**Abstract:** The Sustainable Development Concept in various domains of economics, industry, construction, architecture, environment protection and service businesses has become the leading paradigm of the 21st century. In the tourism sector, this paradigm is reflected in the orientation towards ecotourism. The aim of this paper is to present the importance of diversification of touristic portfolio for the successful development of sustainable tourism.

**Keywords:** Sustainable development, ecotourism, natural tourist resources, organic agriculture, organic food, mineral water, thermal water, diversification of tourist portfolio

1. **INTRODUCTION**

The concept of Sustainable Development, oriented to the preservation of „natural capital”, is reduced to the need to balance human activity with the ability of nature to be renewed. This concept has grown into a comprehensive paradigm. And the basis of the „green” economy and „green” economic growth contribute to tackling the problem of reducing poverty and preventing excessive exploitation of natural resources [11]. In the eighties of the last century, tendencies of development of post-industrial society brought in a new type of tourists. Tradition of spending vacations on the seaside is replaced with the wish to visit unspoiled and self-sufficient (in cultural-ethnographic sense) parts of the world.

The main reasons for this change are, above all, continuous growth of technogenic pressures on human health, as well as the fact that tourists, traveling through untouched nature, receive more emotional and cognitional impressions compared with those which they can get from traditional tourist-recreational services in the developed tourist centers [15].

2. **DEVELOPMENT OF ECOTOURISM**

More and more natural reservations, national parks, monuments of nature, history, culture and other protected properties are established in the world. Around 3% of the territory on our planet is occupied by protected natural territories of different forms and status and there is the tendency of further spreading [4].

As the functioning of these territories is connected with special regime of protection, usage of their resource potential is limited to certain forms of activities. Thus, a problem of development of those forms of economic activities that will completely use specific production factors like...
aesthetic natural complexes, cultural-historic and ethnographic heritage as well as favorable ecologic factors emerges on protected territories [1], [5].

Ecotourism is more and more significant phenomenon in environmental protection. As a matter of fact, this is the sector of tourism that is developing most rapidly. Working out of the concept of ecologic tourism represents a new domain so today there is no unique scientific approach towards it [2].

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of parks</th>
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<th>Number of parks</th>
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Table 1: Number of national parks in the world  
(Source: https://en.wikipedia.org/wiki/List_of_national_parks)

Two criteria of ecologic tourism often appear in the definitions accepted on international level:

- Educational travels to the places of relatively unspoiled nature with attractive cultural-historic environment.
- Form of tourism towards ecologic and socio-economic development of the country, when environmental protection and cultural-historic environment becomes worthwhile for local population.

Bearing in mind the analysis of numerous approaches and definitions of ecotourism, one of the most acceptable is definition of the Society of Ecotourism of USA: “Ecotourism is a travel into the places of relatively unspoiled nature in order to acquire perception of natural and cultural-ethnographic characteristics of given territory, without violating the wholeness of ecosystem, which offers possibilities of creating economic conditions that will enable environmental protection to become worthwhile for local population”. In broader sense we can consider rural and resort-climate tourism to be special forms of ecotourism as well.

The principles of managing ecotourism should be based on the concept of sustainable development. Because of that ecotourism could be defined in a following way: Ecotourism comprises travels on the territories with relatively unspoiled ecosystems and ethnic-cultural complexes, which enable direct investment in the protection of natural resources and imply adequate regime of management on the basis of sustainable development.
This definition of ecotourism consists of two concepts. First, ecotourism represents tourist product oriented on nature (Figure 1). Secondly, it represents the instrument of sustainable development of specially protected natural territories [3], [10]. In that manner, ecotourism represents specific marketing segment, on one hand, while on the other hand represents a group of principles and methods of management of particular kind of tourism.

![Figure 1: Ecotourism as a segment of market of tourist services](image)

Model of mass tourism is gradually replaced with model of sustainable development of tourism. The former is based on the description of life cycle of tourist territory. As the basic parameter of its development – number of visitors – is signaling with delay about the evolution of the territory, it could happen that it, together with managing control and monitoring enters the phase of irreversible negative ecologic processes. Strengthening of the negative processes as a result of development of mass tourism pressed us to seek a new course of development of tourist industry that lead towards forming the concept of “sustainable development of tourism” [7], [9].

Sustainability, in given context, implies a positive general balance of ecologic, socio-cultural and economic consequences of tourism, as well as mutual positive interaction of visitors. Within the framework of model of sustainable development, the number of visitors shouldn’t be bigger than the capacity of the territory, established on the basis of its ecological possibilities and socio-cultural characteristics. In connection with it the most effective form of tourism is ecotourism [13].

Basic function of ecotourism is effective improvement of people’s physic and physical condition, expansion of ecologic learning, ecologic consciousness and ecologic culture. There are some economic functions that could be isolated: forming market of specific resources and collecting financial resources for environmental protection, rationalization and growth of sustainability and effectiveness of use of natural resources as well as stimulating regional economic development.

Basic characteristic of ecotourism is that the part of attained resources is transferred to protection and renewing of resource foundation, improvement of technology of tourist services, heightening of the level of ecologic consciousness of the society and development of feed-back mechanism [19].
3. TYPES OF ECOTOURISM

It is possible to distinguish four types of ecotourism and ecotours today:

- **Science-tourism.** During ecotours tourists participate in various researches of the nature and conduct observations. For example, well known are ecotours connected with bird-watching in Latin America and registering whale population in the Pacific Ocean. As a rule, tourist destinations on such tours are particularly protected natural territories: national parks, natural reservations, and other protected areas. Scientific research expeditions, as well as natural science student’s practice are two types of science-tourism.

- **Nature history tours.** Those are travels connected with learning about the nature and local culture. As a rule, such tours represent educational, popular science and theme excursions on specially organized ecologic routs. They are usually organized on the territories of national parks, and natural reservations. Such are student’s excursions during which teacher or tourist guide organize picnics and talks about nature. This type of tourism is especially popular in Germany and that is the reason why it is called “German model of ecotourism”.

- **Adventure tourism.** This type of ecotourism is represented with travels connected with active ways of walking and rest in nature, which resulted in acquiring new impressions, improving physical condition and achieving accomplishments in sports. Such are alpinism, rock-climbing, ice-climbing, speleologist tourism, alpine skiing, canoeing, and paragliding and so on. Many of these appeared recently and are considered extreme because they are connected with great risk taking. This type of ecotourism is developing rather quickly, it is the most expensive, but brings the greatest profits.

- **Travels to natural reservations.** High attraction of unique and exotic natural objects and natural beauties in national parks and reservations allures many tourists. For example, 48% of tourists coming to Latin America want to visit natural reservations. Management teams of many national parks and reservations transforms ecologic excursions into real show. A fine example for that could be Yellowstone National Park in the USA that the itinerary of the excursion is calculated for every minute and connected with the periods of Geysers activity. Very often, presentations in natural objects, especially in the caves, are followed with colorful light shows, music, with enactments of the scenes of life of the natives. This type of ecotourism is most developed in Australia, so it is usually referred to as “Australian model of tourism”.

The significance of ecotourism for sustainable development of the planet is reflected in special “AGENDA for 21st century for tourist industry”, that was adopted in 1996 by World Trade Organization (WTO), World Travel and Tourism Committee (WTTC) AND organization “Green World”. It is based on AGENDA XXI adopted on the UN Conference on Environment and Development by the representatives of the governments of 182 countries of the world on June 14th 1992. The sustainable development of tourism implies process that is going on without damaging tourist resources. That is done with such resource governing where they are renewing themselves at the same speed as they are spent or by transfer from slowly renewable resources to rapidly renewing ones [10].

Agenda 21 consists of following postulates:

- industry of travel and tourism is interested in protection of natural and cultural resources, that are foundation of tourist business;
- points out the importance of coordination of mutual efforts of the governments, industries and non-governmental organizations for creating strategy of long-term development;
• listing of priority domains with determining goals and necessary steps for their accomplishment;
• pointing out the importance of partnership of government, industry and non-governmental organizations, analysis of strategic and economic significance of travels and tourism, pointing out enormous benefits of creating potent and efficient tourist industry.

The Document calls for using following principles in the development of tourism:
• travels and tourism should help people achieve harmony with nature;
• travels and tourism should contribute to preservation, protection and renewal of ecosystem;
• travels and tourism should be based on potent and efficient models of production and expenditure;
• policy of protectionism in the trade with tourist services should be changed partially or completely;
• environmental protection must become inseparable part of the process of the development of tourism;
• problems of the development of tourism have to be solved with the participation of interested citizens (local population), by planning solutions that are passed on local level;
• countries have to inform each other of elementary catastrophes, which could befall tourists and tourist sphere;
• travels and tourism should enable opening new work positions for women and local population;
• development of tourism should enable and stimulate culture and interests of local people;
• tourist industry should be based on international law in the sphere of environmental protection.

4. RESSOURCES OF SERBIAN TOURISM

Tourist potentials in Serbia are very little exploited. Modern eco-tourism requires preserved natural resources and products created in environmentally friendly environments and conditions. Our country has all the conditions for developing eco-tourism, but it does not use its own potential for its development, especially when it comes to rural tourism. The basis of modern ecotourism is health, rest and recreation. Health component can be provided with healthy food. A modern tourist - the consumer is increasingly considering nutritive and calorific value, the ratio of fat, proteins, the amount of vitamins and minerals in the food products.

Food products that do not meet the requirements for the protection of geographical indications of origin, whose reputation contributes significantly to the cultural and historical preservation of the identity of certain regions in Serbia, will be further preserved and raised to a higher level. The guaranteed traditional specialties will receive full material affirmation through a tourist offer where the price of these products is several times higher than the market value [16].

Joint marketing and promotion of the tourist offer of our country almost does not exist. Common branding of green hotels at eco destinations none exist also. In order to attract investments, it is necessary to develop a Serbian tourist brand and promote it internationally. The diaspora is currently the most promising target group of foreign investors in ecotourism in Serbia.
The production of healthy food can be achieved by introducing organic agriculture. Our country has natural preconditions for its development: unpolluted agricultural areas, fragmented households in mountainous areas with a rounded cycle of plant and animal production. The need to preserve certain natural values, from meadows and pastures with medicinal herbs, forest fruits and indigenous races of sheep to protected species, is in line with the modern tendency of return to nature and natural resources. Medical and aromatic herbs, wild fruits from ecological areas represent a significant natural wealth of our country [12].

5. DEVELOPMENT OF SPA TOURISM IN SERBIA

Numerous mineral water sources make Serbia the richest in thermomineral water resources on the Balkans. Most of the sources are located on the territory of Serbia proper. With few exceptions, thermomineral water sources developed in Paleozoic and Precambrian metamorphic rock complexes. Favorable geological and geotectonic conditions produced large number of hydrothermal systems with sources of thermal and thermo-mineral waters (about 470 sources; half of them with surface temperature over 20°C). At present these geothermal resources (550 x 10^6 t of equivalent liquid fuel) are not being exploited. Thermal water is marginally used for heating of greenhouses, farms, factories and spa’s (health centers) (Vranjska spa, Niška spa, Sijarinska spa).

The type and chemical composition of mineral water sources depends on many geologic, lithologic, tectonic and other factors. Mineral waters from deposits at Bukovička spa (Arandjelovac), Vrnjci (Vrnjačka spa), Heba (Bujanovac), Minakva (Fruška Gora), Mivela (Trstenik), Karadjordje (Smederevska Palanka), Prolomska spa, Kuršumlija and Slatina (Bela Voda) have preventive and healing effects. The classification of mineral waters of Serbia is significantly hampered by numerous sources, which are often found at a small interconnection but have different composition and temperature.

For example, Vrnjačka Banja contains three well-studied mineral water sources of different chemical composition („Snežnik“ - magnesium type, „Hot water“ - sodium type and „Lake“ - sulfur type). This is explained by the inhomogeneity of the composition of the walls and various sources of mineral components. Based on the six prevailing parameters, all mineral waters of Serbia can be divided into sulfur, iodine, iron, radon, magnesium and sodium.

About 450 million of liters of mineral water are being produced in Serbia per annum. More than 55% of the annual production is being produced by the company „Knjaz Miloš“. Significant producers are also “Mivela”, „Rosa”, „Akva viva”, „Heba”, „Vrnjci” and „Minakva”. If we take into account other companies which are not on the list of the Association, then the number of producers amounts to about 20 companies.

Health tourism in the Republic of Serbia lies in natural resources of thermal, mineral and radon water. Serbia is rich with thermal waters that were used already in the Roman times. In spa centers of the Republic of Serbia there can also develop recreational, manifestational and congress tourism. Good locations of spa centers give possibility for development of recreational and vocational tourism (Figure 2). The traffic network in the country offers possibility for development of transit tourism [18].
Figure 2: Locations of spas in Serbia (○ - spa)

The existence of large hydro geothermal convective system with the reservoir of the thermal low-mineralized water (temperature between 75 and 120°C) is important for heating. Geothermal energy could be efficiently utilized for various purposes in the Republic of Serbia (Figure 3). Limited use of geothermal fluid characterized by high mineral concentration and great content of eruptive gases is brought about by technical problems related to corrosion effects on plants. To overcome this problem, a technology for fluid use has been developed providing optimum conditions for heat transfer.

Spa tourism should be one of the pillars of the development of the tourism industry in view of the richness and capacities of thermo-mineral waters in Serbia. With a wide range of additional offers: sports and recreation, hunting, fishing, culture, entertainment, fairs, gastronomy, enology etc., the spa’s should, besides the health resort, also become important centers and places of tourist offer by diversification of portfolio [21].
The specificity of each spa’s touristic destination is also reflected through a range of secondary types of services that they provide, in terms of cultural and historical content (or, for example, natural rarities) in the immediate vicinity, the possibilities for carrying out various kinds of activities in nature. The spas have important both functional and socio-economic significance, with pronounced medical and sport-recreational character, but also a high potential in terms of cultural and historical heritage and specific contents characteristic only for these areas [6].

As a result of the supply and demand factors in the market, the spa resorts with certain investment in infrastructure and superstructure can represent a territory with a wide range of opportunities for development [8], [23]:

- health and recreation centers for leisure, rest and recovery, but also the preparation of top athletes, which can significantly contribute to the improvement of the economic situation of the spa;
- spa towns as the most important centers dedicated to annual holidays;
- spa resorts as sports centers with special opportunities for certain types of sports;
- spa towns as cultural centers (with a specific offer of archaeological and medieval monuments in the immediate vicinity of spa sites);
- spa towns as congress centers;
- spa resorts as natural reserves.
6. **RURAL DEVELOPMENT - FUTURE CORE OF SUSTAINABLE TOURISM IN SERBIA**

The need to exploit and preserve the natural potential of our country through the offer of healthy food will contribute to the development of rural areas (eco zone, eco-village) and eco-tourism. Mountain-sustainable eco-tourism can in time improve the socio-economic position of the rural environment and the economy of the country. The incentive for the development of mountainous sustainable tourism gives a new approach to marketing in agribusiness and tourism.

Ecotourism becomes a chance to protect biodiversity, but also a chance for young people, who through their knowledge and skills can contribute to the socio-economic development of the rural environment. With their abilities, spirit and activities, they play an important role in the future of the rural environment: the development of organic agriculture contributes to the protection of nature and the rational use of natural resources, preserving water, air and land, increasing competitiveness and market conquest, but also by increasing employment in reducing poverty in accordance with Millennium Development Goals [12].

National support for organized joint export of healthy food without intermediation of companies and incentives for producers and processors is an urgent task of our state and its institutions. Marketing for attracting investments in eco-tourism will contribute to the revitalization of rural parts of our country and will stimulate the development of rural sustainable tourism. It is very important to use the pre-accession funds of the European Union, and first of all the IPA-3 projects for family households in rural areas and border areas.

Serbia has significant natural potential for the development of organic agriculture and the production of healthy food. The position, climate, soil composition and other characteristics of natural habitats represent natural resources for the development of organic agriculture. Existing climatic and pedological and ecological benefits of our country provide extremely favorable conditions for breeding and production of quality food. However, the level of use of natural resources, primarily land, is insufficient. Of the 4,250 million hectares of arable land, a small part is processed organically [22].

In Serbia, the farmer, due to his poor financial standing in recent years, was unable to apply intensive agrotechnical measures. In rural areas, the use of artificial fertilizers and pesticides has been significantly reduced. The land is largely recovered, pollution of watercourses and air is relatively small, and isolated land plots and cattle farms can be used to produce and increase the export of healthy high-quality food.

The abundance of mountain pastures had an impact on the holding of the herd, which were searching for food and water in a wide area. The largest part of the hilly mountainous area is characterized by extensive livestock production on individual farms. Cows’, sheep and goat milk are mainly used for processing. The wealth of autochthonous milk processing has been kept up to the present day. Nomads farmers have influenced the processing of milk and have transmitted the technique of working for various dairy products. In the literature, data can be found that milk and dairy products were basic food, and the subject of trade. There are data indicating that cream and white cheese are the oldest dairy products [17].

Serbia towards EU integration must participate in the development of a model agricultural and rural policy of the European Union. With the purpose of the agricultural development Republic of
Serbia may use the funds from the Pre-accession Assistance for rural development IPARD, which include the use of agrotechnical measures in agriculture and extent of organic production [19].

Given the increased demand for organic products (meat, milk, cheese) on the world market, there would be an opportunity to reduce poverty in rural areas. Starting from the basic idea of the possibilities for developing organic agriculture and the production of healthy food, using natural resources, it is necessary to create eco-zone projects. Within them, it is necessary to define an area that meets the strictest ecological standards, provides support to the local community, informs the population where the greatest development chances exist, educates the population in terms of healthy food production.

In this regard, the reform of agrarian policy and legislation is intensified, and is promoted in the thinking and behavior of all market actors, in order to stimulate the development of organic agriculture [12].

The experiences of the semi-developed European countries indicate that the largest and initial contribution to the development of organic agriculture and the offer of healthy food came from the state, which stimulated organic agriculture with its subsidies. At our disposal, we have good foreign practice and a positive experience in this.

Organic agriculture enables organic food, whose demand in growth will stimulate the further development of organic agriculture, other activities in the agrosector, and which is a significant new type of tourism. In order to realize the expected results at the national level, the cooperation of all stakeholders in the alliance is essential. Key partners in the alliance marker are agricultural family farms, agricultural cooperatives and other similar associations, manufacturing companies, brokers, companies like customers, individual consumers and other institutions and organizations from the non-economic sector. Each partner works in the public interest, based on his contribution to the development of healthy food through the competencies that arise and which are the lack of other partners.

Financial and technological assistance from competent partners to individual agricultural family farms is expected, and marketing assistance to land-based cooperatives, cooperative associations and other associations in the development of marketing concepts and organizational structured marketing of business functions. Through an adequate marketing campaign, it is necessary to attract foreign investors who would support the development of organic agriculture in our country, and especially investments from organic food importing countries (North America, Japan, Australia and developed EU countries). Such campaigns would indirectly stimulate the growth of the organic food market and the changing lifestyle of our consumers. Consumer education in this regard is a task for marketing. It is for the state, society, businesses and individuals to encourage promotional campaigns to change its thinking about the usefulness of healthy food and to increase confidence in its healthy component.

7. DIVERSIFICATION OF TOURISTIC PORTFOLIO

The integrated product of the tourist destination becomes attractive to tourists as a result of successful marketing and (or) the overall experience of tourists on a tourist destination associated with the three elements of a new tourist product:

- attitude,
• purchase transport (in terms of distance and transportation costs),
• conditions of stay (accommodation capacities, food quality, recreational and other possibilities).

These are the total benefits that tourists have in consuming this product. In this context, it is important that the destination understands that it is necessary for the market to offer a certain range of products, i.e. to provide the possibility of choosing through what is called product line in the theory of marketing and the breadth and depth of the assortment.

The basic criteria that are respected when forming a strategy for a successful destination tourism destination are:
• Significant demand for the development of a new tourism product;
• Designing a new tourism product should be accompanied by data on the available financial, human, natural and other resources necessary for the development of products at a particular destination;
• Each new product must contribute to increasing profits or affecting the acceleration of tourism development at the destination.

When choosing a new tourist product, it is necessary to evaluate:
• natural, social, cultural-historical and other characteristics of the regions and areas for which development is planned
• the need for infrastructure interventions necessary for the development of a new turquoise product at a particular destination.

Disposing of this information is only part of the way to building an appropriate product strategy. A step further to choosing the appropriate strategic alternative should be the determination of certain criteria in the domain of the economic and social status of the product.

The strategy of diversification of the portfolio of tourist products at a particular destination is formed on the basis of information and available knowledge on the fulfillment of certain criteria. Implementation of strategy and development of market opportunities are carried out in several stages:
• identification of the market,
• processed market opportunities,
• the development of the strategy,
• testing of the market,
• market forecast,
• promotional activities,
• planning and realization.

In the planning phase, the concept of product life cycle may be useful, i.e. to follow his destiny through all stages: from introduction, growth, saturation, maturity and decline. Phases in the life cycle of a specific integrated tourism product of a destination can also be designated as: phases of introduction, exploitation phase, growth phase, consolidation phase, stagnation phase, revival phase through the diversification of the tourist portfolio and the introduction of additional attractive forms of tourism (Figure 4).

Particularly important is the right way to perceive the phase in the life cycle in which it is integrated, whether partial tourist product, or the period when these products are moving from
one phase to the next. It is necessary to have the appropriate measures as a kind of indicators in order to be evaluated. This may be the number of tourists, the number of overnight stays or the amount of spending.

![Life cycle of tourist product and diversification of tourism portfolio of destination](image)

Figure 4: Life cycle of tourist product and diversification of tourism portfolio of destination

Also, it is necessary to keep in mind that it is necessary to announce in advance the desired indicators (tourist traffic - number of tourists and number of nights, realized consumption). In any case, at the stage of stagnation, it is necessary to include other forms of tourism, apart from the basic, based on purely natural resources.

Corrective measures may also take into account the changes in tourists at the destination, the average length of retention, the characteristics of consumers, the time period of their concentration in the destination, and the like. A product line in a specific tourist destination, with a certain width and depth, can be represented on a small town near Taipei City on the edge of a protected area in Taiwan (Table 2).

<table>
<thead>
<tr>
<th>Types of tourism</th>
<th>Contents of tourist destinations</th>
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</thead>
<tbody>
<tr>
<td>Spa tourism</td>
<td>Terme, basins with thermal waters and mud</td>
</tr>
<tr>
<td>Rural tourism</td>
<td>Ethno-farms, gastronomic exhibitions, market organic food</td>
</tr>
<tr>
<td>Eco tourism</td>
<td>National parks, forests, preserved nature, riverbanks, waterfalls</td>
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<tr>
<td>Manifestation tourism</td>
<td>Festivals, fairs, parades, events</td>
</tr>
<tr>
<td>Cultural-historical tourism</td>
<td>Museums, fortress, concerts</td>
</tr>
<tr>
<td>Industrial tourism</td>
<td>ICT technologies (mobile servers to cover the territory by Wi-Fi network)</td>
</tr>
</tbody>
</table>

Table 2: Spreading the tourist niche through the diversification of the portfolio of tourism products

Combination of different types of tourism within a package of offered services to the participants of scientific forums, workshops or business conferences revive and enrich the work of travel agencies. At the same time, complex diversified offers enable economic development of eco-destination.
CONCLUSION

The paradigm of Sustainable Development in different domains of economy, industry, civil engineering, agriculture, tourism and service business became the leading paradigm of 21st century. In the sector of tourism this paradigm is reflected in the orientation on ecotourism. Sustainable development, oriented towards preservation of “natural capital”, is reduced to the need to bring into balance human activity and nature’s ability to renew itself. Sustainable development acknowledges that economic development is necessary for eliminating polarization of the society and poverty, which leads to excessive exploitation of natural resources.

The concept of sustainable development within the green economy is slowly being accepted in Serbia. Serbia took only the first steps in organic production, although there are natural potentials, especially in underdeveloped, mountainous areas. The common direction of the development programs of production, and first of all IPA-3 EU programs for cooperation in the production, sale and promotion of healthy food in our country on the principles of green marketing is the optimal strategy for the development of the market of healthy food. Participants in the development programs of production, sales and promotion of healthy foods are agricultural holdings, agricultural cooperatives and other associations, processing companies, brokers, consumers and other institutions and organizations from the non-economic sector. Joint programs of production, sale and promotion of healthy food in Serbia are efficiently implemented exclusively by applying the marketing management concept.

The need to exploit and preserve the natural potentials of our country through the offer of healthy food will contribute to the development of a rural village (eco zone, eco-village) and eco-tourism. Mountain-sustainable tourism can in time improve the socio-economic position of the rural environment and the country’s benefits. The incentive for the development of mountain tourism is giving a new approach to marketing in agrobusiness and tourism.

Eco tourism becomes a chance to protect biodiversity, but also a chance for young people, who through their knowledge and skills can contribute to the socio-economic development of the rural environment. With their abilities, spirit and activities, they gain a significant role in the future of the rural environment: the development of organic agriculture contributes to the protection of nature and rational co-development of natural resources, reducing poverty, preserving water, air and land, increasing competitiveness and the conquest of the market but also to greater employment. In addition to offering clean air and water for the rural area, through the offer of healthy food, conditions are created for the development of eco exclusive tourism. Rural ecotourism ensures the promotion of rural development through organic production and ethno-food.

In order to attract investments, it is necessary to develop Serbian tourist brands in order to enter the international market. The diaspora is currently the most promising target group of foreign investors in our tourism. By using ecological potential, the possibility for the development of new types of tourist offer is opened on the basis of revitalization of forgotten crafts and gastronomic specialties. Marketing for attracting investments in eco-tourism will contribute to the revitalization of rural parts of our country and will encourage the development of sustainable rural tourism.

Serbia has huge natural potential, with large number of spas with high quality thermomineral water. With that in mind, it is important to define a general development strategy to integrate...
spa areas in specific regions, and by that to broaden the overall supply of services offered as tourism destinations. Geothermal, thermal, and thermomineral sources are very important resources in development of those areas on one side, and, on the other side, an invaluable factor in popularization of those areas with sustainable ecotourism not only on the national level, but on the European level as well.

Green economy creates the conditions for the development of organic agriculture and organic food production with the purpose to protect the human health and environment. The production of healthy food can be realized by introduction of organic agriculture. Our country has natural predispositions for its development: unpolluted agricultural areas, fragmented households in mountain regions with a rounded off cycle of plant and cattle production. The need to preserve certain natural values, from meadows and pastures with autochthonous sheep races, to protected animal species, is in line with the modern tendency of return to nature and natural resources. Medical and aromatic plants growing in ecological mountain regions represent a huge natural wealth of our country, significant for ecotourism development.

The implementation of sustainable management of ecotourism using the experience of other countries can contribute to proper positioning of Serbia as ecotourism destination in the international tourism market.
REFERENCES