

RESEARCH OF THE INFLUENCE OF SOCIO-DEMOGRAPHIC CHARACTERISTICS OF POPULATION TO DEVELOP TOURISM (EXAMPLE: SERBIAN CASE)

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Summary: *Dominance of the free time and free money as basic factors of tourism development is confirmed by the synthesis of relevant economic and theoretical concepts and empirical studies, from the earliest, to the modern stage of tourism. Both of these factors imply consumption as the main outcome of the economic process. Also, these two factors as final objectives of the economic activity are characteristic only for the individual. A human with all its characteristics - both positive and negative, has a crucial influence on development of tourism. In order to confirm the set hypothesis, a research entitled "The impact of socio-demographic characteristics of the population to develop tourism in Serbia" has started. Theoretical elaboration is dominant in the research results according to the defined purpose of the research. During the research process and results, the following methods were used: Likert Scale, T-test, ANOVA, Pearson correlation coefficient, Logistic regression and Multiple regression*

Keywords: *tourism, population, development, socio-demographic characteristics*

INTRODUCTION

The study was conducted to examine the connection in behavior and perceptions of the examinee regarding with participation in domestic and foreign tourism, and depending on their socio-demographic characteristics. More specifically, the report questioned whether there is a correlation between sex, age and education of respondents and their habits in going on vacation, estimate the importance of certain elements of accommodation facility and attitudes towards certain events in Serbia, as well as tourism in general. People are daily exposed to a large amount of stress and it is assumed that the holiday season is very important and indispensable part of their lives. It is necessary to understand better and more deeply their perception and behavior regard to this segment. The goal of this study was to analyze the connection between socio-demographic variables (sex, age and level of educational of respondents) and habits, as well as attitudes of respondents related to tourism and the implementation of vacation. So the goal of this research was to confirm that socio-demographic variables have a decisive impact on tourist travel and vacationing, or clearly formulated, the impact on the actuating factors of tourism development.

SAMPLE

In this research, 183 respondents were participated of which 78 respondents (42.6%) were male and 105 subjects (57.4%) were female. Regarding age, subjects were divided into a following categories: 6.6% of respondents were aged between 20 and 30 years, in the age category between 31 and 40 years were 41% of respondents, the same percentage is in the age category between 41 and 50 years, 3.3% of respondents were in the category between 51 and 65 years, and 8.2% were over the age of 65 years.

Also the employment status of respondents was examined and it was shown that 77% of respondents were employed, 14.8% were unemployed, 1.6% of respondents had a status of pupils or students, and 6.6% were retired. Regarding education, 41% of respondents were with a high school education, 44.3% of respondents with a university degree, while only 14.8% of respondents have completed a master's or doctorate.

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Subjects were also classified into a following categories according to the amount of personal monthly income: 11.5% of respondents stated not to have personal income, 47.5% of respondents earning up to 500 euros, 27.9% have between 501 and 1000 euros, 9.8% earned between 1001 and 1500 euros, between 1,501 and 2,000 euros was no one and more than 2,000 euros per month earned 3.3% of respondents.

In addition to personal income, the respondents were classified according to total monthly income of the household. 3.3% of the respondents stated that is not aware of the monthly income of the household, 19.7% of respondents live in a households where the income was up to 500 euros per month, 54.1% of respondents live in a households where the income was from 501 to 1,000 euros per month, is 9.8% of respondents were in the category of income between 1,001 and 1,500 euros per month, 4.9 % of respondents were in the category between 1,501 and 2,000 euros per month, the same percentage is categorized between 2,001 and 3,000 euros, while 3.3% of respondents live in households in which income is higher than 3,000 euros.

Then, it was shown that 9.8% of respondents live alone, 23% of respondents live in two-member households, 24.6% of them live in the tripartite, 34.4% in a four, 4.9% in a five-member households, while 3.3% of respondents are living in the six-member household, and none of the respondents stated that lives in seven-member or plus household. Classification of respondents according to how many members of their households have income shows that 29.5% of the respondents have only one member receives income, 59% two members with incomes, 9.8% with three members of the household realized income and 1.6% lives in households with four members with income while there was not found a respondent who live in households with more than 4 members generating revenues.

WORK METHODOLOGY

The research process type was quantitative, and data were analyzed by statistical analysis within SPSS software package (Papić-Blagojević, 2015).

The survey was conducted through questionnaires in which respondents except socio-demographic variables (Muratović, 2013) responded to questions about their habits concerning spending their holidays in a way that they have offered answers from which they choose the one that suits their habits (Ozturk and others, 2015).

Another group of dependent variables was operationalized through the Likert scale of assessments (Butrovac and Perković, 2014) where were respondents evaluating proportion of the importance of some accommodation elements during holidays (Petrovečki and Bilić-Zulle, 2015). The third and fourth groups of dependent variables was also operationalized through five-point Likert scale in which respondents expressed the extent to which they are dedicated to individual tourist attractions/events in Serbia, as well as how much they agree with statements generally affiliated with tourism in Serbia.

In research of relevance of the influence of socio-demographic characteristics on tourism development processes, Lović finds Jefferson and Lickorish experience interesting (Lović and others, 2012). When analyzing the influence of socio-economic variables of the population on tourism development, some authors give special importance to the variables related to decision-making about travel or affecting the motives (in terms of incentives) travel (Crompton and McKay, 1997).

Independent variables in this study were gender, age and level of qualification of respondents (Marković-Denić, 2015). As already described in the sample, 78 subjects were male and 105 female subjects. When it comes to age, 6.6% of respondents were aged between 20 and 30 years, 41% were aged between 31 and 40 years, the same percentage is found in the age category between 41 and 50 years, 3.3% of them is were between the ages of 51 and 65 year, while 8.2% were above 65 years of age.

The dependent variables were examined habits of respondents when it comes to holidays, the degree of importance they attach to specific elements of the accommodation on holiday, as well as their attitudes and degrees of commitment to touristic facilities/events in Serbia and tourism in general.

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Thus, the first dependent variable was examined how respondents were willing to set aside money for their holidays, and shows that 39.3% of respondents are willing to set aside one monthly salary for the holiday, 32.8% of respondents are ready to allocate two monthly salaries, 3.3% of respondents are ready to allocate three monthly salaries, none of the respondents stated that it is ready to allocate four monthly salaries, while 8.2% of respondents are ready to allocate more than 4 monthly salaries, while 16.4% of respondents stated that nothing of the above is case (Blanke and others, 2009)

By the following dependent variable was examined how respondents financed their vacation and shows that 62.3% of respondents financed their holiday independently, 13.1% of respondents financed holidays with the help of parents, children, family or partner, 3.3% of them are financed by means of loans, 14.8 % of are financed it with help of deferred payment, while 6.6% respondents stated that annual holiday is funded otherwise (Brakke, M., 2005).

Then, question was also in what way respondents are prefer to spend their holidays, and shows that the largest percentage of respondents, 75.4% spend their holidays at the sea, 6.6% of the respondents prefer to spend their vacation on the mountain, none of the respondents stated that like to spend their vacation by the lake, 1.6% of respondents stated that like to spend vacation at a spa, 3.3% of respondents prefer rural tourism, 4.9% of them prefer city tourism (domestic and foreign cities), while 8.2% of respondents are spending their holidays in some other way.

Further, it was questioned in what country respondents would prefer to spend their holidays. 62.3% of respondents stated that they prefer to spend vacation in Greece, 8.2% of respondents said Montenegro is a preferred country for holidays, 1.6% stated Turkey, 3.3% of respondents said they prefer Egypt, Spain is first option for only 1.6% of respondents, as well as Croatia, 4.9% prefer Serbia, while 16.4% of respondents said other countries (Zeithaml and others, 2006).

Following variables were examined how many days were respondents spend on their holidays. 1.6% of respondents decided to rest in shifts of 7 days, 42.6% in a shifts of 10 days, 14.8% of respondents choose a vacation in shifts of 15 days, while 41% of respondents were chosen a shift on their own choice. It also questioned what the respondents most often used as a means of transportation when going on vacation, so that 68.9% of respondents use their own transport, 18% of respondents travel by bus, 1.6% of them opting for the train, none of the respondents did not travel by boat and by plane on vacation travels 11.5% of respondents.

As for a type of accommodation that respondents most frequently select, research shows that 16.4% of respondents opt for a hotel room, 11.5% of them are opting for a studio apartment or hotel accommodation, 4.9% has chosen room while 41% of respondents are choosing an apartment or studio in private accommodation.

Further, 13.1% of respondents would decide for the all-inclusive option, 1.6% of respondents for camp-elect, while 11.5% of respondents opting for some other form of accommodation. Then, the subjects were rated the elements of accommodation facility due to importance on a five-point Likert scale (Parasuraman and others, 2007).

Table 1. presents the elements and the frequency of respondent's answers, where 1 meant not important, 5 extremely important, while other numbers between shades and 3 meant they were not sure.

Next group of dependent variables include answers about commitment to domestic tourist attractions events is shown in Table 2.



Table 1. – Significance of accommodation facility elements (Percentage)

Elements of accommodation facility	Irrelevant	Slightly relevant	Relevant	Useful	Extremely useful
Mini bar	62.3	18	3.3	14.8	1.6
Safe (in the room or at the Reception desk)	27.9	16.4	9.8	29.5	16.4
Car Park	11.5	4.9	4.9	32.8	45.9
Pool	26.2	21.3	13.1	27.9	11.5
Aqua Park	50.8	26.2	8.2	9.9	4.9
Sports Facilities	36.1	19.7	14.8	26.1	3.3
Medical Service	11.5	3.3	9.8	44.3	31.1
Spa	42.6	24.6	9.8	11.5	11.5
Playground	29.5	4.9	14.8	31.1	19.7
Kitchen/Kitchenette	11.5	9.8	9.8	42.6	26.3
Flat Screen TV	49.2	18	9.8	16.4	6.6
Jacuzzi	57.4	24.6	3.3	9.8	4.9
Air-Conditioning	9.8	/	8.2	42.6	39.4
View of Tourist Attractions (Beach, Ski slope, etc.)	18	8.2	13.1	42.6	18.1
Terrace	3.3	1.6	4.9	37.7	52.5
Washing Machine	49.2	24.6	11.5	9.8	4.9
Sound Insulation	14.8	16.4	6.6	37.7	24.5
Wi-Fi	6.6	9.8	9.8	27.9	45.9
Fitness Centre	49.2	18	13.1	14.8	4.9
Non Smoking Rooms	42.6	6.6	11.5	21.3	18
Family Rooms	24.6	8.2	24.6	23	19.6
Pets Allowed	54.1	4.9	18	14.8	8.2
Adapted for Persons with Disabilities	32.8	3.3	27.9	16.4	19.6
Club/Disco for Children	42.6	11.5	18	21.3	6.6
Services (Hairdresser, Masseur, etc.)	39.3	16.4	16.4	18	9.9
Distance from the Tourist Attractions	1.6	3.3	6.6	37.7	50.8

Source: Research of authors

Table 2. – Commitment of tourist to domestic touristic facilities (Percentage)

Domestic touristic facilities	Not interested	Faintly interested	Not sure	Interested	Broadly interested
Mountains	36.1	21.3	9.8	21.3	11.5
Lakes	26.1	24.5	21.4	19.8	8.2
Spa Resorts	45.9	21.3	13.1	16.4	3.3
Congress Tourism	63.9	16.4	6.6	9.8	3.3
Farm Tourism	47.5	14.8	11.5	19.7	6.5
The Guča Trumpet Festival	80.3	9.8	3.3	4.9	1.7
Exit festival	63.9	8.2	4.9	16.4	6.6
Belgrade Beer Fest	44.3	9.8	14.8	26.2	4.9
Ethno Tourism Bacon Fest, Sausage Festival et al.	55.7	21.3	8.2	13.1	1.7
Religious Sites in Serbia	36.1	16.4	6.6	34.4	6.5
Motorcycle Events	57.4	11.5	4.9	13.1	13.1

Source: Research of authors

Finally, we studied the level of agreement of subjects with statements about tourism in Serbia. Again, it comes to a five-point Likert scale, where 1 meant that respondents do not agree, 5 they totally agree, 2 and 4 shades of agreement and disagreement, while 3 meant not sure. The answers are shown in Table 3.

Table 3. – Claims subjects related to tourism development in Serbia

Claim	1	2	3	4	5
Serbia has unused tourist potentials	3.3%	/	3.3%	36.1%	57.4%
Serbia has a future in tourism development	3.3%	3.3%	21.3%	42.6%	29.5%
Because of lack of our own resources we are forced to urbanization of tourism resources	19.7%	21.3%	29.5%	21.3%	8.2%
Concessions are the best way of accelerated tourism development	18.0%	16.4%	47.5%	13.1%	4.9%
Tourism development should be left to foreigners because we do not know how to deal with tourism	42.6%	23%	16.4%	9.8%	8.2%
The most important tourist facilities should be owned by the state	19.7%	19.7%	18%	29.5%	13.1%
If it come to the privatization, then you should choose customers from friendly countries	29.5%	16.4%	23%	23%	8.2%
Tourists system should fit into a system of standards, regulations, and ownership of EU partners	26.2%	9.8%	19.7%	27.9%	16.4%
Russia is the best partner for the development of tourism because it has tourists and investors	37.7%	9.8%	29.5%	9.8%	13.1%
All touristic resources should remain in state ownership, even if don't develop	45.9%	24.6%	19.7%	4.9%	4.9%
Regardless of the politics, should consolidate the tourist offer of Serbia and Republic of Srpska	26.2%	11.5%	34.4%	14.8%	13.1%

Source: Research of authors

RESEARCH RESULTS

T TEST

T test used for examination whether the subjects differ in their responses to the dependent variables within which they assessed the habits of respondents about holiday based on sex. Also it was examined respondents' evaluations of the importance of certain elements of accommodation depending on the sex.

It was found that respondents differ in the way of financing holiday, $t(181) = -2.498$, $p < .01$, and that men are more likely to finance it by they own, while women make up more often with help of parents, children, family, friends. Then, it shows that respondents differ by choosing a country in which prefer to spend their holidays $t(181) = -2,905$, $p < .01$, and that men the most often choose Montenegro, while women prefer Turkey or Egypt.

As for the number of days that respondents spend on holidays, and in this case we observed differences between respondents $t(181) = 3.540$, $p < .01$, men largely stated that they spend 15 days on vacation, while women more likely opt for of 10 days.

The same analysis showed that respondents differ in evaluating importance of available parking as element of the accommodation facility $t(181) = 2.354$, $p < .01$, men expressed that this segment is mostly or completely essential, while women in almost equal percentage said that is essential/non-essential element for them.

Furthermore, noticeable is also a difference between men and women in the evaluating the importance of the spa within accommodation on holiday, $t(181) = 3.144$, $p < .01$, respectively women alleged partial disagreement and neutral on whether is this an essential element, while men claim to be totally or partially agreed with the statement that this element is essential to accommodate the five star tourist vacation.

Also, respondents also differ in terms of assessment of how important the pets permit is within the accommodation $t(181) = .922, p < .05$, but these differences are very low, men as women mostly show that this is generally not important segment of the accommodation offer.

At the end, similar results were obtained for the assessment of how important the presence of children's discos is within accommodation $t(181) = .608, p < .05$, and the results show that respondents of both sexes, this segment of accommodation generally assessed as irrelevant, while for estimating other dependent variables we didn't receive significant differences among respondents.

Based on these results it can be concluded that the sex of the respondents is a demographic characteristic that may vary respondents in terms of their habits and estimates that are related to the holiday. The variable on the basis of which the respondents were most different is the number of days they spend on vacation, and assess the importance of certain elements of the tourist offer, respondents differ mainly in terms of how much of their essential is spa within accommodation where they reside, and make sure these variables should be included in future research. Based on the size of the other t statistics can be concluded that the respondents also differ at all dependent variables on which this analysis showed a statistically significant distinction, and it is necessary to include these variables in future studies to better understand the connection between sex and these dependent variables. However, the most important are the very low size of the t -statistics in assessing respondents how significant License for pets and children's discos within the accommodation are, and make sure these two variables should be excluded from future research.

ANOVA TEST

Single factor analysis of variance (ANOVA) was examined to what extent the respondents differ in the degree of commitment to tourist attractions Serbia, depending on their age.

The survey shows that respondents differ in a degree of commitment of the Serbian mountains $F(4, 182) = 2.90, p < .05$, and that respondents between age of 51-65 mostly state that are dedicated to the mountains, while other categories of respondents mainly referred that are poorly dedicated to mountains or they can not assess the extent to which consecrated them as tourist contents in Serbia.

Furthermore, respondents differ in a degree of commitment to lakes as five star Serbian tourist contents $F(4,182) = 5.64, p < .01$, and results show that respondents aged between 51 to 65 stated commitment, while other categories of respondents mainly state complete or partially abandon the commitment to the lakes in Serbia.

Statistically significant differences is among the respondents obtained in a degree of commitment of the Guča Trumpet Festival $F(4,182) = 7.35, p < .01$, respectively shows that the respondents aged 51 to 65 take a neutral attitude towards this event, while other categories of the population state full or partial abandon the commitment to this event.

The same analysis showed that respondents differ in a degree of commitment to the EXIT festival $F(4,182) = 3.99, p < .01$, and that participants aged 51 and older, expressed full abandon the commitment to this event, participants aged between 20 and 30 except the partial lack of acceptance also expressed a neutral attitude towards this event, while other categories of respondents mostly stated that they are not committed to the EXIT festival. As for distinguishing subjects in the self-assessment of commitment to Beer Fest in Serbia, depending on their age, we also got significant differences between them, $F(4,182) = 6.37, p < .01$, and also shows that respondents over 65 years old expresses its full abandon the commitment, while other categories of respondents stated that they are not committed or to have a neutral attitude towards this event.

Furthermore, it was shown that respondents differ in terms of how they devoted Ethno Tourism in Serbia, $F(4,182) = 4.54, p < .01$, and respondents aged between 51 and 65 years or state that they are not dedicated or take a neutral attitude towards this event, while other categories of the population state, entirely or partly abandon the commitment to this event.

Finally, statistically significant differences among the respondents are obtained in terms of how much they have dedicated to motorcycle manifestations $F(4,182) = 5.94$, $p < .01$, this analysis also shows that respondents aged 51 to 65 years stated that they very dedicated, and other categories of respondents stated or that are partially or fully abandon the commitment to this tourist event.

Based on the results it can be taken several conclusions, but the basic conclusion is that this analysis confirms our initial hypothesis of this research, we get a statistically significant difference between respondents in assessing commitment to individual tourist events in Serbia.

Further, it shows that respondents differ mainly in the degree of commitment of the Guča Trumpet Festival, and a least differ is in the degree of commitment to mountain tourism, as well as in the first case, the oldest respondents state completely abandon the commitment, and in another case a full commitment given tourist attractions of Serbia. In addition, if we look at the content of the respondents according to which respondents expressed the lowest commitment, then that is Guča Trumpet Festival, EXIT Festival and Beer Fest, which tells us that we are in this study included those respondents who, regardless of age expressed abandon the commitment to music festivals in Serbia.

On the other hand, the oldest segments of the population in most of the cases stated commitment to the many different tourist attractions Serbia, and would further research is certainly needed to examine the causes of these more detailed assessment of subjects as well as to determine which factors other than age affect these attitudes of respondents.

CHI-SQUARE ANALYSIS

We used Chi-square analysis to examine whether the respondents differ in the degree of agreement with statements that are related to tourism in Serbia, depending on their level of education (Pejić, 2015). This analysis has been obtained statistically significant differences among respondents in all claims and Table 4. shows the size of Chi-square for each individual claim. Then, the chart will be displayed the frequency response of the respondents for each of the following statements, depending on the level of educational attainment of respondents.

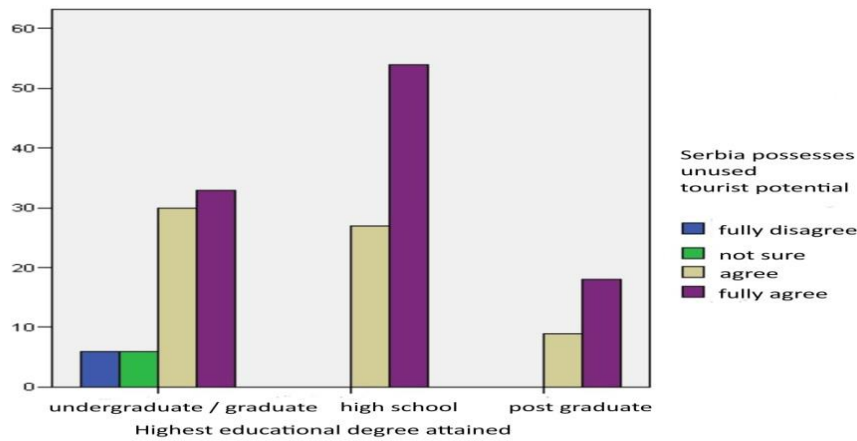
Table 4. – Chi-sized squares response to claims about the development of tourism

Allegation	Age of respondents	Statistical significance
„Serbia has unused tourist potential ”	$\chi^2(6, 183) = 21.789$	$p < .01$
"Serbia has a future in tourism development"	$\chi^2(6, 183) = 22.006$	$p < .01$
"Because of the lack of own resources we are forced to privatize tourist resources"	$\chi^2(6, 183) = 21.109$	$p < .01$
"Concessions are the best way of rapid development of tourism"	$\chi^2(6, 183) = 84.466$	$p < .01$
"Tourism development should be left to foreigners because we do not know how to deal with tourism"	$\chi^2(6, 183) = 31.769$	$p < .01$
"The most important tourist facilities should be owned by the state"	$\chi^2(6, 183) = 30.047$	$p < .01$
"If we're forced to privatize it should choose customers from friendly countries"	$\chi^2(6, 183) = 56.975$	$p < .01$
"Travel system needs to fit into a system of standards, regulation and ownership but EU partners"	$\chi^2(6, 183) = 24.210$	$p < .01$
"Russia is the best partner for the development of tourism because it offers tourists and investors"	$\chi^2(6, 183) = 26.515$	$p < .01$
"All tourism resources should remain in state ownership if tourism is not developed"	$\chi^2(6, 183) = 64.231$	$p < .01$
"Regardless of the policy should be to consolidate the offer of the Republic of Serbia and the Serbian unique tourist offer"	$\chi^2(6, 183) = 36.300$	$p < .01$

Source: Research of authors

Next, the first argument "Serbia has unused tourist potential" $\chi^2(6,183) = 21.789, p < .01$ indicates that respondents with secondary education in almost equal measure are reported partially or totally agreed with it, while other categories of respondents in a greater extent agreed with allegations completely, and in a smaller extent partially agreed with this statement (Figure 1.).

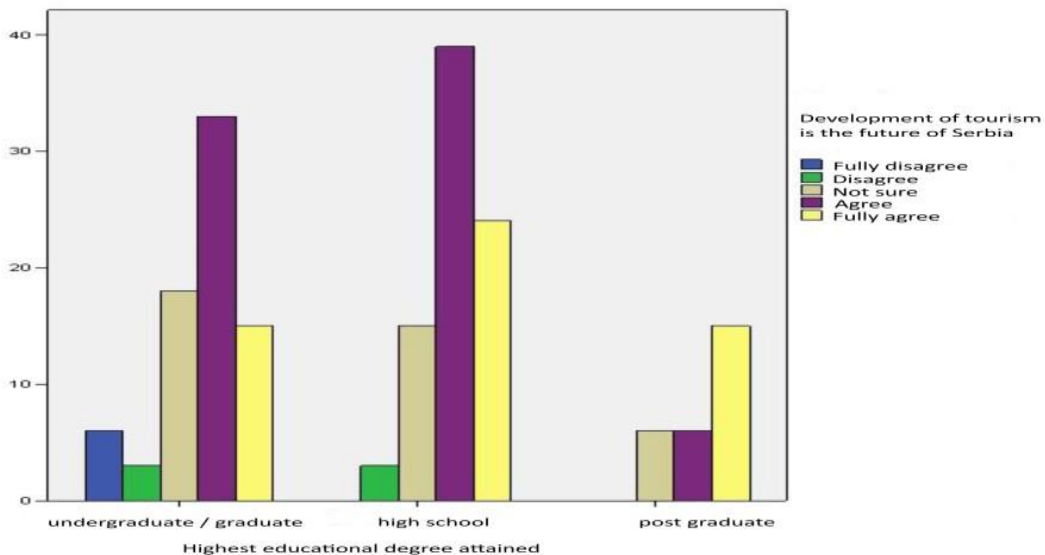
Figure 1. – Serbia possesses unused tourist potential



Source: Research of authors

Then, the claim "Serbia has a future in tourism development" (Figure 2.) shows that respondents with high school and high school or university degree largely state agreement with this statement while slightly less referred to total agreement, and interviewees with a master or doctorate degree largely state completely, and to a lesser extent, partly agree with this statement.

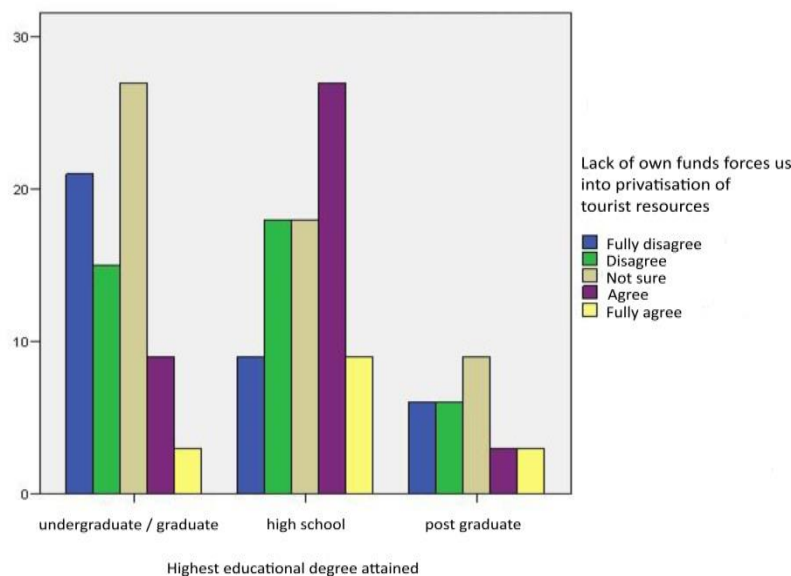
Figure 2. – Development of is the future of Serbia



Source: Research of authors

Then, as regards the agreement of respondents with the statement "Due to the lack of own resources we are forced to privatization of tourism resources", the results of the analysis (Figure 3.) show that respondents with secondary education largely expressed disagreement with this statement, while less frequently stated that they are not sure of the extent of agreement with this the statement; respondents with a college or university in the largely state that they agree with this statement, in equal measure, and expressed disagreement with it as neutral stance, while respondents with completed master or doctorate largely expressed disagreement with this statement, and to a lesser extent expressed a neutral stance toward it.

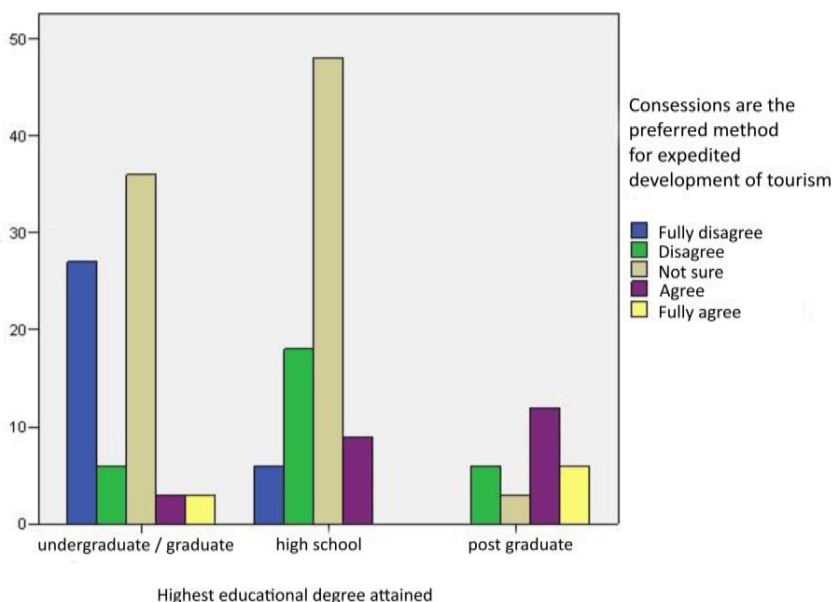
Figure 3. – Lack of own funds forces us into privatization of tourist resources



Source: Research of authors

As for the argument "Concessions are the best way of rapid development of tourism" for it shows (Figure 4.) that respondents with secondary education and respondents with high school education or faculties to the fullest extent stated that they were not sure how much they agree with this statement, while a lesser extent the allegations disagreement, and the patients with the Master or Doctorate largely state agreement with this statement.

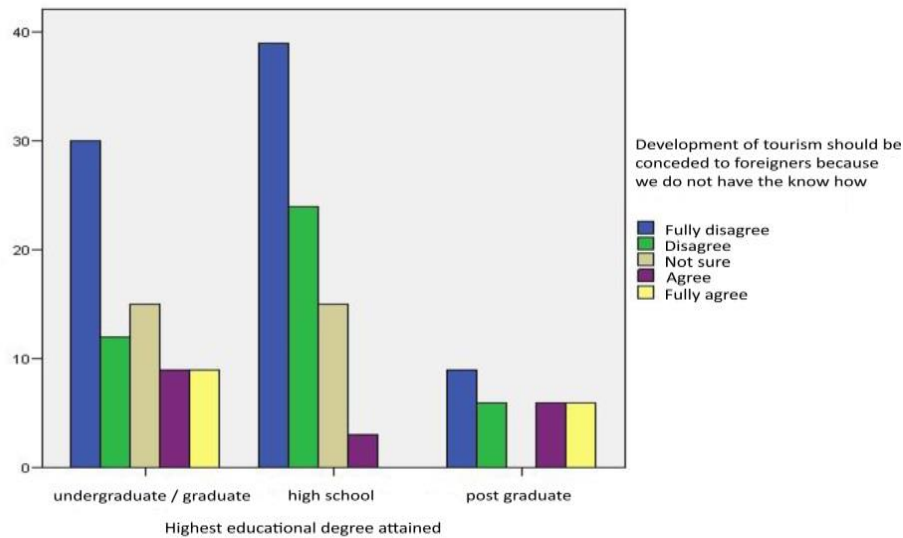
Figure 4. – Concessions are the preferred method for expedited development of tourism



Source: Research of authors

In the statement "The development of tourism should be left to foreigners because we do not know how to deal with tourism" respondents with secondary education, high school and college largely disagree with this statement or express that they are not sure of the extent of agreement with her, while respondents with master or doctorate in most cases, expressed complete disagreement, and less frequently and, in equal measure, expressed agreement and disagreement with her (Figure 5.).

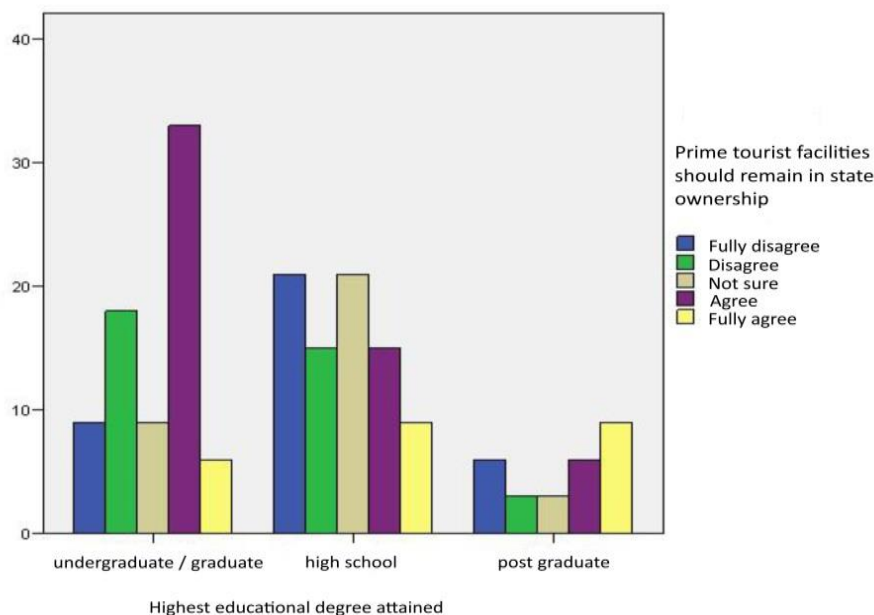
Figure 5. – Development of tourism should be conceded to foreigners because we do not have the know how



Source: Research of authors

As to the claim "The most important tourist facilities should be owned by the state" also yield statistically significant differences (Figure 6.) between respondents and with it the respondents with secondary education to a greater extent agree to a lesser extent disagree; interviewees with higher or university education mainly cite disagreement, while somewhat rare cases state that they are not sure of the extent of agreement with her; respondents with completed master or doctorate mostly state that they agree with this statement, while a lesser extent also expressed the disagreement with her.

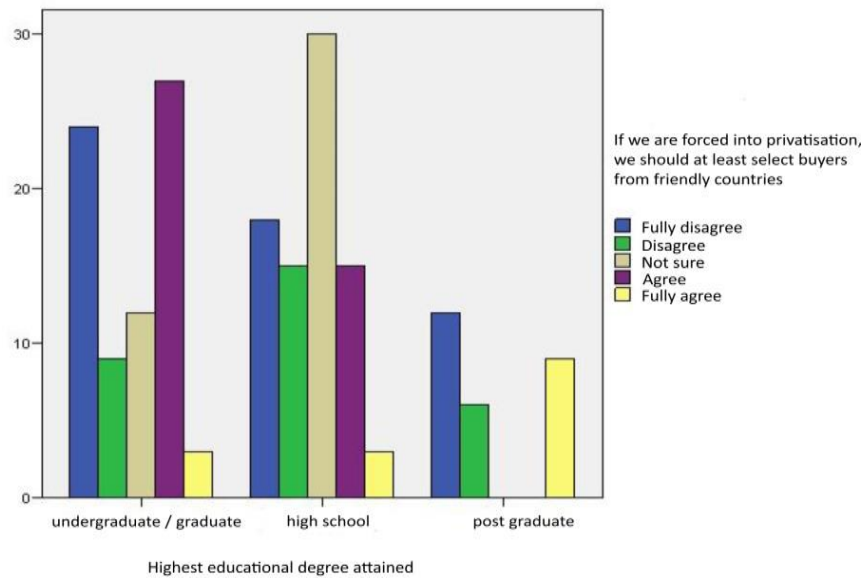
Figure 6. – Prime tourist facilities should remain in state ownership



Source: Research of authors

Then, with the statement, "If we're forced to privatize it should choose customers from friendly countries" (Figure 7.) respondents with secondary education in almost equal measure express agreement and disagreement with her; respondents with a high school or university largely expressed disagreement with her, and to a lesser extent state that they are not sure to what extent they agree with it; respondents with master or doctorate largely expressed agreement, but to a lesser extent to disagree.

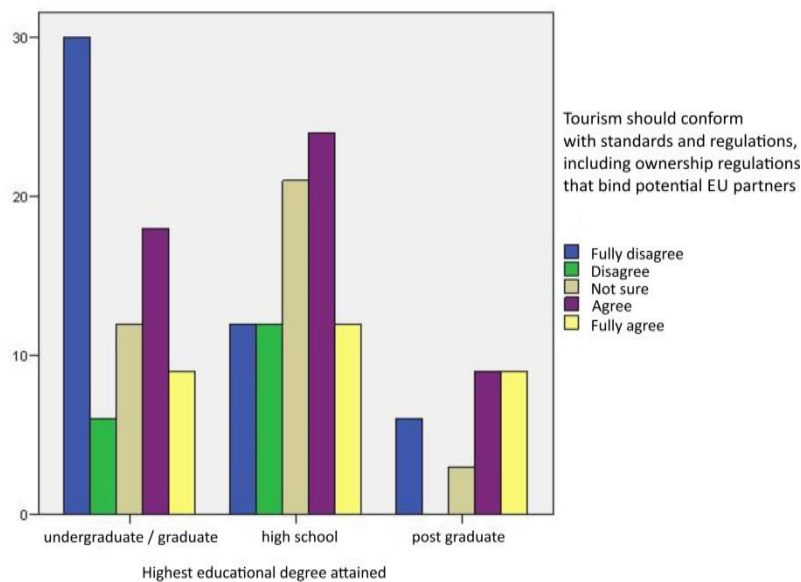
Figure 7. – If we are forced into privatization, we should at least select buyers from friendly countries



Source: Research of authors

Furthermore, the claim "Coach system needs to fit into a system of standards, regulation and ownership but EU partners" shows (Figure 8.) that respondents with secondary education largely disagreed, while in Uncommonly agree with her; respondents with a high school or university largely state agreement, and rarely disagree with her, while respondents with the Master or Doctorate largely agree, and rarely expressed disagreement with this statement.

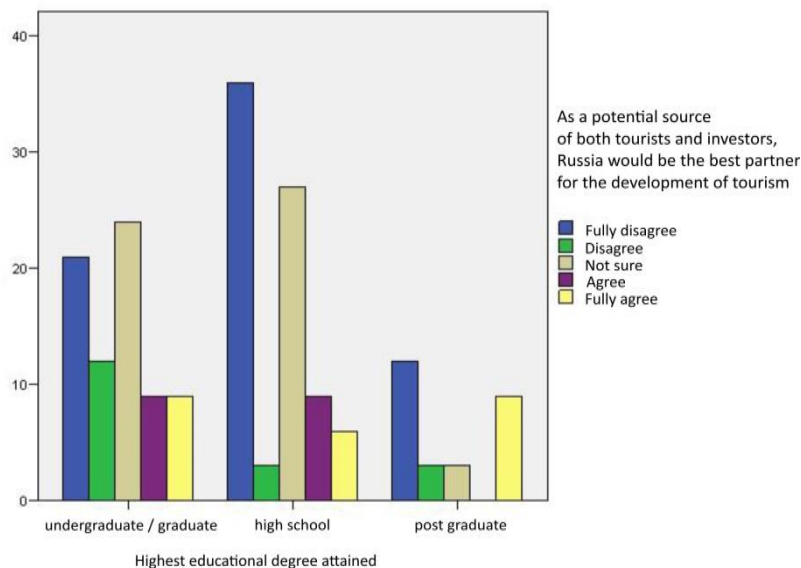
Figure 8. – Tourism should be with standards and regulations, but with standards that bind potential EU partners



Source: Research of authors

As regards the distinction of respondents in agreement with the statement that "Russia is the best partner for the development of tourism because it has tourists and investors", depending on the level of educational attainment who gained results indicate that respondents (Figure 9.) with high school, high school and college in mostly cite disagreement with this statement, while in some milder extent that they did not secure the level of agreement with her, while interviewees with a master's or a doctorate in almost equal measure referred disagreement and agreement with this statement.

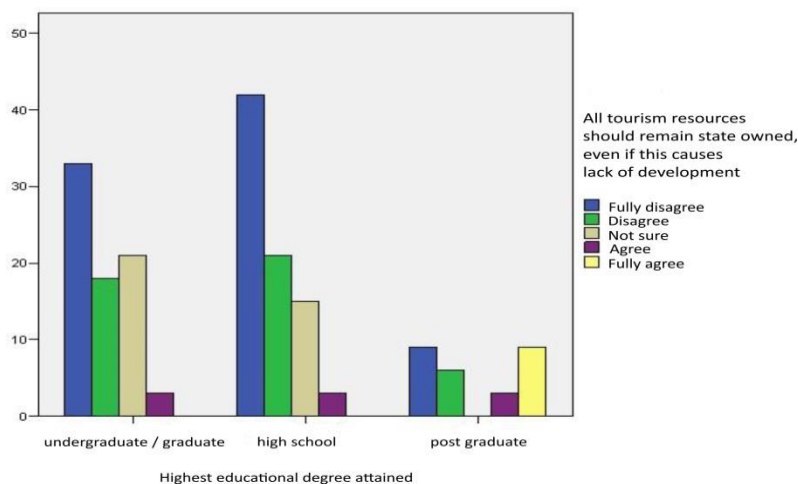
Figure 9. – As a potential source of both tourists and investors, Russia would be the best partner for the development of tourism



Source: Research of authors

Then, the assertion "All tourism resources should remain in state ownership if tourism is not developed" (Figure 10.) also yield statistically significant differences among respondents $\chi^2(6,183)=64.231, p<.01$, and also shows that respondents with secondary education, high school and college to the fullest extent state that they disagree with this statement, and to a lesser extent state that they are not sure to what extent you agree with it, while interviewees with a master or doctorate mostly state that they disagree with this statement, and in some to a lesser extent the allegations agreement with her.

Figure 10. – All tourism resources should remain state owned, even if this causes lack of development

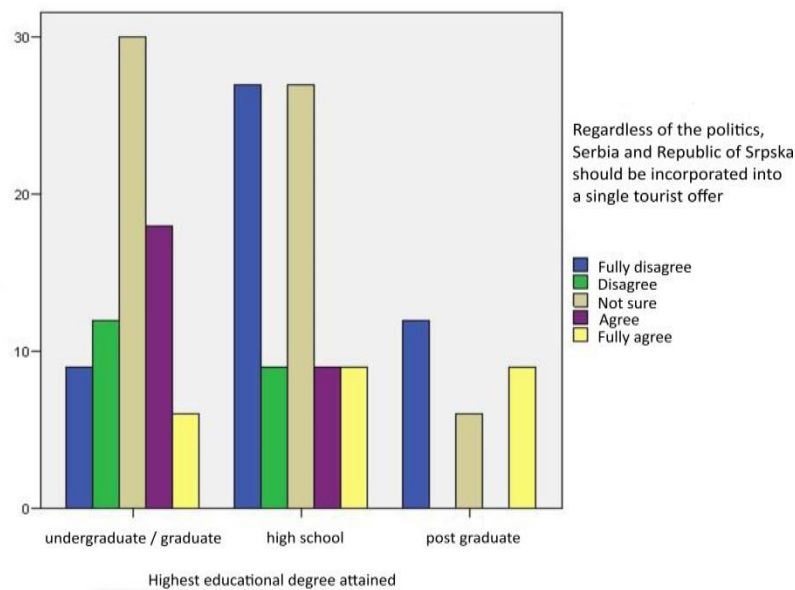


Source: Research of authors

Finally, as regards the degree of agreement of respondents with the statement "No matter what policy should consolidate the offer of the Republic of Serbia and the Serbian unique tourist offer" also got significant differences among respondents (Figure 11.) $\chi^2(6, 183) = 36.300, p <.01$. Respondents with high school state that in most cases they are not sure to what extent they agree with this statement, and to a smaller number of cases referred agreement with her, followed by those with high school or university largely expressed disapproval, while in some extent present milder they were not sure to what extent they agree with this statement, while on the other respondents with master or doctorate in almost equal measure referred disagreement and agreement with this statement.

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Figure 11. – Regardless of the politics, Serbia and Republic of Srpska should be incorporated into a single tourist offer



Source: Research of authors

Based on these results, we can conclude that all categories of respondents think that tourism in Serbia is not sufficiently developed, but on the other hand they see in it the potential to develop and don't believe that it should remain in state ownership at all costs. Claims that are the largest differences among respondents, depending on the level of educational attainment who have gained that "Concessions are the best way of rapid development of tourism" and "All tourism resources should remain in state ownership if tourism is not developed", and that the highest level of agreement with this statement shows respondents have completed a master's or a doctorate.

As for respondents with secondary education, they don't consider it necessary to adapt the tourist standards of the European Union, but even in Russia do not see a partner for the development of domestic tourism, while the most positive attitude is shown by the fact that should deal with friendly countries in the development of tourism. On the other side, respondents with a college or university degree do not see Russia as a partner for the development of tourism and in most cases they find that it is appropriate for domestic tourism to adapt to EU standards.

At the end, the respondents with master or doctorate largely gave similar answers as respondents that have high school or university, but also, as it was already mentioned, the only state agreement with statements which other respondents are not reported. Thus, we can conclude that the degree of education of the respondents proved to be variable on the basis that the respondents may vary significantly in terms of their attitudes towards tourism in Serbia, which confirmed the initial hypothesis of our research, and that the respondents which have completed a master's or doctorate responded largely differ from the other categories of respondents.

In future research should include those claims that have received the largest size of chi-square, with the inclusion of new to deeper and more realistic understanding the relationship level of expertise and these variables.

CORRELATION ANALYSIS

Correlation analysis was examining the relation between independent variables and the individual dependent variables, i.e. the variables that questioned how are important individual elements and habits for subjects in relation to travel.

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Table 5. shows below the obtained correlations.

Table 5. – Elements and travel habits as a dependent and independent variables

Investigated elements and travel habits	Sex	Age	Level of education
The amount of money for the holidays	/	.168*	/
The method of financing holidays	/	/	/
The place where subjects like to spend holidays	/	/	/
The preferred country for spending holidays	.211*	/	.160*
Length of stay on vacation	-.254**	/	/
Type of transportation to accommodation	/	-.146*	/
Lodging	/	-.160*	-.307**
The importance of the mini bar	/	/	/
The importance of safe	/	/	/
Importance parking	-.172*	/	/
Importance pool	/	/	/
The importance of the aqua park	/	.148*	/
The importance of sports fields	/	/	/
The importance of the doctor	/	/	/
The importance spa	/	-.182*	-.152*
The importance of children's playgrounds	/	-.209**	-.245**
The importance of kitchen/kitchenettes	-.228**	-.173*	.292**
Importance flat screen TV	/	/	.228**
Importance jetted tub	/	/	
The importance of air conditioners	/	/	.226**
Importance of views on the place of rest (the beach, etc.)	/	/	/
The importance of terraces	/	-.185*	/
The importance of washing machines	/	-.153*	.205**
The importance of sound insulation	/		.177*
The importance of wireless internet	.325**	-.231**	.217**
The importance of fitness center	/	/	/
The importance of non-smoking rooms	/	/	/
The importance of licenses for pets	/	/	/
The importance of adaptation for persons with disabilities	.167**	/	-.204**
The importance of children's club / disco	-.149*	/	/
The importance of other services (hairdressers, laundries, etc.)	/	/	/

** Correlation is significant at the 0.01 level (2-tailed), * Correlation is significant at the 0.05 level (2-tailed).

Source: Research of authors

As it can be seen from the table, there is a correlation between dependent and independent variables. The correlation can range from low to medium, and as the highest correlations are separated from those that estimates the importance of wireless Internet and half of the respondents, and the positivity of the correlation suggests that a higher degree of importance to this element give women; as the second highest correlation stands acquired degree of education and lodging for which the respondents prefer staying during their holiday, and negativity correlation tells us that the more educated respondents were more likely to opt for a hotel or apartment accommodation.

When considering each independent variable individually and their correlation with the dependent variables, the results show that the qualifications of the respondents in most cases is associated with the dependent variables (11 statistically significant relationships), followed by the age of respondents (10

statistically significant correlation) and finally a half respondents with 7 statistically significant association with the dependent variables, which confirmed the initial hypothesis of our research.

Next, as appropriate and assess the importance of the existence of kitchens/kitchenettes and wireless internet as dependent variables that generate significant correlation with all three independent variables, which tells us that these elements are essential for the accommodation of our respondents. Certainly, in subsequent research should include other independent variables, together with the dependent variables in order to understand in more detail this segment of human behavior. On the other hand, there are the dependent variables that haven't observed statistically significant correlation with any of the independent variables, and future research should be directed towards examining which demographic variables are actually related with these dependent variables.

LINEAR REGRESSION

Multiple regression (STATSOFT) was questioned link between gender, age and level of qualification of respondents as a linear combination of predictors with two groups of dependent variables (Li-Chang and Chao-Hung Wang, 2008). First, we investigated whether they can predict the habits of the respondents in terms of money, location and other conditions under which they shall rest, depending on the specified linear combination of predictors. Second, we examined whether, on the basis of these predictors can be predicted the degree of importance of a certain elements of a tourism accommodation.

As for predictions about how much money/monthly salaries are respondents willing to allocate for their holidays, this combination of predictors did not produce statistically significant results.

Then, as a prediction of ways of financing respondents vacation, this combination of predictors proved to be statistically significant $R^2 = .04$, $F(3,182) = 3.084$, $p < .05$, and as a single predictor that has set aside is sex of respondents $\beta = .15$, $t=2.122$, $p < .05$, which means that women are less likely to fund their vacation by themselves in relation to men.

Prediction of places that respondents are choosing the most often can be also significantly foreseen for these independent variables $R^2 = .04$, $F(3,182) = 3.084$, $p < .05$, and as a single significant predictor stands age of respondents $\beta = .30$, $t=4.223$, $p < .01$, which means that older respondents mainly do not spend their holidays by sea but in other places.

Then, a prediction of a destinations that respondents prefer shown that this combination of predictors proved statistically significant $R^2 = .08$, $F(3,182) = 5.487$, $p < .01$. As significant predictors allocated sex of respondents $\beta = .24$, $t=3.279$, $p < .01$, and the acquired level of qualification $\beta = .16$, $t=2.315$, $p < .05$, which means that women with higher levels of educational attainment rather opting other destination than Greece.

Further, these predictors are statistically significant and anticipated length of stay on vacation $R^2 = .12$, $F(3,182) = 8.472$, $p < .01$, and as a single significant predictors allocate sex $\beta = -.20$, $t=-2.863$, $p < .01$ and age of the respondents $\beta = .24$, $t=3.465$, $p < .01$, which means that older men often decide for a longer stay.

As for predictions on the type of transportation that respondents are coming to a destination, this analysis didn't get statistically significant prediction.

Then, to predict the type of accommodation that is most often used during the holiday, this combination of predictors proved to be significant, $R^2 = .12$, $F(3,182) = 8.312$, $p < .01$, and as a single significant predictors allocated age of respondents $\beta = -.16$, $t=-2.304$, $p < .05$, and their acquired level of qualification $\beta = -.30$, $t=-4.334$, $p < .01$, which mean that older respondents with lower level of education prefer hotel or apartment accommodation compared to other categories of respondents.

In the second part of regression analysis, we have examined how important are elements in the accommodations to vacationers subjects, depending on combinations of listed predictors.

So, it is shown that the degree of importance of the existence of the spa can be significantly predict by this combination of predictors $R^2 = .08$ $F(3,182) = 5.186$, $p < .01$, and the sex is a single significant predictor of respondents $\beta = .16$, $t = 2.237$, $p < .05$, which means that this element is more important to women than men.

Furthermore, the degree of importance of the presence of playgrounds is the next element of tourist accommodation that has been shown that it can predict this combination of predictors $R^2 = .10$ $F(3,182) = 6.679$, $p < .01$. As a single significant predictor stand age of respondents $\beta = -.20$, $t = -2.810$ $p < .01$ and level of qualification $\beta = -.23$, $t = -3.361$ $p < .01$, which means that this element is more important to older respondents with a higher level of education compared to other categories of respondents.

A statistically significant prediction was obtained for assessment of the importance of the existence of a kitchen / kitchenettes accommodations $R^2 = .18$ $F(3,182) = 13.661$, $p < .01$, while the single significant predictor of all three variables; sex $\beta = -.26$, $t = -3.849$, $p < .01$; age $\beta = -.23$, $t = -3.454$ $p < .01$ and qualifications of respondents $\beta = .29$, $t = 4.302$, $p < .01$. Based on the obtained size of the β ponders can be concluded that this element is more important to older female subjects with a higher level of education than it is the case with other categories of respondents.

Then it turns out to be statistically significant prediction of the degree of evaluating of wireless Internet as an essential element of a tourist accommodation $R^2 = .18$ $F(3,182) = 13.884$, $p < .01$, and all three predictors are singled out as significant: sex $\beta = .29$, $t = 4.312$, $p < .01$; age $\beta = -.17$, $t = -2.58$, $p < .01$ and level of qualification of respondents $\beta = .23$, $t = 3.485$, $p < .01$. Based on the obtained size of the β ponders we can conclude that younger man with higher degree of education respondents will more likely evaluate wireless internet as an important element of tourist accommodation than other categories of respondents.

Flat screen TV is the next element that has been shown as significantly predict these predictors $R^2 = .06$ $F(3,182) = 3.845$, $p < .01$, and as a single significant predictor stands acquired degree of education $\beta = .23$, $t = 3.187$, $p < .01$, which means that the respondents with a higher degree of education evaluate this element of tourist accommodation as important.

Further, prediction of the importance of in accommodation also proved to be statistically significant $R^2 = .05$ $F(3,182) = 3.576$, $p < .05$, significant individual predictor is educational level of respondents $\beta = .23$, $t = 3.163$, $p < .01$, which indicates that more educated respondents insist on importance of air conditioners in tourist accommodations. Then, the importance of having a washing machine in the tourist accommodations can also be predicted by the linear combination of predictors $R^2 = .07$ $F(3,182) = 4.740$, $p < .05$, and as individual predictors allocated age of respondents $\beta = -.17$, $t = -2.402$ $p < .05$ and the level of education $\beta = .20$, $t = 2.888$, $p < .01$, which means that older and better educated respondents assess this element as important.

Soundproofing has also proved as an element whose importance in the accommodations can predict this combination of predictors $R^2 = .04$ $F(3,182) = 2.884$, $p < .05$, and a single significant predictor is qualifications of respondents $\beta = .17$, $t = 2.359$, $p < .05$, which means that more educated respondents evaluate this element as important. Permission for pets is the next element whose importance in the tourist accommodations can predict these predictors $R^2 = .05$ $F(3,182) = 3.479$, $p < .05$, and a single significant predictor once again is qualifications of respondents $\beta = -.23$ $t = -3.205$ $p < .05$, which means that this element is assessed as significant by those with lower levels of education compared to other.

How important is accommodation adjusted to persons with disabilities also may provide these predictors $R^2 = .07$ $F(3,182) = 4.826$, $p < .01$. A single significant predictors is a sex of respondents $\beta = .17$, $t = 2.421$, $p < .05$ and level of qualification $\beta = -.20$, $t = -2.779$, $p < .01$, which means that men with lower educational level evaluate this element as important in relation to other categories of respondents.

Based on these results, it is concluded that this linear combination of predictors shows as significant for the prediction of individual variables from both groups of dependent variables that confirms the initial hypothesis of our research.

Those variables, which this combination of predictors is not shown as significant, should be included in this analysis with other predictors in order to successfully predicted this segment of habits and assessment of subjects that are related to a holiday.

For the first group of dependent variables, linear combination of predictor was the most successful in predicting the length and place of residence of the respondents on vacation, and the single most frequent predictors are equally separated by sex and age of the respondents were least often separates their acquired level of qualification. As for other groups of dependent variables, the highest level of forecasting this combination of predictors is obtained for assessing the importance of the presence of a kitchen/kitchenette and wireless internet, and it is particularly interesting that bares the coefficient of determination equal for both elements. In most cases the degree of education stands out as the single significant predictor, followed by the age of respondents, and at the end of a sex, which tells us that education has a big influence on the extent to which respondents pay attention to elements within the accommodation on holiday.

CONCLUSION

In this study, we dealt with the examination of the relationship of gender, age and education of respondents and their habits and attitudes related to the holiday and tourism in general. By implementation of various statistical analysis, we confirmed our initial research hypothesis, that these two groups of variables are compared are statistically significant.

Thus, T test and ANOVA indicate that the respondents may vary significantly in terms of their habits regarding vacation, the degree of importance they attach to specific elements in the accommodations and the level of commitment to certain tourist manifestations in Serbia, based on their gender and age. Particularly interesting results that stand out in these analyzes are that men and women differ considerably on elements are labeled as significant, so for men parking is crucial, while women pay greater attention to the spa, which tells us that sex to a certain level determines what people assessed as priority items during vacation.

When it comes to ratio between ages of the respondents and their commitment to tourism events and facilities in Serbia ANOVA analysis showed that the oldest segments of the population are most commitment to individual tourist attractions compared to other categories of respondents, but also what is common to all age groups, is that no one prefer music festivals in Serbia. The results of this analysis are particularly important because its provide information about age group interested in specific event to those who are engaged in designing offers for each event, and should help them to modify program if want to attract one age category.

As for the Chi-square analysis, it was shown that respondents differ in their attitudes towards tourism in Serbia, depending on the level of education. Results of this analysis showed that respondents with completed master and doctorate express the most critical attitude towards tourism in Serbia in comparison to other categories of respondents, as well as a claim that a degree of agreement of respondents with high school and college or university differ by a significant number of claims. This tells us that education and probably therefore the level of awareness, have a significant impact on attitudes toward tourism in Serbia, and that in a case of strategically decision on changing people's attitudes toward tourism that should be paid attention on informing them.

By correlation and regression analysis were examined how much are variables independent and if it's possible to predict the habits of respondents and their assessment of importance of elements related to accommodation on vacation. This analysis has shown in detail the segments of both groups of dependent variables significantly associated with independent variables, what kind of connection/predictions are the largest, and direction of these connection/predictions.

Special attention is given to how sex, age and level of education are associated with the assessment of the importance of a kitchen and wireless Internet in the accommodations, and it can give us the freedom to conclude that these elements are essential for vacationers.

Thus, we believe that the value of this research lies in that it tells us how much the behavior and perceptions of respondents to the holiday, and tourism in general, under the influence of these basic characteristics, such as gender, age and level of education of respondents. Although analyzes have shown that dependent variables are under the greatest influence of these independent variables, there is a specific scope of variables that are not covered by this analysis, and future research should be directed towards questioning which dependent variable will realize significant statistical association with the independent. However, the limitation of our study lies in the fact that it covered a small number of respondents, and we believe that in order for an additional verification of the results is desirable to implement new research on a larger number of subjects.

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