists, will be used by the local community and other economic activities at the same time. Therefore, tourists and the resident population generally use the same urban facilities, whether they are shops, catering facilities, cultural attractions and performances, or traffic infrastructure. "There is an interactive creolisation and social convergence between local and tourist consumption" (Ashworth & Page, 2011, p. 7).

According to WTO recommendations, "cities should maximize the use of big data and technology to better plan, measure and manage urban tourism and promote evidence-based decision making on key issues such as infrastructure, carrying capacity, housing, transport and mobility, management of natural and cultural resources and community engagement in tourism" (WTO, 2020). Information and communication technologies enable the creation of new urban tourism products, the diversification of tourist flows in time and space, the promotion of longer stays of tourists at the destination, etc. The importance of urban tourism is huge, because in addition to urban regeneration of cities, it enables and achieves cultural diversity, intercultural dialogue, innovation and knowledge exchange between tourists and the resident population. For the above reasons, city authorities should promote the inclusion of the resident population in the tourism value chain, providing benefits to the entire local community, decent jobs and social inclusion, especially for women, young people and less favored population groups (WTO, 2020). In particular, it should be emphasized that cities, as large multifunctional units, offer a variety of functions and spaces, so tourists can effortlessly absorb themselves in the city, so that they become economically, socially and physically invisible, which is not possible in other tourist areas, such as beaches, spas or winter centers (Ashworth, 2012).

It should be noted that urban tourism is particularly vulnerable to changes in fashion, consumer tastes and lifestyles. Historical periods and locales, artistic styles and personalities wax and wane in popularity. For these reasons, it is necessary to take care of the life cycle of the tourism product, especially the colorful purpose-built visitor attractions, which need constant investment and redevelopment in order to maintain the interests of consumers and satisfy their needs (Ashworth & Page, 2011).

## **2. Concept of urban tourism**

Understanding the motives, needs and goals of tourists traveling to a specific city destination is the starting point in an attempt to understand the phenomenon of urban tourism. The question is very often asked: why do tourists visit certain urban destinations? The answer to this question requires a psychological analysis of the tourist's behavior, especially the consideration of the motives of tourist inquiries. In general, it can be said that tourists are attracted to cities because of the specialized functions they offer and the scale of services they provide. Namely, urban areas have a large spatial concentration of attractive resources and infra and suprastructure facilities, which enable meeting the needs of tourists and local residents in an efficient manner.

The problem of defining urban tourism stems from its inseparability from the urban space in which it develops and its connection with other forms of tourism that are part of the tourist offer of urban destinations (Podovac, 2019). Generally speaking, urban tourism represents the most massive form of tourist movements

where the dominant motive of the visit is to satisfy cultural needs. However, although there is a connection between urban and cultural tourism, city tourism cannot be defined exclusively as tourism of a cultural character. Namely, urban tourism is not only based on historical heritage, attractive ambient units, various cultural and artistic manifestations, accommodation capacities and facilities for organizing meetings, conferences, etc., but also on shopping centers, nightlife and other forms of entertainment (Williams, 2009). Ashworth (2012) believes that urban tourism can be defined as a specific form of tourism that takes place in urban areas where different forms of tourism intertwine, that is, different motives for visiting. In other words, the motives of tourists staying in cities are not exclusively related to culture, but also to other tourist content and services, which enable tourists to satisfy certain needs.

There are also such understandings that not all tourists staying in the city can be considered urban tourists. For this reason, it is necessary "to distinguish between tourism in cities, that is tourism to facilities that happen to be located in urban areas but would be equally satisfying to the visitor in a non-urban milieu, and urban tourism sui generis in which it is some aspect of urbanity itself that is the primary motive of the tourist" (Ashworth & Page, 2011, p. 7). Some scientists believe that all tourists in the city are not "urban tourists", "because among them there are those who come because they happen to find what would otherwise satisfy them in a non-urban environment" (Rabotić, 2013, p. 165). According to WTO urban tourism is "a type of tourism activity which takes place in an urban space with its inherent attributes characterized by non-agricultural based economy such as administration, manufacturing, trade and services and by being nodal points of transport" (<https://www.unwto.org/urban-tourism>). Urban - city tourism in a broader sense is related to urban tourist destinations, regardless of their spatial coverage, number of inhabitants and functions, and in a narrower sense to large city centers and agglomerations. about the modern phenomenon, which means tourist activity in urban centers that have attractive natural and anthropogenic resources, which attract tourists, but also appropriate tourist infrastructure, providing the possibility of creating and using products and services.

Urban tourism is distinguished from other forms of tourism by the fact that tourists travel to destinations with a high population density and that the time of stay in cities is usually shorter than when traveling on a classic vacation. Cities are not only important destinations, but have a significant role in the entire tourism system, because they are gateways for international and domestic tourists, that is, nodes (hubs) in air transport systems where tourists from trips from other tourist areas stop and transfer (Aall & Koens, 2019).

Two important characteristics separate urban from other forms of tourism. First, it is the heterogeneity of tourist motives - resources, so city tourism has the ability to satisfy different tourist needs of visitors of different age groups and interests. Urban tourism destinations are visited by the educated population who are attracted

by the cultural and historical heritage, then older contingents of the population whose object of interest is sightseeing the city's attractions, younger visitors who are attracted by the city environment, entertainment, sports, night life, etc., as well as the mature population who visit the city, not only because of city attractions, but also for business (seminars, congresses, conferences, events) and other reasons (Law, 1996). Another important characteristic is that urban destinations have a large number of attractive resources, each of which can be an individual tourism product. And precisely, the diversity of urban tourism resources and the multitude of travel motives, enable tourists to stay in urban destinations throughout the year, with significantly less fluctuations in tourist traffic by season.

One of the most significant trends in world tourism in recent decades is represented by short trips which, to the greatest extent, are realized in urban areas. For the above reason, in recent years urban tourist destinations have been characterized by an increased demand for city break trips. The increase in city break trips, in addition to the increase in the use of shorter vacations during the year, was also influenced by other numerous factors, such as: the appearance of low-cost airlines that lowered the price of transportation and increased the availability of destinations, lower prices of airport taxes, and investments in other segments of the traffic infrastructure, as well as in the tourist superstructure. Urban tourism is especially suitable for tourists without children and individual tourists who go on a trip spontaneously, without prior travel planning (Dunne et al., 2010). Likewise, the complex structure of tourist content in cities and the fulfillment of free time influence tourists to visit a specific city again, which contributes to greater loyalty of tourists to a certain urban destination. As previously pointed out, the tourist offer of cities is not intended exclusively for tourists, but also for the resident population, which realizes economic benefits, but, like tourists, provides the possibility of using certain tourist services and facilities.

### **3. Specificities of urban tourist destinations**

The city represents a complex social phenomenon manifested spatially, and especially temporally, in different forms and with different functions (Vresk, 2002). It arose from the need of people (if we exclude the defense function) to join together for production activities and the achievement of economic goals, the use of infrastructure, traffic systems, it enabled economic benefits in relation to non-urban producers.

Cities function as places where the population is concentrated in a defined area where activities are located or near it, in order to ensure the production and use of goods and services in society. It means that "a city is a compactly built larger settlement in which the majority of the active population works in secondary and tertiary activities, not only for their own needs but also for the needs of the wider population" (Vresk, 2002a, p. 7). It should be emphasized that the city, as an urban

system, with all its characteristics, is a reflection and degree of valorization of a space, its socio-political organization and its position in the national and world system (Vresak, 2002b).

Throughout history, cities, with accommodation and catering facilities, as well as numerous entertainment facilities, have functioned as important locations for meeting the needs of visitors. The emergence of business, educational, sports, shopping, etc. forms of tourism, contributed to the development of cities as tourist centers and places of tourist interest.

Cities as urban centers are tourist destinations that have attractive attributes for tourists, such as: museums, cultural monuments, cultural institutions, sports complexes, areas of historical architecture, events, etc. In other words, "urban or city destinations offer a wide and heterogeneous range of cultural, architectural, technological, social and natural experiences and products for leisure and business (<https://www.unwto.org/urban-tourism>). In general, cities have the most resources that enable tourists to stay at the destination: accommodation, supplies, transport links and other functions important for visitors. Despite everything, in big cities tourism is not always the main activity, while in smaller ones it can often be different, where tourism represents the leading economic activity. "Cities that receive most tourists are large multifunctional entities into which tourists can be absorbed effortlessly and thus become largely economically and physically invisible" (Ashworth & Page, 2011, p. 3).

When tourism develops in urban areas, in order to meet the needs of tourists, many auxiliary services are developed, such as catering, that is, accommodation facilities and food and drink facilities. However, "from the perspective of urban management, tourism is seen as only one of many social and economic "players" in the city, competing for space and contributing to economic activity" (Edwards et. al., 2008, p.1137).

Some cities become famous for a disproportionately large number of tourist facilities. The facilities are mostly concentrated in the central part, so the locations of tourist services in relation to other urban forms and functions can take on an unwanted appearance. Many of the city's hotels are located near the city center, with a tendency to build accommodation facilities along traffic lines or next to airports.

In recent years, special importance has been attached to the role of specific geospaces in the creation of the tourist product of large cities. Namely, large cities today are rapidly changing their morphological structure, role and purpose, where a special role is played by specific geospaces that visually and content enrich the tourism product of large cities.

Defining the tourist product of urban centers involves the analysis of three main dimensions of the destination (Popesku, 2013): attractiveness of the destination (specificity of resources that are of primary importance for visiting a certain

destination), conditions of stay and service activities of the destination (accommodation and hospitality facilities, necessary infrastructure, etc.) and the accessibility of the destination (geographic, traffic and tourist location).

**Table 1. Categorization of tourist products of the city**

<b>PRIMARY ELEMENTS</b>	
<b>Activity Place</b>	<b>Leisure Setting</b>
<p><i>Cultural Facilities</i>  Museums and Art Galleries  Theaters and Cinemas  Concert Halls  Convention Centers  Other Visitor Attractions</p> <p><i>Sport Facilities</i>  Indoor and Outdoor</p> <p><i>Amusement Facilities</i>  Night Clubs  Casinos and Bingo Halls  Organized Events  Festival</p>	<p><i>Physical Characteristics</i>  Historical Street Pattern  Interesting Buildings  Ancients Monuments and Statues  Parks and Green Areas  Waterfronts (Harbor, Canal, River)</p> <p><i>Socio-Cultural Features</i>  Liveliness of the Place  Language  Local Customs and Costumes  Cultural Heritage  Friendliness  Security</p>
<b>SECONDARY ELEMENTS</b>	<b>ADDITIONAL ELEMENTS</b>
Accommodation Catering Facilities Shopping Markets	Accessibility Transportation and Parking Tourist Information (maps, signs, guides)

Source: Law, 2002

Law (2002) distinguishes primary, secondary and additional elements of the tourism product of urban destinations. The primary elements are part of the main motive of visiting the city center, such as: cultural facilities (museums, galleries, theaters, concert halls, etc.), sports facilities (open and closed), entertainment facilities (night clubs, casinos, casinos, organized events, etc.) then resources and phenomena for sightseeing and entertainment, objects of anthropogenic and natural origin (historical monuments, architectural creations, parks, rivers, canals, etc.), as well as socio-cultural character (mentality, language, customs and behavior of the domicile population, hospitality, security, etc.). Secondary elements include accommodation and catering facilities that enable tourists to stay longer in the city. For the successful development of urban tourism, the accessibility of the destination, the quality of roads and means of transport, tourist signage and information, etc., are important.

In order to understand the concept of urban tourism, it is necessary to analyze the process that forms it, directs it and determines its intensity and characteristics of development. The transformation of a city into an urban tourist destination is a very complex process. It is a process or cycle that has its own stages - from formation to the culmination of development or stagnation. Basic adjustments (and transformation) take place in population, economic activities, urban and functional development (adjustment of residential and tourist zones of the city) (Weaver & Lawton, 2001).

Population development includes numerous dynamic processes, including population migrations. The economic activities of the city develop in accordance with the tourism development. This includes: catering, trade, recreation, etc. Urban development is a term that denotes architectural and construction facilities that are needed by the local population, as well as facilities needed for tourism. The development of tourism depends on the tourist construction in different zones and the ability to adapt the city to tourist requirements. That process includes architectural and spatial-functional contents, then social and sociological-societal changes. In this way, certain cities develop into "tourist cities", where, in addition to tourist activities, other functions of the city exist (Weaver & Lawton, 2001).

Regardless of the type, urban destinations can face various problems and challenges, such as: excessive number of tourists, crowding and congestion, protection of the environment and existing attractions, traffic (pedestrian zones, parking, air pollution), the need for accommodation facilities to be centrally located and accessible, managing the needs of local residents and tourists, managing tourist visits, the need for entertainment and "night life" (discos, clubs, bars, as well as other places for evening entertainment), preserving the character or creating a "feeling of place" (sense of place) and marketing and promotion (some cities are exposed to the pressure of tourists to such an extent that they have to apply the so-called demarketing) and the like. (Smith et al., 2010).

#### **4. Types of urban tourist destinations**

Tourists visit different types of urban tourist destinations, each of which offers its own unique tourist experience. For these reasons, numerous typologies of urban tourist destinations are present in science to explain the directions and models of tourist development (Williams, 2009). Therefore, Page (1995) distinguishes capital cities, city centers, large historical cities, industrial and cultural cities and resorts. However, in the mentioned division there are overlaps between the types of urban cities, which is a limiting factor of the typology. For example, cities like London or Paris are simultaneous capitals, metropolitan, historical, industrial and cultural places.



Three general types of urban cities can serve as a basis for a more detailed classification:

- *Vacation towns* are urban places of intensive tourist development, clearly defined tourist zones, rapid growth of tourists and consumption, and different approaches in planning and management.
- *Tourist-historical cities* - are places with recognizable historical and/or cultural identity, which can be experienced by tourists and whose forms are primarily based on their attraction (eg Venice).
- *Regenerated cities* - are cities that have planned to renew their infrastructure and superstructure in order to attract tourists and new urban and economic development (Fainstein & Gladstone, 1999).

Considering the mutual overlap of numerous functional areas, cities can be divided into: global or world cities, national capitals, cultural capitals, cities with monumental heritage, artistic, industrial, creative, sports, festival and futuristic cities (Smith et al., 2010). More detailed than others, and in this division, it is very difficult to draw a line between cultural cities, cities with monumental heritage and artistic cities, etc. A somewhat simpler typology is: cultural-historical city, entertainment and nightlife city, shopping city, business city, sports city and capital city (Page & Hall, 2003). Although in this case, as in many others, there is an overlap of tourist resources and different forms of tourism, this typology makes it possible to divide the activities of tourists in urban destinations in a somewhat more adequate way.

*Culturally historical city.* The development of these urban destinations is based on the assets of the cultural heritage created in the past or they are the achievements of modern civilization. In fact, cultural heritage assets reflect both the image of the past and "living" culture, including: archaeological sites, works with monumental and artistic properties, spatial cultural-historical entities, literature, libraries and archives, documentary and digital heritage, music, visual arts, performances, film, radio, television folklore heritage, museums, zoos, botanical gardens, etc. (Hadžić et al., 2005).

*City of entertainment and nightlife.* The availability of entertainment and nightlife is one of the main motives for tourists to travel to urban centers. Entertainment fields are often considered in the context of "symbolic economy" or "cultural economy". Every city in the world has a part that is recognizable for its nightlife or different forms of entertainment. This usually refers to bars, clubs, concerts, music venues, casinos, discos, restaurants and sometimes, adult entertainment. Considering the hedonistic nature of tourism, in many cities there are places that are synonymous with fornication, debauchery and numerous sensual pleasures. Often, parts of the city where brothels are located are seen as tourist attractions that attract thrill-seeking tourists, whether they are observers or participants. The best examples are public houses and King's Cross in Sydney (Amsterdam). It is similar in Bangkok where, under the cover of complete illegality,

you can buy sexual services with some extras and special offers to complete the experience and ultimate pleasure. The moralistic nature of urban planning has always tended to encourage certain types of entertainment that are considered appropriate such as theatre, opera and ballet and to discourage those that are inappropriate such as strip clubs, brothels. The reflexivity of the post-modern tourist allows many of the contemporary urban tourist spaces to be attractions, as is the case with cities of fantasy. Fantasy cities with their themed environments and simulacrum are drowning in post-modern preoccupations with gaining experiences that would otherwise be out of reach for most tourists. Las Vegas is known for its prevalence of themed environments and spectacle arts (Williams, 2009). "As the most powerful means to achieve this goal, imitations of already established tourist attractions are used, and through historical eclecticism in architecture, appropriate interior arrangement and decoration" (Čomić, Kosor, 1999, p. 23).

*City of shopping.* Shopping is one of the main categories of tourist consumption, which represents a significant source of income for the urban economy, both directly and multiplying other economic activities. It can significantly influence the choice of destination, and in some cases, the main motive for travel. "More importantly, shopping is one of the major categories of tourists' expenditure, representing a significant source of income for national economies both directly and through the many linkages to other sectors in the economy" (<https://www.unwto.org/shopping-tourism>). Shopping centers are especially interesting for tourists, where goods of different manufacturers, quality and prices can be bought in one place, in a large number of sales facilities. In the sphere of purchasing is also the promotion and sale of food in restaurants of different types. These specialized, rare or exclusively local culinary specialties can be attractive because of their rarity, and therefore have a symbolic value for consumers - tourists.

*City of sports.* Cities that have sports facilities for different sports can be organizers of different sports events and manifestations. Sports tourism is a very important component of urban tourism, where the primary motive of tourist travel is active or passive participation in sports activities. In other words, sports tourism means traveling to participate in a sports competition or traveling as an observer of an event. An important dimension of sports tourism is the development of sports infrastructure and the use of sports events to promote the city.

*Business city.* Business trips are characterized by short-term events such as meetings, congresses, conferences, conventions and fairs. Meetings include all off-site gatherings of companies and institutions, including conventions, congresses, conferences, seminars, workshops and symposiums, which bring people together to share information. These events provide a great degree of stability to the tourism industry as they form an integral part of business practice. Moreover, meetings and conventions are usually scheduled in advance, and large meetings and trade shows are characterized by a period of five to ten years in which they are planned, organized and developed. Therefore, they are less susceptible to short-term economic changes

and are protected from short-term violent cyclical movements in the travel business. Although the meetings themselves are very important, it must be understood that business tourism also uses other capacities and attractions. Entertainment and shopping are often very important to business travel, thus highlighting the role entertainment and entertainment play in establishing business networks and relationships. Considering that the business market brings great profits, many destinations want to attract business travelers through the development of new meeting centers, through quality hotel services and improved communications.

*The capital* is a combination of political, cultural, symbolic and administrative functions unique to national capitals. The capital functions as the political center and symbolic heart of the country. It is the seat of crucial political decisions, but also the area of national culture and history, where the past is highlighted, the present is relocated and the future is imagined. Since cities provide the political and administrative base of government operations, this will also affect business travelers, whether they work in the capital or want to influence the government and its decisions.

For business travel, capital cities are also very important because of their cultural, historical and symbolic role and their heritage. The concentration of artistic and cultural institutions affects travel and the interest of tourists in getting to know certain attractions, which improves the image of the city as a whole. For example, Vienna was and remains one of the main cities of art, music, architecture, fashion, theater, literature, intellectual aspirations, but also the seat of political and social influences.

## **5. Destinations of urban tourism**

Measuring the performance of city tourism due to changes in motives, duration of travel and economic effects, increasingly important for the analysis of future tourism development. However, the lack of relevant data on the number and structure of visitors is the main obstacle for a more detailed analysis of tourism potential and the degree of tourism development. Depending on the methodology, different data can be found on the number of visitors, structure, consumption and reasons for visiting the world's urban destinations.

### ***5.1. World destinations of urban tourism***

In addition to the cultural and historical heritage, cities try to attract tourist clientele by organizing congresses, fairs, conferences, manifestations of different character, by building special enclaves for visitors (amusement parks) and shopping centers, as well as by the kindness of tourist staff and local residents. Cultural and historical sights are one of the most important reasons for tourists to travel to city centers. More precisely, urban tourism represents one of the most massive types of cultural movements. The length of stay of tourists in city centers is determined more by the number of locations, and less by their attractiveness (Jovicic, 2008).

In the paper, the years 2020 and 2021 were not analyzed, when due to the epidemic of COVID-19, the movement of people between countries was reduced and the tourist traffic in the world and in urban destinations was reduced. According to WTO data, compared to 2019, the number of international arrivals in the world was 72% lower in 2020, and 69% lower in 2021. The decline in international arrivals was different by region, and the most pronounced in Asia and the Pacific, where compared to the reference year 2019, traffic in 2021 was lower by over 90% (<https://www.unwto.org/taxonomy/term/347>). The leading destinations of urban tourism also experienced a decline in tourist traffic in similar proportions, so e.g. in London, tourist traffic in 2021 compared to 2019 was six times lower, in Paris by three times, in Berlin it was halved, etc. (<https://www.statista.com/statistics/487572/leading-european-city-destinations>).

Table 2 shows that in the period 2014-2019, there were slight changes in the number of foreign visitors in ten leading urban tourism destinations in the world. According to the table, the world's leading urban tourism destinations are Bangkok (entertainment, sex tourism), London (cultural, business tourism), Paris (cultural, entertainment, business tourism), Dubai (business, shopping tourism), Singapore (business, shopping tourism), New York (entertainment, business, cultural, business tourism).

**Table 2. Number of international visitors to urban tourism destinations in 2014 and 2019, in millions**

<i>2014. god.</i>		<i>2019. god.</i>	
Grad	Br. posetilaca u	Grad	Br. posetilaca.
London	18,69	Bangkok	22,78
Bangkok	16,42	Paris	19,10
Paris	15,57	London	19,09
Singapur	12,47	Dubai	15,93
Dubai	11,95	Singapur	14,67
New York	11,81	Kuala Lumpur	13,79
Istanbul	11,60	New York	13,60
Cuala Lumpur	10,81	Istanbul	13,40
Hong Kong	8,84	Tokyo	12,93
Seul	8,63	Antalya	12,41

*Source:* MasterCard 2015, Global Destination Cities Index, MasterCard 2020, Global Destination Cities Index

Hong Kong and Macao, special administrative units of the Republic of China, can be singled out as a special case. These administrative units are connected to the motherland by different types of traffic, so they host a high share of tourists in the

total tourist movement. For the above reasons, Hong Kong is the leading urban tourist destination in the world, which was visited by 26.7 million tourists in 2019. The construction of the Hong Kong-Zhuhai-Macau bridge and the Hong Kong-Shenzhen-Guangzhou high-speed railway especially contributed to the intensification of traffic. It is believed that more than 50% of the total number of visitors to Hong Kong come from mainland China. For similar reasons, Macau has a high tourist traffic (20.6 million in 2019) - the city of entertainment, gambling, sex tourism, etc. In Turkey, in addition to Istanbul, an important business and shopping tourism destination, Antalya stands out, an important air traffic hub and one of the most important summer resorts in the country. As important traffic centers (airports), resorts and entertainment centers in Thailand, Phuket and Pattaya stand out in terms of tourist traffic, in addition to Bangkok.

### **5.2. Tourist consumption in urban tourism destinations**

The volume of tourist offer in cities not only affects the choice of destination, but also the length of stay and the volume of tourist consumption. However, relatively shorter stays (city breaks) and a more even distribution of traffic by month are characteristic of this form of tourist movement. Motives that affect visiting the urban environment include visiting friends or relatives, business trips, attending various meetings, fairs, exhibitions, shopping, religious tourism, various cultural reasons, attending various events, etc.

**Table 3. Estimated total consumption and consumption per tourist in urban tourism destinations in 2019**

Rang	City	Total consumption in billion \$.	Spending per tourist in \$
1.	Dubai	30,82	553
2.	Mecca	20,09	153
3.	Bangkok	20,03	183
4.	Singapore	16,56	272
5.	London	16,47	158
6.	Njujork	16,43	152
7.	Paris	14,06	296
8.	Tokyo	13,77	196
9.	Palma de Mallorca <sup>1</sup>	12,69	233
10.	Phuket <sup>2</sup>	12,01	247

Source: MasterCard 2020, Global Destination Cities Index

<sup>1</sup>Palma de Mallorca is the capital of the Balearic Islands where the tourism role is dominant..

<sup>2</sup> Phuket is the largest island and the most famous resort with airport in Thailand.

According to data for 2019, the length of stay of tourists in urban tourism destinations was different and ranged from 2.5 days in Paris to ten days in destinations where tourism is the primary economic activity. Relatively shorter stays refer to the so-called city break tourism, i.e. the stay of tourists during an extended weekend to visit cultural and historical sights, shopping and entertainment. In general, the average length of stay of tourists in major world metropolises is about five days. Longer stays refer to business, cultural and leisure tourism, etc. For example, urban coastal tourism destinations such as Antalya, Picket, Pattaya, Ibiza, etc. have a significantly higher average length of stay.

### 5.3. Congress tourism of urban destinations

The most important products of urban tourism include the organization of conferences, congresses, fairs and other business meetings, large cultural and sports events, etc. About 15% of international tourists travel for business and other professional reasons. These gatherings strongly influence the development of urban tourism, the increase of off-season traffic and the creation of a new image of the destination. The economic benefits related to congresses, conventions, meetings and other gatherings exceed the costs of the organization, because the average daily consumption of congress and business guests exceeds two to three times the consumption of ordinary tourists.

This type of tourism requires quality characteristics of the destination, such as: political and social security, cultural and historical monuments, adequate hotel infrastructure, natural attractions, gastronomic offer, the possibility of organizing specific events, etc. The participants of these trips are usually highly educated and professional persons, whose positive judgment and how they can influence the promotion and reputation of a certain destination (Allen, Toole, 2002).

**Table 4. The world's leading conference tourism destinations in 2019**

Number of gatherings			Number of participants		
1.	Paris	273	1.	Barcelona	176.754
2.	Lisboa	190	2.	Paris	124.063
3.	Berlin	176	3.	Madrid	91.700
4.	Barcelona	156	4.	Lisboa	91.406
5.	Madrid	154	5.	Vienna	89.009
6.	Vienna	149	6.	Berlin	85.089
7.	Singapore	148	7.	London	76.714
8.	London	143	8.	Milan	71.554
9.	Prague	138	9.	Copenhagen	69.110
10.	Tokyo	131	10.	Amsterdam	67.962

Source: ICAA Statistics Report 2019: Country and City Rankings <http://www.iccaworld.org/dcps/doc.cfm?docid=2396>

Nowadays, congress tourism is especially being singled out as a special niche of business tourism, which represents an increasingly important segment on the tourist market. The development of congress tourism was influenced by the process of globalization, the development of technology and science, the emergence of new markets, multinational companies, the need for people to improve themselves professionally, to meet other people with similar interests, to exchange experiences with recognized experts in certain fields, etc. (Sušić, Mojić, 2014). In the framework of congress tourism, the most common types of organization are congresses, conferences, conventions, seminars, symposia, scientific and professional gatherings, etc.

To fulfill requirements and maintain level of congress tourism, cities must provide: conference halls, offices, exhibition spaces and multifunctional halls, etc. Then, modern communication, computer and audiovisual equipment (sound system, projectors, etc.) is needed, as well as quality hotel accommodation and support staff, etc. (Ficarelli et al. 2013, p. 8).

According to the International Congress and Convention Association (ICCA), the number of meetings of a different nature at the world level was constantly increasing until COVID-19. In 2019, over 13,000 different congress meetings were held in the world. Most often, large conferences, congresses and conventions are held in large urban destinations in developed countries. In terms of urban destinations, the leading European cities are Paris, Lisbon, Berlin, Barcelona, Madrid, Vienna, London and Prague, some Asian cities - Singapore and Tokyo. Since, congress tourism is still recovering from strong unfavorable influence of pandemic, data are not comparable.

Regardless of the small number of participants, the economic effects of congress tourism for the local community are very significant, because the services are intended and provided to participants with high income and large payment possibilities who require high-quality hotel accommodation and staff, food and drinks, a strict protocol of official and leisure activities (excursions, travels, recreational and entertainment activities, etc). The total number of participants at congress meetings is different by urban destination and does not completely match the number of meetings held. So, for example, in Barcelona in 2019, 156 congress meetings were held, while there were 176,754 participants, i.e. over a thousand per event. In terms of the number of participants, the congresses and conventions of political and non-governmental organizations, state-level conferences from various fields, etc. especially stand out. For example, the United Nations Conference on Climate Change - COP26 in Glasgow in 2021 gathered over 20,000 participants. Usually, scientific congresses in medicine, technology, natural sciences and more specialized fields have a significantly smaller number of participants.

The limited movement of people and the impossibility of travel during COVID-19 affected the reduction of the number of held congresses, conventions, meetings,

etc. According to the International Congress and Convention Association (ICCA), in 2020, out of a total of 8,409 planned meetings, 763 (9%) were held at the planned location, 3,714 (44% of the total planned meetings) were postponed, and 1,211 (14%) were completely canceled. , virtual held 2505 (30%), hybrid (mixed) held 143 (2%) and moved to another location 73 (ICCA Annual Statistics Study 2020).

#### **5.4. Cultural heritage and museums of urban tourist destinations**

Culture and cultural and historical heritage represent a significant basis for the development of urban tourism. In fact, culture includes cultural forms that are found in important archaeological sites, larger galleries, museums or collections, or in the aesthetics of buildings and monumental architecture, as well as popular cultures of local gastronomy, craft industry, festivals, street music, or in contemporary architecture. Tourist attractions include old industrial sites, restored factories, mills and docks, modern monuments or restored parts of the city with an old way of urban life, etc..

**Table 5. The most visited museums in the world**

No.	Museum	City	Country	Number of visitors in mil.	
				2019	2020
1.	Louvre	Pariz	Francuska	9,6	2,7
2.	National Museum of China	Peking	Kina	7,39	1,6
3.	Vatican Museums	Vatikan	Vatikan	6,88	1,3
4.	Metropolitan Museum of Art	Njujork	SAD	6,77	1,13
5.	British Museum	London	V. Britanija	6,21	1,28
6.	Tate Modern	London	V. Britanija	6,1	1,43
7.	National Gallery	London	V. Britanija	6,01	1,2
8.	National History Museum	London	V. Britanija	5,42	1,2
9.	State Hermitage Museum	Peterburg	Rusija	4,96	0,97
10.	Shanghai Science and Technology Museum	Šangaj	Kina	4,82	1,35

Source: <https://www.statista.com/statistics/901072/museums-by-total-attendance-worldwide/>

The most valuable works of art and sculpture, artifacts from archaeological sites and other written and material values of human civilization are most often collected in museum collections of exceptional cultural, artistic and historical landmarks. The International Council of Museums defines museums as permanent, non-profit institutions open to the public, which for educational, scientific and entertainment purposes, research, conserve and exhibit the material and immaterial heritage of



humanity and its environment (Maciuk et.al. , 2022). We are talking about institutions that have tens of thousands of different items from the recent and distant past. With a visit of around 10 million visitors, the Louvre museum in Paris has been leading the way for many years. In Europe, the Vatican Museum in the Vatican, five museums in London (British Museum, National Gallery, History Museum, etc.), the Hermitage in Petersburg, the Prado Museum in Madrid, etc. stand out in Europe. The list of museums shown in table 5 also includes museums from China, of which the Museum of China in Beijing had the highest attendance in 2019. It is the most populous country in the world, with a rich history, whose civilization has lasted continuously for thousands of years. Domestic visitors contribute the most to the high number of visitors to these museums.

In the USA, the Metropolitan Museum in New York, the National Museum and the National Gallery of Art in Washington stand out in terms of attendance. Metropolitan is the largest museum in America, it contains collections from the period of Antiquity to modern exhibits. There are more than 2 million objects, and some rooms are so large, as if they were museums in themselves.

The COVID-19 pandemic has had a negative impact on visits to world museums. According to researches, the hundred most visited museums had 230 million visitors in 2019, and only 54 million in 2020, or 70 percent less. Three major Parisian museums - the Louvre, Center Pompidou and Orsay recorded a total drop in visits by 73% - from 16.5 million in 2019 to 4.5 million in 2020. Most of world museums were closed during pandemic, some of them never reopened, or tried to present its offer on various digital forms. During the 2021 and 2022 attendance to world museums continued to recover, but still stayed below 2019 level. (UNESCO report 2021; <https://www.statista.com>).

Commercial, shopping and hospitality establishments represent an important segment of the tourist offer. For some tourists, shopping is a favorite activity that affects the tourist experience and satisfaction, while for others it is a stressful obligation (buying gifts). Certain cities have become synonymous with shopping. In Europe, these are e.g. London, Berlin, Rome, Paris, etc. Especially popular are Christmas shopping trips to London or New York, as well as organized bus or train tours with visits to German Christmas markets. In Asia, Hong Kong and Singapore stand out as important shopping centers. Hospitality and catering facilities are also an important part of the tourist offer, not only restaurants, but also cafeterias, pubs, bars, nightclubs, etc.

## **6. Conclusion**

The end of the 20th and the beginning of the 21st century was characterized by the process of globalization and numerous changes at the global level in the sphere of geopolitics, directions of social, economic and political development in many parts

of the world. The aforementioned processes, together with the accelerated process of urbanization, have led to economic, ecological, spatial and social consequences and stagnation of urban areas. Namely, the global economic crisis strongly affected production activities and created structural problems related to unemployment. For this reason, the development of tourism in urban areas at the end of the 20th and the beginning of the 21st century took place through a complex series of interactions between the globalization process, on the one hand, and authentic processes related to the formation of a new local urban identity, on the other hand.

In many cities where traditional economic activities have declined or been dislocated to areas of cheaper labor, city authorities are beginning to invest in tourism as a means of raising the image of their city, its revitalization and physical regeneration, and the creation of new jobs and working places. Urban tourism, although not always the most significant economic activity, has become characteristic of large urban agglomerations and world metropolises, which have a high degree of concentration of tourist resources and facilities, providing services not only to tourists and daily visitors, but also to the local population. Smaller city centers are also trying to expand and improve the tourist offer and to appear on the market with a specific tourist product. However, most often, small towns do not have a critical mass of attractions, nor services, so they are often unable to offer a complete tourist product and attract a significant number of tourist clients.

An important feature of urban tourism is the variety of tourist attractions resources which, among other things, consist of a quality infra and supra structure, good connection with emission areas, connection of tourist attractions within the urban environment, a wide range of products and services, etc. Urban tourist destinations include: capital cities, metropolises, historical cities, industrial cities, winter and coastal tourist centers, purpose-built integrated tourist centers, entertainment tourist complexes, cultural and artistic cities, etc. Urban tourism of city centers is based primarily on historical heritage, attractive ambient units, various cultural and artistic manifestations, accommodation capacities and facilities for organizing meetings, conferences, etc., then on shopping centers of cities, nightlife, so that it represents the most massive type of tourism movements. This form of tourist movement is characterized by relatively shorter periods of stay and its more even monthly distribution.

The leading destinations of urban tourism are world metropolises, powerful financial and economic centers of the world in developed countries of the world, cities with numerous cultural and historical attractions, resorts in the Mediterranean and East Asia, entertainment cities, shopping centers, etc. The number of foreign tourists on an annual level amounts to several million, so for example some cities are visited by over 10 million tourists per year (Bangkok, London, Paris, etc.). Realized consumption and consumption per tourist point out the importance of urban tourism for city centers. In terms of total consumption and consumption per tourist, Dubai, Mecca, Bangkok and other similar destinations stand out. An important tourist

product of urban destinations in the developed world are cultural and historical sights in museums, as well as business and congress tourism. Congress tourism affects the increase in off-season traffic and creates a new image for the destination. As one of the reasons for visiting urban destinations, there can be a museum with cultural and historical values and exhibits, not only from the national area, but also from other areas where different civilizations existed in the past: Egyptian, Greek, Roman, Persian, etc. In terms of the number and value of exhibits and visits, famous museums in London, Paris, New York, St. Petersburg, Beijing, etc. especially stand out.

Today, urban tourism is characterized by city break travels, since tourist needs of this type are satisfied for a relatively short time: sightseeing, observing, getting to know sights, experiencing, shopping, etc. The development of urban tourism is significantly contributed by cheaper transport, especially in air transport (emerging of low-cost airlines and lower airport taxes), increased traffic accessibility to the destination, then investment in other segments of transport infrastructure (public transport, pedestrian zones), as well as in tourist infrastructure and superstructure. Thanks to the mentioned investment, in numerous cities of the world, this form of tourism represents a significant activity, while in others it is recognized as a factor of economic and urban revival and strengthening of the image of the city.

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## DESTINACIJE URBANOG TURIZMA U SVETU

**Rezime:** *Gradovi se poslednjih decenija susreću s brojnim problemima vezanim za ubrzani proces urbanizacije koja dovodi do ekoloških, prostornih i socijalnih posledica. Istovremeno, globalizacija je uništila je proizvodne delatnosti i stvorila struktune probleme vezane za nezaposlenost. Iz tih razloga gradovi pokušavaju da privuku nove i rastuće delatnostii koje će osigurati radna mesta i omogućiti fizičku i ekonomsku regeneraciju gradova. Jedna od delatnosti koja povećava zaposlenost i omogućava urbanu regeneraciju pojedinih gradskih zona je turizam. Urbani turizam krajem 20. i početkom 21.veka, sa procesom globalizacije i korišćenjem kraćih odmora od strane turista, doživeo je ekspanziju u broju posetilaca, kao i broju urbanih destinacija. Urbane destinacije, kao moćni finansijski, saobraćajni, politički, trgovinski i dr., osim kulturnim, arhitektonskim, graditeljskim, umetničkim, istorijskim nasleđe, ambijentalnim nasleđem, raznovrsnost I kvalitet turističke ponude, upotpunjuju organizovanjem kongresa, stručnih skupova, sajмова sportskih manifestacijai sl. Velike svetske anglomeracije, kao najznačajnije destinacije urbanog turizma, godišnje posećuje godišnje više miliona turista.*

**Ključne reči:** *grad, urbana regeneracija, urbani turizam, urbani resursi, destinacija, promet turista.*

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