

IMPACT OF ENVIRONMENTAL SECURITY ON RURAL TOURISM IN THE REPUBLIC OF SERBIA*

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Abstract: *Tourism as an global business is one of the enormous industries of the world and one of economic sectors with the rapid increase. Tourism is the considerable part in the global gross national product and the important factor of the growth in the total employment of many countries. However, tourism took over a great responsibility regarding the natural environment and cultural historic heritage. The problem of responsible behavior of all subjects in tourism has been addressed by World Trade Organization, World Travel and Tourism Council and other international organizations as well. Their goals are to establish the universal rules of the behavior for all the participants in the tourism development. The analyses have demonstrated that Serbian tourism industry in the future will be faced with numerous issues on the path to increase its impact on economy and contribute to the sustainable development in rural area and country in a whole. In that task therefore, there is an urgent need to be innovative and look for reliable partners because risks can be very high in this process.*

Keywords: *Rural tourism, environmental security, Republic of Serbia.*

1. INTRODUCTION

The United Nations has designated 2017 the International Year of Sustainable Tourism for Development. The International Year provides an enormous opportunity to further showcase the tremendous economic, social, cultural, environmental, and heritage value that the sector can bring. The direct contribution of Travel & Tourism to GDP was USD 2,306.0 bn (3.1% of total GDP) in 2016, and is forecast to rise by 3.8% in 2017, and to rise by 4.0%, from 2017-2027, to USD 3,537.1 billion (3.5% of total GDP) in 2027 [1]. According to this document as in many others before, security is among the critical factors determining the competitiveness of a country's tourism industry.

In a process of striving to the sustainable society environment is one of the three basic pillars. Hence, environmental security is one of the seven areas included in the concept of human security traced to the publication of the Human Development Report of 1994, issued by the United Nations Development Programme [2]. Kofi Annan in 2000 stated:

At the dawn of the twenty-first century, a new understanding of security is emerging, in which the need for a more human-centered approach is paramount. Human security, in its broadest sense, embraces far more than the absence of violent conflict. It encompasses human rights,

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good governance, access to education and health care and ensuring that each individual has opportunities and choices to fulfil his or her potential. Every step in this direction is also a steep towards reducing poverty, achieving economic growth and preventing conflict. Freedom from want, freedom from fear, and the freedom of future generations to inherit a healthy natural environment -- these are the interrelated building blocks of human -- and therefore national – security [3].

Environmental security is closely linked with the economic security and its linkage becomes the most visible in the era of increasing global environmental risks. Tourism today as a development chance for low developed countries and regions all over the world is a crosscutting issue for both of this kind of security. In 21st century there are many threats that could impact travel and tourism industry, and those are not only traditionally addressed as terrorism, crime and military conflicts but also environmental and health hazards [4]. Increasing interest in theory and practice of specific kind of tourism, sustainable tourism put the environmental quality in the front of public eyes.

In September 2015, the world leaders adopted a post-2015 sustainable development agenda, which includes 17 sustainable development goals (SDGs) and 169 targets to set the ground for the new SDGs aiming among other goals ending poverty, fighting inequality and injustice, and tackling climate change by 2030. This agenda “Transforming our world: the 2030 Agenda for Sustainable Development” considered as a plan of action for people, planet and prosperity agreed by General Assembly Summit. A new Agenda is determined to promote sustainable tourism, to tackle water scarcity and water pollution, to strengthen cooperation on desertification, dust storms, land degradation and drought and to promote resilience and disaster risk reduction (page 9 point 33).

The few SDGs cross-cutting the environmental security and rural tourism, and tourism issue in general are:

- SDG 1 - End poverty in all its forms everywhere,
- SDG 3 - Ensure healthy lives and promote well-being for all at all ages,
- SDG 6 - Ensure availability and sustainable management of water and sanitation for all,
- SDG 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (in sub goal 8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products).
- SDG 11 - Make cities and human settlements inclusive, safe, resilient and sustainable (in sub goal 11.a Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning),
- SDG 12 - Ensure sustainable consumption and production patterns (sub goal 12.b - Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products),
- SDG 14 - Conserve and sustainably use the oceans, seas and marine resources for sustainable development (sub goal 14.7 - By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism).

Anyhow, it is clear that achieving one goal or target contributes to achieving other goals or targets. Directly or indirectly, sustainable tourism correspond not only with above mentioned SDGs. It is also linked with SDG 2, 5, 9, 10, 12, 13, 14, 15, 16 and 17 and all its targets [5].

For the purpose of this article authors choose to address the issues of rural tourism as an important factor of development of Serbian rural areas in the future. Serbian rural population in 2015 counted 44, 4% of total population [6]. In the complex of rural development, process is promoting six common EU priorities, but for purpose of this paper, authors consider few of them. Those are fostering knowledge transfer and innovation in agriculture, forestry and rural areas; promoting food chain organization, animal welfare and risk management in agriculture, and promoting social inclusion, poverty reduction and economic development in rural areas [7]. The EU's rural development policy is funded through European Agricultural Fund for Rural Development (EAFRD) worth € 100 billion from 2014 – 2020. Multiannual financial framework (MFF) devoted to the second pillar (rural development in defined period) counts 23% of all amount [8].

Therefore, the providing adequate level of environmental protection is of paramount importance for future success of Serbian rural tourism. One of the main research questions that this article envisions to answer is: “What are the government’s plans and capacities to deal with environmental insecurity in rural areas, and how to achieve better score in the area of rural tourism affected with an inadequate environmental sustainability at market in the future?”

The hypothesis of this article is that the rural tourism development in Serbia could not be provided without greater investment in rural area, especially having in mind presence of demographic challenges and lack of policies of adaptation on evident climate change and extreme weather events caused with it. This article addresses specific water and wastewater issues which the full effects on rural tourism are difficult to predict, but could be a significant factor of jeopardize environmental and health of population and tourist. The methodology used in article is usual for social researchers: historical analyses, comparative analyses, and data analyses. Authors used various documents from electronic databases, books, scientific journals, official documents and positive practice from international communities. The article is helpful for all interested parties in the area of rural tourism development. Hence, the article outcome is aimed to improve national competitiveness at global and regional tourist market which was not satisfied in the last WTTC report.

2. FEW INSIGHTS OF CURRENT RANGE OF THE SERBIAN TOURISM INDUSTRY

In the document of the World Travel and Tourism Council (WTTC) are presented the current rang of the Republic of Serbia at global tourist market among 136 countries. It is clear that tourism plays important role in the future sustainable development of Serbia, even there are a lot of room for improvement some of the basic performances. The tourism industry makes a significant contribution to both GDP and employment. In 2016, Travel & Tourism directly contributed 2, 2 % of Serbia’s GDP and it was 808, 4 million USD. Serbian tourism industry has 36 766 employees. The international direction of tourism development in Serbia is shown by the statistics in the report which presented figure of 1 132 221 foreign tourists. Looking at the data in Travel & Tourism Competitiveness Report 2017 [9], based on the Travel & Tourism Competitiveness Index (TTCI) Serbia is ranked on 95 places out of 136, which can be evaluated as almost similar having in mind that in 2013 Report. In 2013 it was placed as 89th out of 140. The report states that Serbia is still at the bottom of the European rankings like few of Balkan countries (Macedonia FRY, Bosnia and Herzegovina, and Albania) having less-advanced development and requiring upgrading of strategy in this area.

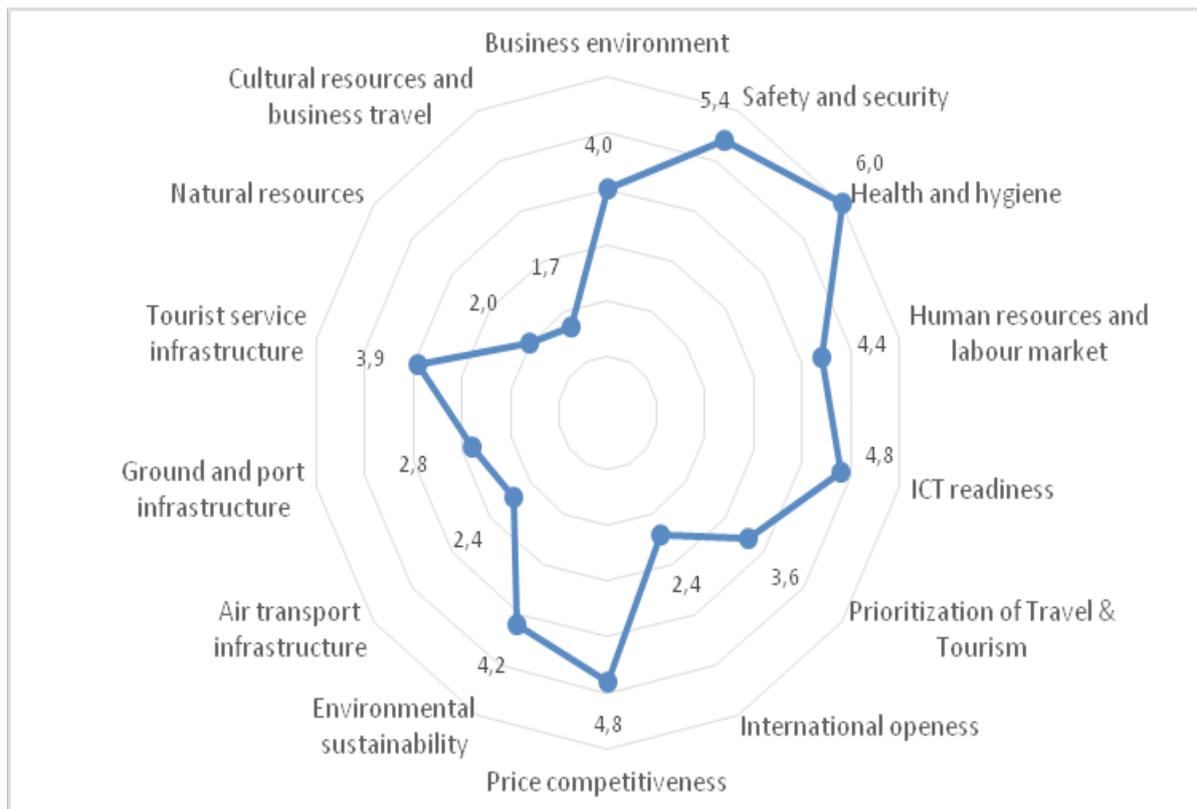


Figure 1: TTCI pillars for Serbia according to the Travel & Tourism Competitiveness Report 2017 of the World Economic Forum [9]

Environmental sustainability is also evaluated with low rang. In comparison with results of the Republic of Croatia which is evaluated in the part of environmental sustainability on 21th place, Serbia is at 61 out of 136. Croatia is placed as fifth country out of 136 refereed to tourist infrastructure, since Serbia is 76th.

Having in mind the subject of this article, authors address the importance of the rang related to natural resources, where Serbia has the very bad result Serbia is placed as 130th out of 136, since Croatia is placed of 20th out of 136 countries.

This data is pretty worrisome and have to initiate urgent discussion among all interested parties if Serbia has to be remarkable destination at regional and global market, despite the fact that Serbian tourism development is in detail presented in the Strategy of tourism development in the Republic of Serbia established by the Serbian Government [10]. Development of sustainable tourism and environmental security imposed effective management tools in every reported area because the ranges in many of them are far from satisfied.

In the Republic of Serbia rural tourism is identified as the key sector, which can drive diversification of the rural economy and improved the quality of life in rural population. Many projects performed in last decade with main aim to improve the sustainable rural tourism as a part of rural development concept [11].

One of the well-known among interested parties was UN Joint Programme, which works towards diversification of rural economy in Serbia. The key activities of this program were among others linked with strengthening the capacities of rural development entrepreneurs, tourism organizations, and supporting local projects through the Join UN Fund for Sustainable Rural Tourism [8].

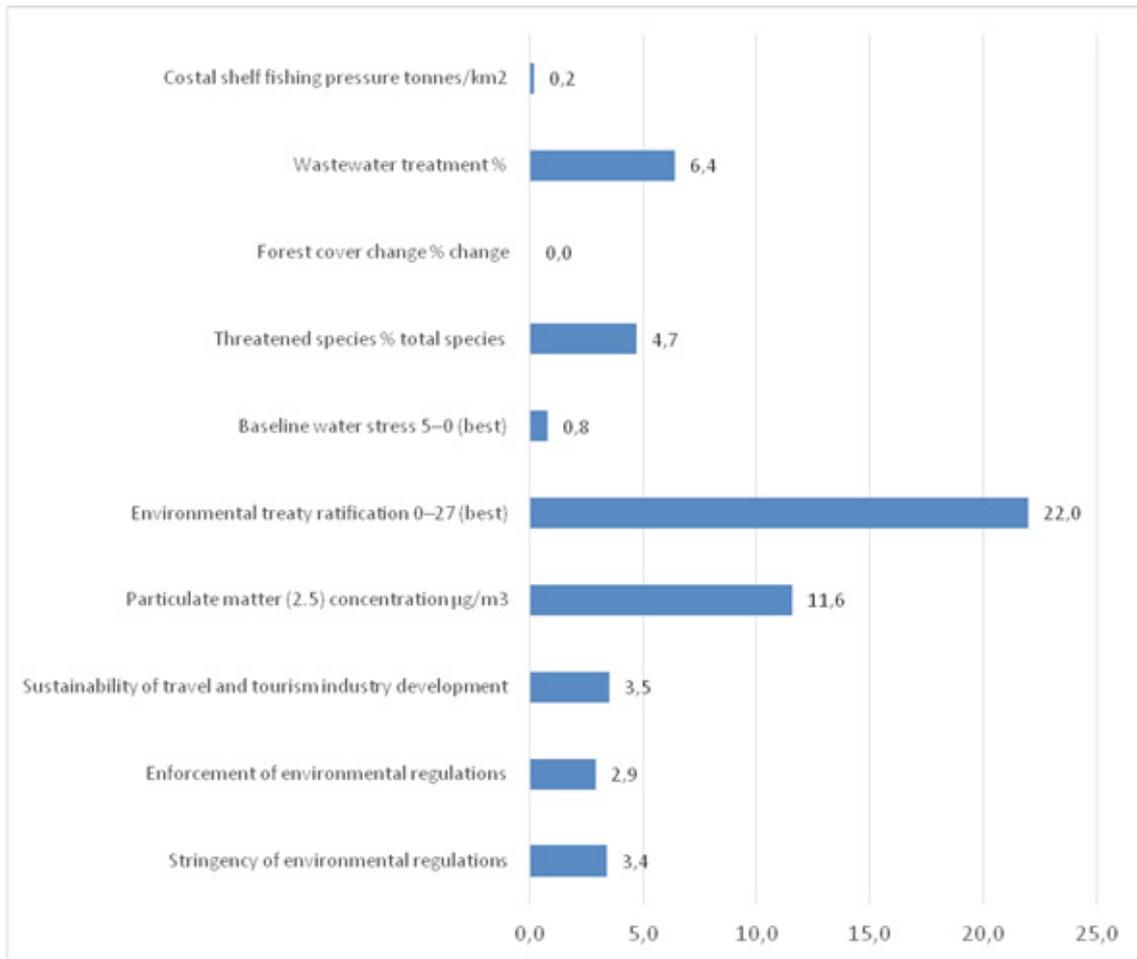


Figure 2: Environmental sustainability rang based on TCI for Serbia according to the Travel & Tourism Competitiveness Report 2017 of the World Economic Forum [9]

3. RURAL TOURISM DEVELOPMENT IS NOT UNRISKY AREA - BE AWARE OF IT

Environmental security can significantly impact the development of rural tourism. Rural tourism identified as the key sector, which can drive diversification of rural economy and improve the quality of life in rural population but it is visible that Serbian rural communities suffered from insufficient infrastructure and capacity in the emergency management in numerous emergencies, which hit those areas [12].

Water and waste water management, emergency management at local level, insufficient skills of local population and inadequate infrastructure are just few of visible obstacles which jeopardize the development of rural tourism in the Republic of Serbia [13], [14]. For example, in the last report of the Serbia Environmental Agency is stated that in 2016 the adequate water quality in physical chemistry and microbiological state has 57,4 public water system in cities [15]. The water quality in rural areas and in other settlement all over the Serbia is not so favorable. Many challenges are associated with the provision of safe drinking-water through small-scale water supplies (SSWS) throughout the pan-European region. Jovanovic with her colleagues proved in specific research that the average age of SSWS in the Republic of Serbia was more than 35 years old. Only 12.4% of inspected piped systems were managed by public utilities, representing the only authorized legal entities in Serbia [16].

For the purpose of this paper authors choose to explain briefly situation regarding the one of the most interesting and visited rural areas in Serbia: Raška district. It's one of eight administrative districts of Šumadija and Western Serbia. It expands to the south-western part of the country.

According to data presented its population is 309 258, that lives in 359 settlements and cover territory of 3 923 km² [17]. The reason for choosing this district is that in accommodation and food service this district counts the greatest number of percentages of population than in all other districts. This percentage is above the average score in the Republic of Serbia. Since in whole country this percentage is 3.3, in Raška area it is 5.1. Data referred to other areas are presented in Table 1.

Region / district	Percentage Accommodation and food service
Serbia	3,3%
Belgrade	3,4%
Vojvodina	2,8%
Sumadija and Western Serbia	3,6%
Zlatibor	4,8%
Raška	5,1%
Southern and Eastern Serbia	3,3%

Table 1: Accommodation and food service in Serbia
(Statistical Office of the Republic of Serbia, 2017 [17])

This district is characterized with plenty of cultural historical monuments, archaeological sites, and amazing landscape. Therefore, it represents the subject of interest for many tourists all over the year. The district consists from cities Kraljevo, and Novi Pazar and three municipalities Vrnjaska Banja, Raška and Tutin. Regarding natural resources, in this district are the most famous Serbian natural parks Kopaonik and Golija-Studenica Biosphere Reserve is the first UNESCO Man and Biosphere Programme (MAB) area in Serbia.³

All kinds of tourism are developed in this area, from mountain till eco, rural and cultural tourism and many other. List of tourist destinations suitable for this tourism are Golija, Novi Pazar and Vrnjaska Banja. Tourists have numerous opportunities for hunting in three areas Cemernica, Grabovica and Golija. Tourist also have opportunities to attend different events like Days of Lilac, Silver Cauldron, car and motorcycle race, rafting on the Ibar river, annual hiker gathering, art colony, Days of Honey and beekeeping. Villages Rudno, Lopatnica and Bodgutovac are the leaders in terms of rural tourism development in this part of Serbia [18].

In document titled: Development strategy of Kraljevo for a period from 2015 till 2020 is stated that tourism is a priority for future development. Despite these positive effects policy makers are still aware that there is a lot of room for improvement. They also recognize the need to increase ecological security and have addressed the lack in the area of prevention environmental pollution in emergencies and lack of skilled personal to mitigate the various consequences. In the area of tourism development, they understood the need for creating more adequate policies devoted to the rural tourism strategy.

³ Launched in 1971, UNESCO's Man and the Biosphere Programme (MAB) is an Intergovernmental Scientific Programme that aims to establish a scientific basis for the improvement of relationships between people and their environments. MAB combines the natural and social sciences, economics and education to improve human livelihoods and the equitable sharing of benefits, and to safeguard natural and managed ecosystems, thus promoting innovative approaches to economic development that are socially and culturally appropriate, and environmentally sustainable.

The undeveloped transport infrastructure faced with consequences of floods and landslides is one of the most visible obstacles to this development. For example, Village Rudno, one of the best-known destinations still has not adequate road to be reached. In strategy is presented the SWAT analysis and from that is clear that without greater investments in infrastructure objects and engagement of highly skilled professional management and better quality of innovative tourists produces and e-services the success will be missed.

In this, as in other districts, rural population often perceived inequality and inequity in affordable public services. Elimination of inequalities in accessing clean water and adequate sanitation, particularly for those living in rural areas, is essential for achieving 2030 Agenda for sustainable development. In last few years was obvious that the plans regarding rural development could be more holistic having in mind the specific security circumstances in those areas.

Raska district is dedicated to the tourism development and realize some of the needed investments in new basic funds in 2015. For Raška district from the budget is provided amount of the 7 699 481 thousand Serbian dinars (RSD) for the upgrading water supply systems and waste water management (277.882 RSD), and also improvement of services of accommodation and food (1 053 415 RSD). Statistical office in the Republic of Serbia presented data about water and waste water management in Raška district in 2015 [19].

Statistics water supply and wastewater disposal in 2015	
Total quantity of water in thousands of cube meters in Raška district	24 737
Water used in water supply systems for drinking	14 963
Total quantity of discharged waste water	14 587
Total quantity of discharged waste water in sewage systems	11 205
Total quantity of water discharge in system for purification	3 685
Number of households connected to water supply network	70 217
Number of connected households on the sewage network	53 400

Table 2: Water supply and wastewater disposal in 2015 [19]

The Serbian Agency for Environmental Protection SEPA in its last report about environmental state in 2016 presented similar data about Raška district. In Kraljevo water supply systems they find that risk is acceptable and counts 0-5% of irregular quality in sampling. Also, they confirmed that unpurified waste water in Raska district counts 60-75% of total quantity of discharged waste water (which is a questionable), and also the percentage of citizens connected on water supply system is 70-80 % [20].

Cities and municipalities within district are very different due to specific characterization of its population. From active population of 11028 employed are 79 276 and unemployed are 31752 citizens. The data report that population in Kraljevo, Vrnjačka Banja and Raška older than 65 year counts 18, 9% of total population, since in Tutin and Novi Pazar this percent is only 8,8. Tourism starts to be important in development of district, and number of tourists increased year by year. In Table 2 is presented the number of tourists, linked the data about total night which they spent, and an average number of nights spent in destination.

Environmental security in this district is compromised in few serious emergencies. The risk of insufficient capacity of rural community in the emergency management was more than obvious in numerous emergencies which hit those areas. Hence, agriculture is still the predominant activity and major economic contributor in terms of food, incomes, public goods and services in

rural areas of Serbia, it is obvious that its weather dependence is the most serious problem which jeopardize the sustainable development in rural area.

Serbia is a country highly exposed to the threats and risk of global climate change, natural disasters and extreme weather events [21].

The Earthquake in 2010 was one of them, as well as the flood in 2014 [22]. The May floods in 2014 affected a large number of rural households in the vicinity of the town of Kraljevo. The flood affected a large number of villages that are located along the river West Morava and villages along the river Godacica. Therefore, the experts conducted a specific project to analyze the microbiological and physical chemical quality of drinking water, in order to see the impact of the floods on the quality of drinking water in rural areas, for the protection of human health, water supply and the ecosystem in general. That project was financed thanks to humanitarian organization Adventists Development and humanitarian organizations ADRA. Expert collected 100 drinking water quality samples and tested them in the laboratories of the Institute of Public Health of Kraljevo. They conducted sampling in September and October 2014 in eight flooded villages around the town of Kraljevo. The number of compromised samples counted 83%. Only 17% samples meet Regulation on hygienic quality of drinking water (Regulation of FRY No 42/98 and 44/ 99). Microbiological irregularity was proved in 74 %, since physicochemical was proved in 36% of compromise samples [23]. Mismanagement of water rural supply system is related with issue of ownership and those due to that no one has a legal obligation to control it and perform regular sanitary inspection.

	Year	Raška district	
		2012	2015
No. of tourist	Total	252.025	298.718
	Domestic	216.506	245.457
	Foreign	35.519	53.261
No of total night	Total	1.043.838	1.034.934
	Domestic	933.833	878.769
	Foreign	109.955	156.165
Average spent Mađgalnight	Domestic	4.3	3.6
	Foreign	3.1	2,9

Table 3: The number of tourists in Raska district

A national survey of SSWS, including drinking-water quality and prevailing sanitary conditions, was undertaken in Serbia in 2016 based on a rapid assessment methodology developed by the World Health Organization. The aim was to overcome knowledge gaps and identify prevailing challenges related to the rural water supply in Serbia. In total, 1318 small-scale water supply systems were inspected and 1350 drinking water samples were taken. Jovanovic et al proved that the most frequently identified sanitary risk factors at distribution networks in rural areas (piped systems only) were lack of drinking water chlorination (72.8%), management by unqualified personnel (66.1%) and households with a dual water supply (i.e. connected to both a piped SSWS and an individual supply; 57.9%.

Situation related to the environmental emergency is similar in Novi Pazar and Tutin where floods and flash floods presented serious risk to population. On 7 March, due to heavy rain falls and flooding threats, an emergency situation has been declared for 14 cities and municipalities in central and western parts of Serbia. As of 8 March, 118 persons were evacuated by fire and rescue

units of the Ministry of Interior. Additionally, 710 households have been flooded while around 500 may be affected. Safety and security measures are being undertaken in the form of mobilization and deployment of water pumping capacities as well as specialized water rescue teams [24].

After a rapid assessment done on 7 March by the Red Cross branch secretaries and members of National Disaster Response Teams, the Red Cross of Serbia sent in its first relief assistance to help the people affected by the floods. On 30 March, in accordance with the needs expressed by the Red Cross branches, final aid delivery was sent to the population affected by floods in the municipalities of Lučani, Čačak, Novi Pazar, Raska, Kraljevo and Gornji Milanovac. In total, over 1,110 families have received support from the Red Cross of Serbia in this emergency response operation [25].

Radovic and Vojinovic [8] explained: Serbian tourism industry in the future will be faced with numerous issues on the path to increase its impact on economy and contribute to the sustainable development in rural area and country in a whole. In that task therefore, there is an urgent need to be innovative and look for reliable partners because risks can be very high in this process [26].

4. KEY INSIGHTS AND CONCLUSION

After many years of implementation different actions in Serbia and region, conclusion could be that there is still noted a large difference in the socio-economic structures of rural areas. Some of the experts in area of rural development stated that “the low and instable level of rural development support, which also varies in terms of scope and measures applied, does not address enough of the problems in rural areas. It slows down the ability to solve some of the key problems of structural reforming of rural areas including poverty, environmental degradation, and generation of new jobs” [13].

A greater environmental awareness contributes that Serbian society takes its development more seriously than it was in the past. This awareness has affected tourism developments in the recent years. In some Serbian districts economic recovery after global economic crises starts initiative to engage rural tourism and have established numerous tourist facilities in the rural regions [27]. Municipalities engage development of sustainable tourism, rural tourism and promote it like a new tourist destination in regional and national tourist markets.

The development of rural tourism product needs to provide the new or innovative products to meet the demand of the tourism market by analyzing the market well. There are two aspects included in the product development. First, to redesign the current rural tourism product, and second – to create new rural tourism products. Anyhow, that new rural tourism production has to facilitate the need of satisfaction in order to meet the change of tourist needs [30].

In rural areas of Serbia, food producers have significant development potentials: large areas of fertile soil, quality plant crops, good pastures for livestock feed, good sheep, pig and goat breeds. All this opens the possibility of producing high-quality ethno-food and organic food [31].

In Serbia there are 51 products with a protected designation of origin, among which are:

- Uzice prosciutto,
- Uzice bacon,
- Ivanjica potatoes,

- Valjevo and Arilje raspberries,
- Pester lamb,
- Other products from the field of fruits and alcoholic beverages.

All manufacturers in the food industry, as well as in the catering and trade sector, need good guidance for the independent quality control of the process of production and distribution of foodstuffs. Free movement of „safe food” is a key aspect of the internal market and significantly contribute to the health of the population. The free movement of food and animal feed within the EU can be achieved if the health conditions for foodstuffs and animal feed do not differ from one member-state to another. If the aim of the „safe food” regulation is to reduce, eliminate and avoid health risks, the three interconnected components of risk analysis - risk assessment, risk management and risk reporting - provide a systematic methodology for determining effective, measured and targeted measures for the protection of health. The future development of the Community’s activities in this sector will also be greatly influenced by the new provisions in the Maastricht Treaty relating to the protection of human health (Article 129), consumer protection (Article 129a) and environmental protection (Article 130r).

Today, all developed countries of the world have a well-established legislative body looking for guarantees that food is „safe”, health-correct and fit for human nutrition purposes, that commercial transactions take place properly and that official control and inspection systems are effective. Health food safety and the protection of consumers’ interests are becoming a growing concern for public, non-governmental organizations, professional associations, international trade partners and trade organizations. It is necessary to ensure that consumer confidence and the confidence of trading partners are ensured by an open and transparent drafting of food regulations through public bodies that take appropriate steps in notification where there is a reasonable basis for the suspicion that certain food products pose a health risk.

Developing countries, in order to protect the environment and protect the health of animals in the food chain of animal origin, must adopt internationally regulations, standards and procedures as a basis for gaining competitiveness and inclusion in the world market.

Through its Legislative Bodies, the EU has adopted a number of legal rules relating to the regulation of imports, market and intra-community trade, which also applies to animals and products of animal origin. They have provided hygiene standards and Member States have to respect them and respond by criminal penalties for non-compliance. By adopting the EC Regulation No 178/2002 concerning food safety, the European Food Safety Authority has been established as well as the Permanent committee on food safety and animal health with special powers to enable emergency action.

The most important EU laws that have been adopted since 2002 to date and in accordance with Codex Alimentarius are as follows:

- Regulation No 178/2002. Food Act;
- Regulation No 852/2004. Law on food hygiene;
- Regulation No 853/2004. Law on Animal Husbandry;
- Regulation No 854/2004. The Act on the Organization of the Official Control of Products of Animal Origin for Human Nutrition.

In our country, in the last few years, an initiative has been stepped up to harmonize legislation with EU regulations and internationally recognized standards. New legislation will be linked

to the food chain, whereby cooperation and coordination between competent authorities and stakeholders, including manufacturers and consumers, is required.

New system of standards in the European Union (ISO 22000: 2005) include the HACCP methodology:

- 2006: Import of food without HACCP certification in the EU is prohibited,
- 2008: A series of quality standards ISO 9000: 2008 has been introduced.
- The Ministry of Agriculture of the Republic of Serbia initiated an action for the mandatory introduction of food safety standards in the agricultural and food industry of the Republic of Serbia, starting from June 2011.

The Law on Food Safety was published in the Official Gazette of the Republic of Serbia (No. 41/09). The provisions of the Law relating to the introduction of HACCP, the rapid alert system, emergency measures and crisis management, as well as monitoring, were applied. On the day of the entry into force of this Law, the provisions of the Law on the healthful safety of foodstuffs and objects of general use in the part relating to foodstuffs ceased to apply (Official Gazette of SFRY No. 53/91, Official Gazette of the Federal Republic of Yugoslavia No. 24/94, 28 / 96, 37/02 and Official Gazette of RS 101/05 and 79/05) as well as the provisions of the Law on Health Surveillance of Foodstuffs and General Purpose Goods (Official Gazette of SRS No. 48/77, 24/85, 29/88, and Official Gazette of RS 44/91, 53/93, 67/93, 48/94 and 101/05).

Pursuant to Article 111, paragraph 7 of the Veterinary Act („Official Gazette of the Republic of Serbia”, No. 91/05 and 30/10), the Minister of Agriculture, Forestry and Water Management has adopted the Ordinance on General and Special Conditions for Animal Hygiene, published in the „Official Gazette of the Republic of Serbia”, No. 78/10. This Ordinance shall apply from 10 June 2011. The methods of microbiological analysis referred to in this Ordinance are SRPS ISO methods that can be obtained from the Institute for Standardization of the RS. The application of the new legislation and new knowledge that arise from the set standards significantly change the views on the microbiological safety of food and feed [32].

Environmental security is important issue for tourism development. Since rural areas are characterized with insufficient capacity to handle environmental risk, therefore the rural tourism could be seriously affected with environmental issues. Such as are the problems of environmental media pollution (mostly soil and water), hygienic conditions, poor forest management, lack of critical infrastructures, etc. may destroy the best prepared strategy of rural tourism development. If we add insufficient capacity to mitigate extreme weather events linked with global climate change situation become even more serious.

The environmental protection in Serbia is becoming an issue of paramount importance. It is equally important in urban as well as in rural areas. The Government accepted new environmental legislative accordingly to those implemented in European Union, but its implementation is evaluated as insufficient. At present, Serbia faced many questionable issues and one of those is how to fulfill requirements of Water Framework Directives. Many reports of the international organizations showed that the current state is so far from favorable. The issue of wastewater treatment is recognized as one with the highest priority.

The changing population behavior and engagement of environmental citizenship could be one of the starting points in the future development in rural region. Dobson explained that “environmental citizenship follows through the implications of the view that environmental responsi-

bilities follows from environmental rights as a matter of natural justice. Citizenship has always been a matter of balancing rights and responsibilities” [33]. “Environmental Citizenship” is defined as the responsible pro-environmental behavior of citizens who act and participate in society as agents of change in the private and public sphere, on a local, national and global scale, through individual and collective actions, in the direction of solving contemporary environmental problems, preventing the creation of new environmental problems, achieving sustainability as well as developing a healthy relationship with nature.

“Environmental Citizenship” includes the exercise of environmental rights and duties, as well as the identification of the underlying structural causes of environmental degradation and environmental problems, the development of the willingness and the competences for critical and active engagement and civic participation to address those structural causes, acting individually and collectively within democratic means, and taking into account inter and intragenerational justice [34].

The results of the article confirmed that without adequate level of environmental security there would not be reached even the adequate level of economic security in Serbian districts despite the development of rural tourism, and tourism in general, as one of the fastest growing economic activities in the world market.

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