

factors in the organization of tourism. Finally, the first part provides an explanation of the organization of tourism at various levels: the level of a country, individual regions and tourism organizations, as well as the character and content of tourist policy and the role of international tourist organizations and associations.

Part Two of the book deals with the research into specific characteristics of tourist markets and the application of marketing at tourism. In this respect there is a particular examination of the tourist demand and supply characteristics as well as types of tourist requirements and consumption. The segmentation of international and domestic markets has been highlighted in particular. The second part also analyzes research into the tourist market in the light of its content, level of research and the implementation of quantitative and qualitative research methods. It deals with application in tourism with the view to its strategic planning, target, programs and issues for successful planning and long-term strategy. It also reveals experience concerning the organization of tourist promotion in the former Yugoslavia.

Parts Three and Four of the book examine the characteristics of the tourism and tourist policy development in the world, in the most important tourist destination countries, in the former Yugoslavia and in the State Union Serbia and Montenegro. Cases of empirical data covering the period from 1990 to 2002 were used to estimate these data. World tourism development forecasts are given at 2010 and 2020. Special attention is paid to a comparative analysis of the tourism development in Europe and especially in Spain, Italy, Greece, Austria and State Union Serbia and Montenegro. Furthermore, there is an analysis of the following important elements: tourist demand, consumption and supply, price policy, the impact of tourism on the economy and particularly on the balance of payments and tourist policy messages. This section contains a separate section that discusses the tourism development possibilities in the State Union Serbia and Montenegro from the point of view of tourism organization and anticipated position on the domestic and international tourism market as well as from the viewpoint of their economic significance. The book is published in the series of studies of Serbia and Montenegro's tourism.

CIP - Каталогизacija y publikaciji  
Народна библиотека Србије, Београд

338.48(075.8)

**УНКОВИЋ, Слободан**

*Ekonomika turizma / Slobodan Unković,  
Bojan Zečević. - 1. izd. - Beograd :  
Centar za izdavačku delatnost Ekonomskog  
fakulteta, 2004 (Beograd : Čigura print).  
- 466 str. : graf. prikazi, tabele ; 24 cm*

Tiraž 1.000 - Napomene i bibliografske  
reference uz tekst. - Bibliografija: str.  
451-464. - Summary: Economics of Tourism.

ISBN 86-403-0620-6

1. Зеcheвић, Бојан  
а) Туризам - Економика  
COBISS.SR-ID 117414412