

ACCOMODATION CAPACITIES AND THEIR IMPORTANCE IN THE DEVELOPMENT OF THE TOURISM IN BANAT, SERBIA (Capacitățile de cazare și importanța acestora în dezvoltarea turismului în Banat, Serbia)

M. SC., Assistant Ćurčić Nevena
Faculty of Natural Sciences and Mathematics
galant@ptt.yu

Rezumat

Capacitățile de cazare sunt elementul principal al bazei materiale a economiei turistice, deci buna lor organizare și calitate au o extraordinară importanță pentru succesul dezvoltării turismului într-o anumită regiune. La începutul anului 2001, în Banat existau 28 de hoteluri a căror capacitate de cazare era de 1025 de camere și 2374 de paturi, aranjate la un nivel normal de cazare. Dimensiunea medie a acestor capacități în Banat este de 36,6 camere și 84,8 paturi pe obiectiv, ceea ce demonstrează că aceste obiective sunt predominant mici. Capacitatea medie pe unitate de cazare – o cameră are 2,3 paturi.

Rețeaua învechită și incompletă de cazare a unităților turistice, cele mai multe fiind localizate în orașe, rareori în apropierea locațiilor turistice, indică faptul că există o lipsă de curaj în procesul de separare a turismului de orașe. Procesul e dezvoltat pentru a muta obiectivele turistice deja menționate în apropierea locațiilor turistice din așezările moderne și pensiunile confortabile care se vând cu succes numai pe piața turistică.

Cuvinte cheie

- Banat;
- Capacități de cazare;
- Participare structurală.

Abstract

Accommodation capacities are the basic element of the tourist economy material base, so their right arrangement and quality are of great importance for the successful tourism development in one area. At the beginning of 2001 the region of Banat had 28 hotels, the total accommodation of which was 1025 rooms and 2374 beds arranged within basic and complementary accommodation capacities. The average size of these capacities in Banat is 36,6 rooms and 84,8 beds per objective, which shows that these objectives are prevailingly small. The average capacity of the basic accommodation unit – a room is 2,3 beds.

Fragmentary and prevailingly outdated net of the accommodation tourist objectives mainly located in towns, sparsely within the tourist locations indicates that there is a lack of courage in the process of tourism separation from the towns. The process is being developed in order to displace already mentioned tourist objectives to the tourist locations within the modern tourist settlements and comfortable boarding houses that are sold well only on the tourist market.

Keywords

- Banat;
- Accommodation capacities;
- Structural participation.

1. Introduction

The accommodation capacities are the basic element of the tourist economy material base; therefore their right arrangement and quality are very important for the successful development of tourism in one area. By their location, aspect, functionality, equipment and work organization the accommodation tourist objectives provide the lodging and food for the visitors (the guests) during their shorter or longer stay outside the residential places. According to the main characteristics the objectives are divided into two groups: *basic objectives* (hotels, motels, boarding houses, tourist apartments and apartment settlements, tourist settlements, quarters for the overnight stay and inns.) and *complementary objectives of accommodation* (camps, renting rooms, houses and flats for vacations, workers recreation centre, children and youth hostels, accommodation objectives in Spa and sanatoriums, mountain houses, ship cabins and sleeping cars). The basic objectives are higher quality ones thanks to their bigger comfort, equipment, arrangement, additional capacities, level of service and so on. The following objectives must be categorized: hotels, motels, boarding houses, tourist apartments and apartment settlements from the group of basic objectives as well as camps, renting rooms, houses and flats for vacations from the group of complementary accommodation objectives.

2. The types and categories of accommodation objectives

In 1961, 16 accommodation objectives were registered in Banat. The number increased in 1981 to 28 objectives. In 1991, 26 objectives were registered, which was 27,7% of the whole

number of objectives in Vojvodina (Ahmetovic-Tomka, 1996).



At the beginning of 2001, the region of Banat had 28 hotels the total accommodation base of which was 1025 rooms and 2374 beds arranged within basic and complementary accommodation objectives. The average size of accommodation objectives in Banat is 36,6 rooms and 84,4 beds per object, which indicates that the objectives are prevalingly small. The average capacity of a basic accommodation unit - a room is 2, 3 beds (Table 1).



Table 1. Tourist and catering accommodation objectives in Banat area in 2001

Place	Object type	Object name	Category	Capacity	
				Rooms	Beds
BASIC OBJECTIVES					
Alibunar	hotel	»Stari lovac«	B	27	54
Bela Crkva	hotel	«Turist»	*	41	82
	tourist settlement	«Jezero»		20	60
Ečka	hotel	«Kaštel»	**	25	63
	motel	«Sneža»	***	11	19
Kikinda	hotel	«Narvik»	****	110	178
	motel	«Avala»	**	22	55
Kovačica	hotel	«Banat»	D	12	21
Kovin	hotel	«Grad»	**	17	42
Lukino selo	hotel	«Sibila»	***	17	46
Melenci	motel	«Lipov cvet»	*	10	28
Novi Bečej	hotel	«Tiski cvet»	***	30	83
Nova Crnja	motel	«Kaštel»	*	11	24
Novi Kneževac	motel	«Lovački dom»	*	8	21
Opovo	hotel*	«Dunavac»	B	20	45
Pančevo	hotel	«Tamiš»	**	114	180
	hotel	«Sloboda»	**	5	15
Plandište	motel	«Platan»	**	10	28
Sečanj	hotel	«Crveni cvet»	**	19	38
Vršac	hotel	«Srbija»	***	86	134
	boarding house	JAT	***	64	98
Zrenjanin	hotel	«Vojvodina»	***	109	222
	motel	«Šumica»	**	9	18
	overnight stay	«Central»		21	44
	overnight stay	«Stadion»		12	26
Žitište	motel	«Kozara»	**	31	70
COMPLEMENTARY OBJECTIVES					
Deliblato	children and youth hostel *	«Čardak»		112	553
Melenci	medical center	«Rusanda»		52	127
A TOTAL OF				1025	2374

* The refugees accommodated, the object is not used for tourist purposes

Source: National Tourism Organization of Serbia (2000): Serbia - Landscape painted from the heart, Accommodation, Belgrade

The Republic Statistical Office - Novi Sad Department

In the whole structure of accommodation capacities the hotels are present in the biggest number, there are a total of 14, although only one of them is

categorized by 4 * (the hotel "Narvik" in Kikinda). Neither are there hotels with 5* in Banat nor in Vojvodina. There are 4

hotels with 3*, 5 with 2* and only one 1* hotel.

Also, there are hotels that have not been categorized yet according to the standards set by the *Rulebook about arrangement, minimal conditions and categorization of catering objectives*. This *Rulebook* is a follow-up of *the law of tourism*, the part considering these questions, set up in 1994. These objectives have the old categorization marks, as in the case of two hotels of B category and one hotel of D category (in Alibunar, Opovo and Kovacica). The existence of the objectives that have not been categorized yet according to the new standards results from their incapacity to fulfil the conditions stated by the *Rulebook* in order to keep the same categorization mark that they had before (that is something that most of them have as their objective). Moreover, it is very likely that these objectives cannot even fulfil the conditions that include them in the group of hotels. That means that these objectives should belong to the group of basic but uncategorized objectives such as overnight stays, inns or taverns, and lodgings. The hotel "Dunavac" in Opovo is included among these objectives since it has not fulfilled its tourist function for the last 10 years. In fact the refugees from Croatia are accommodated in it. In this hotel only the restaurant is open for visitors. For these reasons, most often the hotel "Dunavac" is not even registered on files of the accommodation objectives in Banat.

After hotels, the most important accommodation objectives are motels, 8 of them, mainly categorized by 2* mark. The whole capacity of motels is 112 rooms and 263 beds.

In Banat area there is one boarding house with 3* with the total accommodation capacity of 64 rooms and 98 beds. It belongs to the JAT and works as an object of a half-closed type. In other

words, through the school year it accommodates only the beginners (cadets) of JAT Pilot Academy. Its accommodation capacities are at the tourists disposal during the summer holidays where there are no JAT cadets whereas the restaurant is available throughout the year to the everyone that wants to taste delicious meals from the wide offer of *a la card* menu and yet pays a little (for its own needs the restaurant provides the supply of meat and vegetables by its own financial resources).

From the group of basic objectives that are not liable to the categorization two quarters for overnight stays can be pointed out. Both are located in Zrenjanin and have the total capacity of 33 rooms and 70 beds. These objectives are of poor capacity and with much lower level of service than in the previous ones.

In Banat there is also one tourist settlement in Bela Crkva, at the very shore of Town's Lake, that belongs to the UTP "Bela Crkva". This catering and tourist corporation runs not only the tourist settlement but also the Hotel "Turist" altogether with some restaurants in the town and one in Banatska Palanka.

Among the complementary objectives in Banat registered by the official statistical service there are one children's and youth hostel and one medical centre. The children's and youth hostel "Cardak" in Deliblato with the capacity of 112 rooms and 553 beds, for many years has not been fulfilling its real tourist function - to accommodate children according to the principle called The Schools in the Nature and give them so-called recreational lessons. On the contrary it became the object for the collective accommodation of refugees from former Yugoslav republics and regions affected by the recent Civil War. In this way even the poor capacities belonging to the group of complementary objectives have been completely

minimized and reduced to only one object, the medical centre “Rusanda” in Melenci.

The medical centre “Rusanda” is the only medical centre in Banat, more famous by the name Rusanda SPA, and intended particularly to the medical treatment of the sick in the stationary. Practically, “Rusanda” very recently has been declared to be the SPA in Vojvodina by the decision of Ministry of Tourism, respectively by the Regulation of the establishment of the SPA territory “Rusanda”, Melenci (The Official Journal of the FRY, No 31/99). By this regulation Rusanda is even officially classified among the places “where the healing property of thermal and mineral waters and other geological and mineral substances is medically or empirically proved having appropriate objectives with the devices for the medical treatment and rehabilitation of the visitors” (The Federal Statistical Office, 2000).

But, according to the research work of the author of this paper it is known that there are some more objectives from the group of complementary objectives that are not registered in the official statistical service. Although these objectives didn't enter the register of accommodation objectives in the Banat area, the author thinks that they should be mentioned by all means because they, despite their poor capacities, make the list of complementary objectives more various. In other words, their influence on the possible diversification of the tourist accommodation offer in Banat.

The mountain house “Siroko bilo” (250m) on the Mount of Vrsacki Breg near Vrsac is the only mountain object on the hillside of South Carpathian Mountains in Vojvodina. It was built in 1935 and reconstructed in 1972. It represents a built house with basement, ground-floor and attic. On the ground-floor there is a big dining-room for about

50 guests, 9 rooms (eight two-bed and one four-bed), a kitchen, a bathroom and a toilet. Next to the house there are bungalows (five two-bed). The total capacity of the object is 30 beds. This mountain house has a central-heating system, and the dining-room is additionally equipped with a solid fuel stove. The bungalows are not heated. The house has drinking water and pools with technical water. Near the house there are two springs of clean drinking water. The house has electricity and the whole equipment used for preparing and serving food and drinks.

The access to the house is enabled by the asphalt road that leads to the “Crveni krst” object and further by the wide road that leads through the woods making the pass of the passengers' vehicles and buses possible. The object is 10 kilometres far from Vrsac. It is managed by the Mountain-Skiing Organization called “Vrsacka kula” from Vrsac. It is open on weekends and has the housekeeper. From this point various excursions can be organized. For example, the excursions to the Tower of Vrsac (Vrsacka kula), the Monastery of Mesic, Lisicja glava Mount (590m), Guduricki Mount (641m) that is at the same time the highest mount in Vojvodina (Group of authors, 1995).

On the shores of Bela crkva lakes there are two well-equipped auto-camps “Belocrkvanska jezera” and “Oaza” that can accommodate tourists during the summer (www.belacrkva.co.yu). Moreover, in the municipality of Zrenjanin there is a camping site on the Tisa bank near Zabalj Bridge, mostly visited by Zrenjanin inhabitants in the summer period. Namely, the banks of Tisa are overgrown by the thick wood that makes this river a very interesting camping site and bathing place. The weekend settlement was also built on its banks (Brancic, 1999).

3. The structural participation of some accommodation capacities group

From altogether 1025 rooms and 2374 beds, 861 rooms and 1694 beds

belong to the basic objectives, in other words they participate with 71,4% in the whole number of accommodation objectives.

Table 2. Hotels in Banat in 2001

Type and category	Number of objectives	Capacity	
		Rooms	Beds
A) BASIC OBJECTIVES			
Hotels with 4*	1	110	178
Hotels with 3*	4	242	485
Hotels with 2*	5	180	338
Hotels with 1*	1	41	82
Hotels B categ.	2	47	99
Hotels D categ.	1	12	21
Motels 3*	1	11	19
Motels 2*	4	72	171
Motels 1*	3	29	73
Boarding houses 3*	1	64	98
Overnight stays	2	33	70
Tourist settlement	1	20	60
B) COMPLEMENTARY OBJECTIVES			
Children's and youth hostel	1	112	553
Medical center	1	52	127
A TOTAL OF BANAT	28	1025	2374
VOJVODINA	66	3254	7207
BANAT/VOJVODINA	42,42%	31,50%	32,94%

Source: Recapitulation done according to the data from the previous table.

Among the basic objectives, most of them are hotels of different categories, that participate with 50,0% in the whole number of accommodation objectives and with 53,8% in the number of only basic ones. In relation to the total accommodation base in Banat the hotels participate with 61,7% of all rooms and 50,7% of all beds. They present the dominant accommodation base without any competition among any other group of objectives.

The next type of objectives that is significantly present among the accommodation capacities of Banat is a

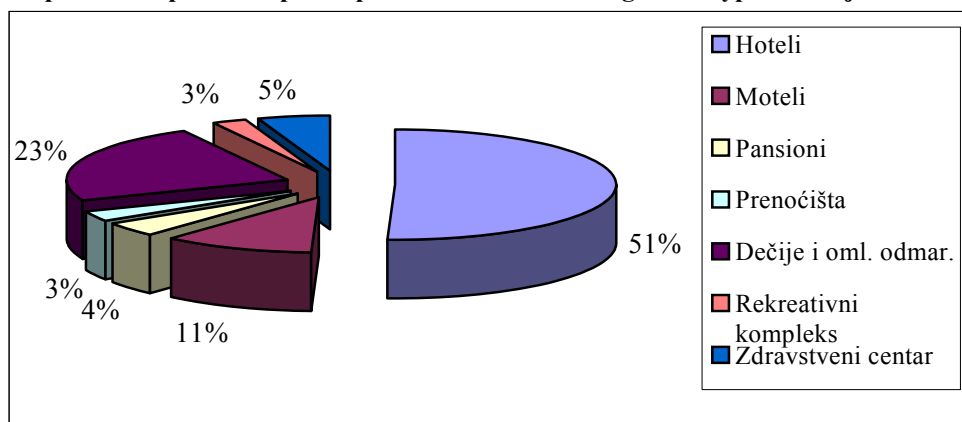
children's and youth hostel of a big capacity that participates in the whole capacity of Banat with 10,9% of all rooms and 23,3% of all beds. But, as the only object of this type in Banat (there is a very small number of children's and youth hostels on the territory of Vojvodina at all) in the last years it has lost its touristic function so that today it serves to give a shelter to the refugees from the former Yugoslav republics.

The next important group of objectives in Banat includes motels, in fact eight of them that participate in the total accommodation capacity with 10,9%

of all rooms and 11,1 % of all beds. Taking other objectives into consideration it is obvious that their single participation is not more than 5%, or more precisely, the overnight stays and tourist settlements participate with 3% respectively in the total number of beds, a boarding house with 4% and a medical centre with 5%. This small participation of the mentioned objectives is, first of all, due to their small number. Namely, there is only one existing object of the following types: one boarding house, one tourist settlement, and one medical centre. Considering overnight stay quarters there are two existing objectives in Banat area.

Furthermore their accommodation capacities are very poor. Therefore, these objectives do not represent a part of the material tourism base that can be more seriously counted on within the tourism development of this area, especially taking into consideration the fact that except boarding houses, neither of these objectives is liable to the obligatory categorization. The latter additionally complicates the process of their service quality control, which prevents the tourist offer of Banat from entering both domestic tourist market and international one as well.

Graphic 1. Proportional participation of beds according to the type of a object in Banat



4. Conclusion

At the beginning of 2001 Banat had 28 accommodation objectives of different types and categories. The participation of Banat in the total accommodation base of Vojvodina is 1/3 of all available capacities (33% of all beds). Taking the size of Banat area into consideration altogether with the value of some tourist attractions (Carska bara, Deliblatska pescara, Vrsacke planine, the onshore part of the Tisa and the Danube) this capacity of beds can be considered to be very small. In other words, under the conditions of more

intensive tourism development it would probably be the limiting factor.

So far in Banat area the orientation has been exclusively directed to the basic accommodation objectives, prevailing to the hotels and motels. Because of that the accommodation base should be expanded by building more complementary objectives. In that way the considerable limitation of accommodation tourist objectives diversification would be avoided in this part of Vojvodina.

In Banat the accommodation objectives were built in 15 municipalities of 16 existing ones. The only municipality that still does not have any accommodation object is Coka. In most municipalities there is one (9 municipalities) or two (5) accommodation objectives that are usually built in the town that is the centre of the municipality. In that way the importance of tourist transit circulation is being neglected although it continues to be very intensive in the last ten years especially in the direction of Romania (as a result of the turnover of goods within the retail trade). This can be more justified by the presence of many border crossings to Romania (5

roads and 3 railways) and to Hungary (1 road and 1 railway). Every year about 3 million travellers cross only Yugoslav – Romanian border.

Furthermore, the fragmentary and prevailingly outdated net of accommodation tourist objectives located mainly in the towns, sparsely in the tourist localities, indicates that there is a lack of courage in the process of tourism separation from the towns and its relocation into the tourist locations within modern tourist settlements and comfortable boarding houses that are sold well only at the tourist market.

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