



HEALTH AND RECREATION TOURISM IN THE DEVELOPMENT OF MOUNTAIN SPAS AND RESORTS

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UDC
338.48-6:
615.8
Review paper

Abstract: The positive achievements of the globalization process is the awareness of the imminent protection and preservation of the environment, and the consequent health tourism, as a kind of organized movement of people to meet the needs of living in a "pristine nature" and satisfying the need for clean water, food and air. It is a little-known, easily accessible wilderness areas in the world. Environmental values through such places, such as the specific characteristics of space, good climate, hydrographic resources and other natural features can be a good basis for the development of health and recreational tourism in the future. In this sense, national, and increasingly local communities should be responsible for the selected type and pace of tourism development in terms of directing the long-term quality and complex interaction between the tourist offer, tourist demand and the environment in general. Strategic vision, in this context, involves the application of eco-management, both in the field of tourism policy, as well as in the domain of politics at the level of individual holders of tourist attractions. With that in mind, this paper presents the possibilities of development of health and recreational tourism in spas and mountain resorts, and points to the role in this development, there should be an eco-management, especially if we take into account the fact that in today's terms of increased tourist demand for healthy and intact natural areas.

Received:
29.08.2014
Accepted:
29.01.2015

Keywords: health and recreational tourism, eco-management, spas, mountain resorts.

Introductory Remarks

Health is one of the oldest, continuous and, in modern terms, one of the strongest motives of tourist movements. Therefore, tourism in all its forms is more or less always carries health function.

Health tourism is a journey in order to obtain health care. This is the name for a completely new and growing "industry", which allows people to solve their health problems while traveling on vacation and enjoying the beauty of the selected destinations.

In addition to health care, in today's conditions, and recreational tourism is gaining more and more supporters, and modern forms of exercising recreational activities include: field (football, handball, tennis, volleyball...), games (table tennis, archery, cycling, horse riding, Chess, billiards...), the whole mountain (hiking, skiing, parachuting...), and a variety of water activities (skiing, diving, fishing...).

In a world of constantly rising trend, there exists the demand for specialized health and recreation centers that offer a combination of medical treatment, rehabilitation and recreation. These centers are, most often, spas and mountain resorts. Due to its preserved natural and environmental resources, primarily, ideal climate, clean air, healthy drinking water, and the like, these places can provide recreation in physical and psychological terms, committing thereby a significant impact on improving health and working ability of their visitors.

Therefore, mineral water and mud, and clean air, belong to the comparative advantages of this type of tourism. In addition, it is important to point out that, unlike other forms of tourism, given the existing financial and human resources, health and recreational development of tourism does not require a significant financial investment, which can be favorable circumstances in terms of the current economic crisis.

In the development of health and recreational tourism in spas and mountain resorts, a key role should have eco-management and environmental management (Environmental Management) and a concept that should emphasize the importance of quality of life for consumers should also stress not only economic aspects of activities in the tourism development, but set a focus on environment and a healthy environment. One of the basic preconditions for the introduction of eco-management in the tourism business is the ethical mindset of the top management, which must be based primarily on entrepreneurial responsibility, which is above the short-term profit optimization. It is therefore essential for eco-management to become an essential part of future business strategies and plans, which until now has not been the case.

1 Health and Recreational Tourism - A New Paradigm Tourist Movement

Health tourism is a type of tourism activities in which important place takes professional and controlled use of natural medicinal elements, methods of physical medicine and programmed physical activity for the purpose of maintaining and improving the physical, mental and/or spiritual health tourists, in order to improve their quality of life (Kunst & Tomljenovic 2011, p. 5). Conditions that must be met to activate these types of activities are: natural healing, health and tourist facilities, restaurants, medical and other facilities, medical supervision, etc. The high costs of treatments in developed countries, small traveling expenses and development and increase health standards in many countries of the world have contributed to the growing popularity of this new global phenomenon.

Some authors (Zecević, 2004) argue that there are three types of medical tourism: health resort (only one type of treatment and recovery), curative (representing rehabilitation) and wellness (focused on what it means to healthy body, healthy mind, that is a good body condition and spirit).¹ It is therefore essential that health tourism is precisely positioned in relation to similar activities such as wellness tourism, sanatorium and hospital (medical) tourism.

Wellness tourism is a term that has appeared in the recent times, which means the universal offer of the conditions and procedures to achieve optimal physical and spiritual well-being of individuals. Wellness can be implemented without the use of natural healing elements and without supervision of doctors.

Sanatorium tourism is defined as a type of complex health and tourism activities conducted in a natural spa, which occupies a key place for the treatment and rehabilitation of various diseases and illnesses, rehabilitation and prevention of disease through professional application of natural healing elements and procedures of physical medicine and rehabilitation.

Finally, a special category does the hospital or medical tourism, such as trips taken by individuals for the purpose of hospitalization and performing certain medical procedures (e.g. surgical, dental, etc.).

Regardless of the different terminology explanations, it can be said that the concept of medical tourism overarching framework for all these types of activities. Therefore, the modern health tourism is a form of tourism that is being undertaken in order to promote, stabilize and restore physical and mental

¹ *Wellness* is an English word that came from America, and is composed of *well-being* (good feeling) and *fit-ness* (to be fit). Otherwise, the concept of wellness and wellness philosophy develops American doctor Halbert Dunn in 1959, who first wrote about the special health conditions that imply a sense of well-being where a man is seen as a unity of body, soul and mind, depending on your environment.

"well-being" using natural healing factors (mineral resources, climate, healthy drinking water etc.), Health services, leisure and wellness facilities.

The importance of medical tourism is all the greater if we have in mind that a current trend in Europe is that over 10% of clients travel to various medical treatments abroad. In modern terms, a destination for health tourism is one that has at its disposal such an integral tourist product in which they have a preponderance of partial products to be motivating for those tourists who want to come for health reasons, whether due to preventive, curative and rehabilitation.

Recreational tourism is such a form of tourism that involves an active holiday with the satisfaction of wants and needs for play, the movement of the sun, air, water or snow and has a significant psychological and physical value. These are activities outside of professional work, in its sole discretion clients.

The modern tourist centers create wider and more comprehensive programs and recreational pastimes, especially those that are accessible to a wider range of tourist workers and in the field of cultural and artistic work, social and entertainment activities, outdoor activities, and sports activities.

Recreational activities for people in adulthood and old age can have a major contribution to the prevention of "disease in modern civilization." Our civilization has set us free of physical labor, but it has placed on us disease burden, such as a variety of cardiovascular diseases. An increase in the number of the so-called diseases of prosperity: diabetes, high blood pressure, cancer, respiratory consequences of smoking, alcoholism, mental illness, and many others. Because the leisure and vacation opportunities to the body "recharge their batteries" and renew physical and mental strength. Consequently, in almost all countries, there is a large percentage of tourists coming to the tourist center in order to play golf, tennis, attend riding school, skiing and the like. In the background of these activities is a combination of natural factors, first of all, clean air and mineral water, which positively affect the body and the preservation of health.

In this sense, spas and mountain resorts, with their favorable climate, can, however, be carriers of health and recreational tourism in the future. It involves the widening, content enrichment stay of visitors and creating a number of different programs (prevention, rehabilitation, wellness etc.) for the various needs of modern tourists. Benefits of practicing in various health and recreational activities are the following: prevention and health protection, an increase in the body's resistance to various diseases, prevention and elimination of occupational diseases, relief of symptoms of hypodynamic diseases, balancing energy consumption and maintaining a normal body weight.

Health and recreational tourism have a significant economic value for the places in which this form of tourism activities is organized. These are: direct financial effects (payment services in such sites, and so on) and indirect effects (increased sales of existing facilities, equipment and accessories, extending the duration of the season etc.).

2. Spas as Natural Healing Potentials

Health tourism has grown from spa tourism, which is based on thermal springs and healing potential of mineral water. By definition of ESPA (The European Spas Association - European Association Stadium) the word "spa" means a mineral spring, or healing place where there is a mineral source (Hrabovski Tomic, 2009, p. 18). At the same time, SPA is also the acronym *Sanus per aqua* (lat. health through water), and the Belgian town of Spa, a place with numerous hot springs and resorts, which has attracted visitors from the 17th century to the present.²

Spas are places that have a number of specific features arising from the area with thermal and mineral springs, as well as efforts to exploit the value of these resources for treatment and recreation (various authors, 2002, p. 24).

Functional guidance in the development of spas, in modern conditions, should relate primarily to the development of health tourism. Although this form of tourism as the most important, in many spas for existing, already built, receptive infra and superstructure and wealth of various natural and anthropogenic attractiveness of their environment, time to develop other types of tourism, such as sightseeing, transit, excursions, cultural manifestations, tourism and other third age.

Healing thermal mineral water was used even by the ancients. Empirical way people are discovering ways of healing, the use of certain substances or combinations thereof. People were forced, especially in the past when medicine was scarce of knowledge and medicines. However, although medical science is increasingly developing, modern man profusely uses hot and cold mineral water.

Developed European tourist countries have rich experience, long two centuries, the use of natural factors in spas, dedicated not only to the local clientele, but more and international demand. In Europe, there are over a thousand of hydrothermal places, of which about 30% are located in Germany, 10% in France, a significant number are recorded in Italy, Austria and Switzerland, which now make up a significant segment of the tourist offer of health tourism (Geić, Geić, Čmrčec, 2010, p. 320.).

² In English, the word "spa" means "oasis of health" or "place of hot springs", and it is less known that it comes from the name of the city which has a Latin root (*espa* - fountain).

The characteristics of mineral waters are related not only to medical treatment, but also to the recreational function of the spas. Regardless of the real effect of therapeutic values of spa waters, their use is possible throughout the year. Recreational tourism function spa is connected to the landscape of tourist motives of these places. For example, if a spa has a bigger and better organized parks or if it is closer to a river or a mountain village, it would be of greater tourist attractiveness. Spa water can also be used for the construction of outdoor swimming pools, which would not only trip over a specific element of the spa, but actually would create the conditions for the extension of the season. So, spa, sanatorium and recreational tourism represent extremely seasonal features, which has a positive impact on the economic stability of such sites.

Selective and tourist complex offers of spas requires comprehensive and versatile approach to current and future customers, and is defined as Wellbeing and includes the renewal of mind, body and soul, which in essence makes the orientation of modern European spas, and special market segment. The successful development of spa tourism and better structuring of integrated and complex tourist offer needs to be based on the economic principles that will cover more market segments. In this sense, from the standpoint of designing integrated spa tourism product, it is necessary to determine the number of priorities for the development of these sites, based on their comparative advantages, such as favorable geographical position with ecologically sound environment and unique local cuisine; the ability of the combined organization spa and mountain tourism and spa tourism with tourism on rivers and lakes in the immediate vicinity, including the rich cultural, historical and ethnographic attractiveness; specialist guidance wellness spa and health spas offer, based on the natural healing and health factors with a long tradition and a highly educated staff; enrichment program spas, combining national with a modern, year-round; environmental protection and general requirements development and maintenance of environmental quality spas; relatively low cost of therapeutic and other applications, and so on. (Nikolic, 1988, p. 136).

The national significance of those places should be pointed out and emphasized at every opportunity - social, economic, health, cultural and sporting observation and evaluation. These areas are, for each country, extremely valuable. Their use is based on ecological principles which does not question the immensity of these gifts of nature. The economic activity of the population in these regions, it is in these settlements, guaranteeing sustainable development, security and prospects for a higher standard of living and quality of life. The primary value of these sites is in the domain of health and recreation, events, cultural and other functions determined by their tourist value. In this way, the tourist offer in scope, range and quality of services with substantial room tourist clientele determines their economic value.

Therapy spas have been present since ancient times through a variety of forms and shapes depending on the cultural, social and political milieu in which they existed. These therapies have been now rediscovered, integrated and branded to create a new global industry of spa tourism, which uses a wide range of elements from other industries. Altogether includes beauty, massage, architecture, sustainable development, tourism, hospitality, fashion, food, fitness, and a complementary conventional and modern medicine (Cohen, Bodeher, 2008, p. 4).

The world is an ongoing trend of change in an old-fashioned image of the spa, the newer, more attractive facilities and programs in line with modern trends. The existing range of spas, based on the use of natural medicinal resources and the elementary boarding services has long been abandoned. Such static navigation has been replaced by modern concepts of development, based on proposals from a number of attractive programs for different purposes, which are attractive to a far greater number of potential users. The main program, within the various health and recreational programs of general and selective applications, are sports and recreation programs are natural, balanced nutrition programs companionship with nature, programs of health inspection and control, health education programs, and the like.

Health and recreational programs within the total supply spas are designed for large groups of user, such as healthy individuals exposed to excessive stress, psychological and physical stresses and other adverse environmental factors; people with overweight, milder forms of hypertension, diabetes, hyperlipidemia, and other regulatory metabolic and functional disorders; elderly patients in convalescence phase after recovering from severe illness or surgery, psychotraumatized persons; athletes in the stages of preparation and recovery, etc.

3 Mountains - "Factory" Oxygen

The mountains have a very significant role in people's lives. In the past, the mountains of the man often sought relief from the enemies. The mountains are still "cover" of nature before the merciless blows "grayness" of civilization (Jovičić, 1989, p. 53). Therefore, there exists the problem of their protection, from excessive urbanization and the uncontrolled exploitation of their nature, such as for example industrial logging. The great importance of forests and forest systems is in implementing the concept of sustainable development. Among other things, the largest international forums in the field of environment and sustainable development, such as the Rio Declaration and Agenda 21, through the Kyoto Protocol to the Convention on Biological Diversity, treated conservation and sustainable management of forests as topics of special interest.

It was not until the development of tourism that how much wealth is hidden in the mountains. The development of tourism in the mountains began to be

intensively developed after the Second World War, influenced by many factors, among which the most important are: population growth, increase in personal income, the excess of free time and greater mobility due to the rapid development of transportation. The real beginning of the development of this type of tourism is linked to the 50s of the 20th century with the greatest momentum experienced in the period 1955-1965 in Europe and the 1965-1975 period in the United States. During this period, were created virtually all large mountain tourist centers in the world (Sirše, 2004, p. 13). They have developed a two-pronged centers: a mountain tourist centers with accommodation facilities, which round the tourist product, and sports and recreation centers to meet the needs for physical activity.

At the beginning of the development centers the most of their tourism revenue is realized by the winter. However, interoperability between the development of the tourism industry offer mountain tourist centers began to develop and tourist programs outside winter season, so traditional mountain centers, today account for more than 60% of the tourist influx during the summer. Mountain resorts, in fact, has become practically year-round destination, so it can be concluded that the current level of tourism development created a new perception of the landscape, as a place to enjoy.

European countries tend activation of all available resources to guide the development of mountain areas. This is achieved by means of structural funds of the European Union, on the basis of the degree of development and integration of mountain areas. The reason is simple. According to research of the European Travel Monitor and on trips, which are predominantly motivated by health, now accounts for about 15% of the total European international tourist traffic, or even 67% of tourists from the European Union wants to spend the holiday in some eco-destination (Persic, 2012) .

A whole landscape of mountains is very suitable for vacation, recuperation and recreation, as they offer a lot that requires modern balneoclimatologie:

(a) greater air flow due to the large relief, as well as the famous wind rose and ventilation to the collision of air masses, which has a positive effect on the cardiovascular, respiratory, and respiratory system;

(b) a number of sources of drinking water, which belong to the first group of high-quality water with suitable temperature, which allows refreshing, but also the experience of the space;

(c) the altitude of the best acts on the body, because the best health resort altitude of 600 m to 1,500 m, which is perfect for sightseeing mass tourism with the addition of the weekend (to 600 m), for the treatment of respiratory tract (up to 1,000 m above sea level) and cardiovascular disease, as well as sports and recreational activities (1,500 meters);

(d) the vast expanses of forests, both evergreen and deciduous, and forests as we know it "factory" of oxygen.

Modern medicine is scientifically proven that oxygen: cell aging process, improves concentration, reduces fatigue, boosts the immune system, accelerating the period of rehabilitation and wound healing, helps with breathing difficulties, improves mental status, increased athletic activity to 25%, decrease stress, helps with circulation problems, etc. (Radivojević, 2011).

Mountain resorts are a popular destination for tourism in the world. They are naturally attractive factors that reflect the geographical environment, which is comprised of the following geographic elements: air, Hydrographic elements, the landscape, flora and fauna (Jadrešić, 2001, p. 24).

Often in a mountain village several of these elements are found, and if there are more, and if you are more varied and better, that space gets on the tourist attractiveness. Once the tourists are mainly "lived" in nature and passively subjected to the influence of natural elements. To meet these tourists' demands, under certain natural conditions, there was no need to create a large and technically complex complementary tourist offer, which occupies a large space and degrade the environment. Today, tourists literally "consume" the nature and have a very active influence on all the natural elements in the rest. Almost all types of tourism, especially mass, strongly influenced by the change and the deterioration of natural resources and the overall environment of the mountain. Therefore, it is necessary to further the development of tourism activities taking place on the principles of sustainable development, which implies meeting the needs of the present without compromising the ability of future generations to meet their own needs. (Gligorijević, 2013)

Environmentally oriented development is imperative not only for tourism development, but also for the overall social and economic development of the modern developed world. It is a landmark of today's mankind because they always need to keep in mind the prediction of ecologists and futurologists that our planet's power (if this destructive continue to refer to it), environmental survive only about a hundred years. For all that the missionary role in such circumstances should be for eco-management.

4 The Role of Eco-Management in the Development of Health and Recreational Tourism

Health and recreational tourism trips can be run throughout the year, and these activities can develop a year-round tourism product. They are organized as such for a longer stay, and therefore bring significant economic benefits and enhance the employment and utilization of existing capacity. This form of tourism will have the best prospects of development in the near future. All

facilities that are now in operation, with the necessary adaptations, as well as building new ones, but in accordance with the principles of sustainable development, contribute to its rapid development.

Nowadays, the quality management of tourist services, special attention is paid to the so-called eco-management, which implies shaping, management and development companies, and organizations responsible for the environment, or the interaction of the natural environment to which it should be treated responsibly in decision-making processes in all business activities (Müller, 2000.).

Empirical studies of Swiss authors (Ulrich, Thielemann, 1992.) have shown that there are four types of entrepreneurs regarding the ethical responsibilities of top management.

Table 1 - The entrepreneurial model of ethical thinking top management

Form observations Awareness of the problem	System-oriented	Culturally oriented
Harmonists	Economists	Conventionalists
Aware of the conflict	Reformists	Idealists

Source: Ulrich H., U. Thielemann, Ethik und Erfolg - Unternehmensethische Denkmuster von Führungskräften, St. Galler Beiträge zur Wirtschaftsethik, Nr. 6, Bern / Stuttgart, in 1992.

Observation relates to whether the decisions and actions dominate the facts that are caused by the system, which has its own logic within which management must move (system-oriented managers). On the other hand, starts from the fact that the economy is one of the many walks of life, and that ethics in the industry something which is itself necessary (culturally oriented managers).

In economic operation of certain types of entrepreneurs set the basic typical ecological and ethical requirements:

(a) Economists have solid belief that markets itself to be an environmentally friendly business, and sits on the economic opportunities that, on condition that it always tends to profitability;

(b) Conventionalists argue for a much more entrepreneurial spirit in accordance with the environmental challenges and strive for its managerial

decisions to ensure that people and other living beings are still able to live in a safe and clean planet;

(c) Reformers believe that the legal documents must regulate environmental issues and to the international harmonization of regulations in this area at the global level, one cannot expect economy of environmental effects;

(d) Idealists are guided by the thought that the way out of the ecological crisis requires fundamental changes in values and awareness in all spheres of life, and that change should come from environmentally conscious consumers, because they determine market trends.

In the context of the foregoing, and in order to protect the preserved natural environment, it is necessary to provide a range of useful activities that are already being implemented in modern conditions, in order to minimize conflicts that may arise from economic outlooks and environmental requirements of business. These activities also reflect the importance of eco-management which must play in the future development of health and recreational tourism in spas and mountain resorts, and some types of recommendations that should be followed, regardless of the company or organization in question and at what level (national, regional or local). Some of these activities on different aspects of the business would be:

(a) Information / Advice: install eco-balance in all aspects of the business, equipped with an eco-resort, to intensify cooperation with the eco advice and information;

(b) Organization: to create an eco-team responsible for the environment, define the competencies and responsibilities towards the environment, to build a modern system of management for the protection of the environment;

(c) Management / Employee in the criteria for the selection of new employees or for the evaluation of performance for employees to consider behavior and their attitude towards the environment, within the framework of the organizational culture and climate infiltrate ecological relationships;

(d) Acquisition / Purchase to explore new markets, procurement, primarily bio-products and eco-products, suppliers evaluated on the basis of ecological criteria;

(e) production: the effects of exercising in a way that protects the environment, eliminate processes that are harmful to the environment to give up performance and products that are harmful to the environment;

(f) Marketing: the full range of prices from the standpoint of tolerability for the environment, differentiated prices for those products and services which meet the environmental requirements to encourage eco-innovation, interested

tourists and other visitors in terms of preserved environment, build resources for distribution to protect the environment;

(g) Finance / Investment: when building resource capacity to take into account environmental criteria, use the action programs and a variety of incentives for activities that protect the environment;

(h) Control: introduce eco-controlling, to introduce eco-monitoring, etc.. (Ćosić, 2007).

For this development, today's modern trends, as well as the way of doing business and communicating require modern ecological and ethical management, which in addition to the economic premises be familiar with the problems of the environment, and with basic tools and rules of governance in both economy and environment. Due attention to the management structure at various levels of management must take the improvement of environmental and ethical awareness, training of personnel employed in the tourism sector, as well as marketing and promotional activities.

In this regard, the importance of eco-management in the development of health and recreational tourism is reflected in the universal addressing environmental issues, product quality control, as well as the rehabilitation of all possibly caused disruption in the workplace, in order to maintain product quality and human health. Also, his constant task is to monitor the development and implementation of existing standards in this area, so the effects of their use came to the fore.

Conclusion

Numerous studies, clearly confirm that the natural basis of world tourism is very generous. In other words, the world is largely abundant first-class natural resources, which are not properly valorized, and the new politics of tourism development necessary to properly use the available resources to the development of health and recreational tourism.

Protection and enhancement of the environment are one of the most important processes that require different aspects of governance and knowledge, which is also very important for the survival of mankind. This approach to the environment is still badly needed, both at the micro and at the global level. In this sense, current trends, and the way business and communication require modern manager who, in addition to the economic problems, be familiar with the problems of the environment, and with basic tools and rules of governance in areas such as the economy, and the environment.

Health tourism in the contemporary process of transformation of the tourist offer, experiencing the transformation from a purely health and recreational

tourism. It involves the widening, content enrichment stay of visitors and creating a number of different programs for the diverse needs of discerning tourists. In the European region, this transformation involves the transformation of lečilišnih spa facilities in a modern decorated and enriched programs centers that offer programs in one place, treatment, recovery, prevention, rehabilitation, recreation, etc.. The best example of this is the area of Davos in Switzerland. Only such diverse programs can attract not only patients in state finances continued treatment and rehabilitation, but also a healthy guest who is aware of the need to for their own health and fitness've funded your rest and recovery in spas and mountain resorts.

Following the concept of the contemporary postmodern tourism, tourism in further shaping spas and mountain resorts have to start from coexistential tourism development and other activities, with the largest integrative relationship between tourism can achieve with agriculture and ecology. From this point of view, such areas in the world belong to an attractive area for tourism organization of individual types. In order to achieve this, they must adopt different strategies in the planning of tourism and its development, which will in different ways integrate tourism, agriculture and ecology.

The most important activities in this field would be: to promote and support environmental protection and invigorates and highlights its flora and fauna; to promote its archeology, crafts and cuisine; to help revitalize agriculture that is in poor condition; to guarantee and, where necessary, again, the balance between man and his environment through the reorganization of natural, cultural and economic space.

The total tourism and economic development of a country's ongoing development opportunity should be health and recreational tourism, as in spas and mountain resorts, which in the future may allow massive movement towards preventing, rehabilitating, treatment, recreation, entertainment, etc.

Spa, mountain, water resources and healthy climate, could allow such landscape units rapid development of health and recreational tourism for which there is an increased demand on the global tourism market

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ZDRAVSTVENO-REKREATIVNI TURIZAM U PROCESU RAZVOJA BANJSKIH I PLANINSKIH TURISTIČKIH MESTA

Apstrakt: Pozitivna tekovina procesa globalizacije je svest o neminovnoj zaštiti i očuvanju životne sredine, iz čega proističe i zdravstveni turizam, kao vrsta ograničanog kretanja ljudi radi zadovoljenja potrebe življenja u „netaknutoj prirodi“, odnosno zadovoljenja potreba za čistom vodom, hranom i vazduhom. Veoma je malo poznatih, lako dostupnih područja netaknute prirode u svetu. Ekološke vrednosti u tim i takvim mestima, kao što su: specifične karakteristike prostora, povoljna klima, hidrografski potencijali, kao i ostala prirodna obeležja mogu predstavljati dobru osnovu za razvoj zdravstveno-rekreativnog turizma u budućem periodu. U tom smislu, nacionalna, a sve više i lokalna zajednica treba da bude odgovorna za odabrani vid i tempo turističkog razvoja sa aspekta usmeravanja na dugoročni kvalitet i kompleksnu interakciju između turističke ponude, turističke tražnje i okruženja u celini. Strateška vizija, u ovom kontekstu, podrazumeva i primenu eko-menadžmenta, kako u domenu turističke politike, tako i u domenu politike na nivou pojedinih nosilaca turističke ponude. Imajući to u vidu, u ovom radu se sagledavaju mogućnosti razvoja zdravstveno-rekreativnog turizma u banjskim i planinskim mestima i ukazuje se na ulogu koju, u tom razvoju, treba da ima eko-menadžment, posebno ako se uzme u obzir činjenica da je u današnjim uslovima povećana turistička tražnja za zdravim i očuvanim prirodnim mestima.

Ključne reči: zdravstveno-rekreativni turizam, eko-menadžment, banjska mesta, planinska mesta.