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SWEET SWEATSHOPS - A REFLEXION ABOUT THE IMPACT OF SWEATSHOPS ON COUNTRIES' COMPETITIVENESS

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Review paper

INTRODUCTION

"Plainly put, first of all, decent people don't want to live in and support a society that is at variance with what they take to be basic moral principles. (...) The second reason why one's social system should have moral backing is that society without it is vulnerable to many critical and sceptical influences" (Machan, 2007, p. 10).

Tibor R. Machan insists: today, western people want to live in a honourable¹ world. Anthropologists like A. Peyrefitte (1995) and Bm. Friedman (2005) demonstrate that the level of morality of a society is closely linked with its level of economic development. The authors describe the way through which economic growth induces the elevation of moral aspiration of individuals, but also of communities. As business is a basement of the economic development, we can induce that it constitutes an important part of our modern social order. In fact many researchers, like K. Weick (2000), consider that, the way it is done, has a great impact on the feeling we experience, about the meaning of our own live. Business seems to be "a profession for human wealthcare" (Machan, 2007). In fact, business ethicists largely consider that business has to be a moral activity... even if they radically disagree about the means to pursue this goal, considering the school of thinking to which they belong.

Yet, this idea is not new. It was previously expressed by the Nobel Prize winner in economics, J. Buchanan (1994, 1) who wrote that ethical norms or principles are relevant de-

terminants of the welfare of all persons who have membership in an economic nexus. Still sooner, as early as the XVIIIth century, Montesquieu (1748) explained us that the more a society is developed, the less physical causes impact on them, the more moral causes govern it.

Within the diverse ways business is able to impact our day live, one of the most important is how it precludes to the organization of our working conditions. Few things are governing our standard of living and our comfort so much, that those linked to our work: the salary, off course, but not only. They determine our social statute, our level of social protection, numerous accessories of the salaries, ... (Castel, 1995). That is why so many laws and institutions do care about the conditions of work; even in emerging countries.² That is why, International Labour Organization (ILO) never ceases to remind us, that "work is not a good"³ and UN labour agency (2005) calls for "decent work in inclusive and equitable globalization"; and of course, why Europe, in the article 31 of the European Chart on fundamental Rights edicts "the fair and equitable conditions of work"... Everyone is considering situations like those described by Zola, in *Germinal*:⁴ dehumanizing, demeaning and demoralizing working conditions that often cost workers their health and sometime their life, as a sad reality forever forgotten.

This is a false impression. Unfortunately, for our research of respectability, wealth's

¹ As an ethical concept, the notion of honor presumes that there is a set of norms against which the question of whether or not an intended action is honorable can be assessed. (Arnold & Hartman, 2005, p. 214).

² For Example, even CHINA, adopted a new regulation about labour law, which took effect on January first, 2008.

³ General Conference of ILO (2002): Recommendation 193 for the promotion of the cooperatives

⁴ E Zola (1885), *GERMINAL*, was inspired by the great strike (12 000 miners), which belongs 56 days in the coalmine of Anzin (France) from February 19, 1884.

accumulation trends, financial and business scandals in the past few years, are at least troublesome...The simple fact of opening a newspaper or switching on TV sets, remind us that the worst is still a XXI^o century's reality. A quick research shows that poorest working conditions are not even practices only located in far-off lands! In fact, nothing seems to have changed since the XIX^o century. For example, in 2013, the collapse of Rana Plaza garment factory in Bangladesh still killed: 1100 persons this time (powell, 2014, 105)! Is business out of (self) control, like suggested by J. E. Stiglitz (2002; 2003; 2006)? Do we, as human being, have to accept everything for profit? The great crash of September 2008 seems to comfort those affirmations. Since, inequality is still more growing through the word, and it is becoming a major problem for economic stability.⁵ It is enough, to re-open (once again) the question about sweatshops.

But first of all, it is important to define that word.⁶

RATINGS OF INVESTMENT APPEAL OF REGIONS OF RUSSIA AS A TOOL OF ASSESSMENT OF REGION MANAGEMENT EFFICIENCY

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SUMMARY

One of a determinant of region management efficiency is sustainable economic development that is based on active attraction of investments and business development in the region. Thus, appeal of the region for investments can used as an indicator of authorities' efficiency in the region. The article considers possibility of application of independent ratings of regions for an assessment of region management efficiency.

Keywords: investment appeal, region management efficiency.

BANKARSKI SEKTOR REPUBLIKE SRPSKE U USLOVIMA TRANZICIJE

BANKING SECTOR OF THE REPUBLIC OF SERBIAN IN TERMS OF TRANSITION

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Pregledni članak

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Review paper

REZIME

Privatizacija bankarskog sektora predstavlja neodvojivi dio razvojne strategije zemlje u tranziciji. Proces tranzicije i izgradnje finansijskog, tržištu prilagođenog sistema, jeste složen i dugoročan zadatak koji uključuje pored zakonskih i razna institucionalna rješenja, kao što su Centralna banka Bosne i Hercegovine, Agencija za bankarstvo Republike Srpske i Banjalučka berza hartija od vrijednosti. Proces tranzicije bankarskog sektora u Republici Srpskoj nije se obavljao u pravcu rehabilitacije postojećih domaćih banaka, već se kretao u pravcu otvaranja bankarskog sistema za ulazak inostranih, efikasnih banaka. Obim povjerenja u bankarski sektor je rastao paralelno sa procesom privatizacije banaka i dolaskom inostranih banaka. U proteklom periodu sve banke u Republici Srpskoj bilježe značajan rast obima depozita i plasiranih kredita što ukazuje na rast investicija i privredne aktivnosti, kao i BDP-a Republike Srpske uopšte. Ovo su pozitivni trendovi koji ukazuju na smanjenje postojećeg zaostajanja prema Evropskoj uniji.

Ključne riječi: bankarski sektor, tranzicija, restrukturiranje, kreditni rejting, bankarski standardi.

SUMMARY

Privatisation of the banking sector is an inseparable part of development strategies used by the countries in transition. The process of transition and building a financial and market-oriented system is a complex and long-term task which, in addition to a variety of legal arrangements, involves also several institutional options, such as the Central Bank of Bosnia and Herzegovina, Banking Agency of the Republic of Srpska and Banja Luka Stock Exchange of Securities. The transition process of the banking sector in the Republic of Srpska was not implemented by rehabilitation of existing domestic banks, but by opening the banking system for the entry of foreign, more efficient banks. The level of trust in the banking sector grew in parallel with the process of bank privatisation and the arrival of foreign banks. Throughout the previous period, all the banks in the Republic of Srpska recorded a significant increase in the amount of deposits and loans placed, which implies the growth of investment and economic activities, therefore indicating the increase of the Republic of Srpska's GDP in general. These are positive trends that demonstrate a decrease in the current lagging behind the European Union.

Keywords: banking sector, transition, restructuring, credit rating, banking standards.

TEORETSKI I METODOLOŠKI ASPEKT OPTIMIZACIJE ODNOSA EKONOMSKOG POTENCIJALA I IZVORA ZA NAMIRIVANJE JAVNIH POTREBA

THEORETICAL AND METHODOLOGICAL ASPECTS OF OPTIMIZATION OF RELATIONSHIP BETWEEN ECONOMIC POTENTIAL AND SOURCES FOR PUBLIC NEEDS SETTLEMENT

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Pregledni članak

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Review paper

REZIME

Relativni nivo fiskalnih prihoda u odnosu na ukupni agregat društvenog proizvoda ili nacionalnog dohotka, središnji je pokazatelj koji treba utvrditi u nacionalnoj ekonomiji. Taj pokazatelj je "taks racio". Težnja gotovo svake ekonomske, a posebno fiskalne politike, je da taj pokazatelj izražava optimalni odnos između onog dijela društvenog proizvoda ili nacionalnog dohotka koji se namjerava upotrebiti za namirivanje javnih potreba i samog opšteg agregata ovih potonjih ekonomskih kategorija. Posebno je njegov značaj u osmišljavanju koncepcije srednjoročnog ili pak dugoročnog društveno-ekonomskog razvoja. Potrebno je odrediti i okvire globalne raspodele društvenog proizvoda ili nacionalnog dohotka, prihvatljive, na jednoj strani, sa stajališta uravnoteženog i stabilnog ekonomskog rasta, a s druge strane, sa stajališta uravnoteženih interesa svih socijalnih struktura savremenih miješovitih društava.

Ključne riječi: javne finansije, fiskalno opterećenje, tax ratio.

SUMMARY

The relative level of fiscal revenue in relation to the total aggregate domestic product or national income is a central indicator to be established in the national economy. This indicator is the "tax ratio". The tendency of almost every economic and especially fiscal policy is that this indicator expresses the optimal ratio between the part of the domestic product or national income, which is intended to be used for the settlement of public needs and the general economic aggregate of the latter economic categories. Its special importance lies in the design concept of medium-term or long-term social and economic development. It is necessary to determine the framework of the global distribution of the domestic product or national income, which is acceptable, on the one hand, from the perspective of a balanced and stable economic growth, and on the other hand, from the standpoint of balancing interests of all social structures of modern mixed societies.

Keywords: Public finance, Fiscal Load, Tax Ratio.

RURALNA POLITIKA EVROPSKE UNIJE - ISKUSTVA I POUKE ZA BOSNU I HERCEGOVINU

RURAL POLICY OF THE EUROPEAN UNION - EXPERIENCES AND LESSONS FOR BOSNIA AND HERZEGOVINA

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Stručni članak

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Professional paper

REZIME

Prema kriterijumima koji se primjenjuju u Evropskoj uniji za ruralna područja Bosna i Hercegovina je pretežno ruralna zemlja. Približno tri četvrtine njene teritorije čine ruralna prostranstva na kojima živi približno polovina stanovništva. Jedan od najvećih strukturno razvojnih problema bosansko-hercegovačkog društva danas jeste brzo smanjivanje seoskog stanovništva (depopulacija sela). Populaciona politika u ruralnim područjima bi se morala zasnivati na odgovarajućoj ekonomskoj, agrarnoj, regionalnoj razvojnoj i kulturnoj politici-bitno različitoj od dosadašnje koja je mlade ljude istiskivala iz sela, poljoprivrede i drugih djelatnosti koje se uspješno razvijaju na ruralnim područjima razvijenih zemalja. Budući da se nezaposlenost u Bosni i Hercegovini popela na neprihvatljivo visoku stopu od 42,8% i da se najveći broj nezaposlenih regrutuje direktno ili indirektno sa ruralnih područja, neophodno je tražiti rješenja za potpuno obrnut proces kakav kreiraju i podstiču mnoge zemlje, a posebno one koje žele zadržati ili postići ubrzan privredni rast.

Ključne riječi: ruralna područja, ruralni razvoj, održivi razvoj, integralni razvoj, preduzetništvo.

SUMMARY

According to the criteria applied in the EU for the rural areas, Bosnia and Herzegovina is a predominantly rural country. About three-quarters of its territory consists of rural expanses where about half the population lives. One of the biggest structural and development problems of the BiH society today is a rapid decreasing of the rural population (depopulation of villages). Population policy in rural areas should be based on appropriate economic, agricultural, regional, development and cultural policy-bit different from the previous one which squeezed young people out of the village, agriculture and other activities that are successfully developed in the rural areas of developed countries. Since the unemployment rate in Bosnia and Herzegovina climbed to an unacceptably high rate of 42,8% and that the largest number of unemployed are recruited directly or indirectly from rural areas, it is necessary to seek solutions to fully reversed process created and encouraged by many countries, especially those that want to maintain or achieve rapid economic growth.

Keywords: rural areas, rural development, sustainable development, integral development, entrepreneurship.

ZNAČAJ I ULOGA MALIH I SREDNJIH PREDUZEĆA U EKONOMSKOM RAZVOJU

SIGNIFICANCE AND ROLE OF SMALL AND MIDDLE ENTERPRISES IN ECONOMIC DEVELOPMENT

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Pregledni članak

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Review paper

REZIME

Mala i srednja preduzeća (MSP) sve su više predmet interesovanja u razvijenijim zemljama u kojima mala i srednja preduzeća predstavljaju faktor razvoja u ovim zemljama. Razvijene zemlje svijeta stavljaju MSP u fokus svojih ekonomskih strategije i programa i konkretnim mjerama makroekonomske, ciljana fiskalna politika prema MSP kroz poreske olakšice, direktno utiču na smanjenje troškova poslovanja, poboljšanje likvidnosti a time konkurentskog položaja malih i srednjih preduzeća. Ipak, Bosna i Hercegovina, još ne usvaja poresku politiku i praksu mnogih razvijenih zemalja, a time ne posvećuju dovoljno pažnje unapređenju sektora malih i srednjih preduzeća. To su pokazala i provedena istraživanja u Bosni i Hercegovini. Promjene u društveno - ekonomskom sistemu sa osloncem na tržišnu privredu, stvaraju pogodne uslove za razvoj raznih djelatnosti, koje će biti profitabilne i držati korak u razvoju, uz stalno prilagođavanjima stalnim promjenama na tržištu, prednost daje malim i srednjim firmama, tzv. malom biznisu. Takva preduzeća najčešće predstavljaju spoj svojine, upravljanja i rizika, pa znanje i vještine neophodne za uspješno poslovanje i vođenje biznisa obuhvata veoma širok dijapazon.

Ključne riječi: mala i srednja preduzeća (MSP), organizacijske promjene, upravljanje promjenama, održiva konkurentska sposobnost preduzeća, tržišno poslovanje.

SUMMARY

Small and middle enterprises (SME) are becoming more and more the subject of interest in developed countries in which small and middle companies represent a factor of development. The developed countries of the world put SME into focus of their economic strategies and programs and- by concrete macro-economic measures- the aimed politics to SME has a direct impact to reduction on business costs and improvement of liquidation (thus, competitive position of SME), through tax bonds. However, BiH still does not develop tax politics and praxis of many developed countries, which causes a lack of attention and improvement of the sector of SME. This is what many research in BiH confirmed. The changes in social- economic system based on the market commerce create suitable conditions for development of various activities which should be profitable and keep up with the development, with continuous adaptation to constant changes on market, which gives the advantage to SME or, so called, small business. Such companies most often represent the collision of ownership, management and risk, so the knowledge and skill needed for successful management include a very wide range.

Keywords: small and middle enterprises (SME), organizational changes, changes management, maintainable competitive capability of the company, market management.

SISTEMI NAGRAĐIVANJA ZAPOSLENIH RADNIKA U ORGANIZACIJAMA

EMPLOYEE REWARD SYSTEMS IN ORGANIZATIONS

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Pregledni članak

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Review paper

REZIME

Nagrađivanje zaposlenih je jedna od aktivnosti menadžmenta ljudskih resursa koja se odnosi određivanje količine novac, dobra i usluga koje zaposleni dobijaju od poslodavca u zamjenu za njihov rad. S obzirom na to da je adekvatno dizajniran sistem nagrađivanja jedan od uslova za stabilno poslovanje, uspješno obavljanje radnih aktivnosti, ali i ostvarivanje postavljenih ciljeva svake organizacije, osnovna tema ovog rada jesu upravo sistemi nagrađivanja zaposlenih, sa posebnim fokusom na različite elemente ovog sistema. Svrha rada jeste da opiše ulogu i značaj posmatranog sistema, kao i da ukaže na njegovu ulogu u motivisanju zaposlenih radnika.

Na osnovu izvršene analize u radu se došlo do brojnih zaključaka na osnovu kojih je dokazano da adekvatno dizajniran sistem nagrađivanja zaposlenih ima brojne prednosti za organizaciju, čime se apostrofira njegov značaj.

Ključne riječi: organizacija, menadžment, menadžment ljudskih resursa, sistem nagrađivanja zaposlenih, nagrade, kompenzacija, stimulacije, beneficije

SUMMARY

Employee rewarding is one of the activities of human resource management concerning the management of money, goods and services that employees receive from their employer in exchange for their work. Given that a properly designed reward system is one of the conditions for a stable business, successful performance of work activities and the achievement of set objectives in each organization, the basic theme of this paper is the employee reward system, with a special focus on different elements of it. The purpose of this paper is to describe the role and significance of the observed system and to draw attention to its role in employee's motivation.

Based on the given analysis many conclusions have been drawn. It has been proved that a properly designed employee reward system has many advantages for the organization, which emphasizes its importance.

Keywords: organization, management, human resources management, employee reward system, reward, compensation, incentives, benefits

STEJKHOLDERSKA SARADNJA U PLANIRANJU TURISTIČKIH DESTINACIJA – PRIMJER CRNE GORE

STAKEHOLDER COLABORATION IN TOURISM DESTINATION PLANNING – THE CASE OF MONTENEGRO

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Pregledni članak

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Review paper

REZIME

Značaj uključivanja različitih stejkholdera u planiranje turizma dobija sve veći značaj. Efektivno planiranje na nivou turističkih destinacija je kompleksan proces zbog postojanja brojnih stejkholdera sa različitim mišljenjima, vizijama problema i različitim interesima. Uprkos složenosti procesa planiranja, visok nivo saradnje i angažovanja stejkholdera smatra se značajnom odlikom uspješnog planiranja menadžmenta destinacije. Sprovođenje i uspjeh turističkog plana često se oslanja na podršku stejkholdera.

U radu se analizira pitanje efektivnog planiranja turističke destinacije iz perspektive usklađivanja interesa stejkholdera. Istraženo je planiranje turističke destinacije u turističkim destinacijama Crne Gore, nivo saradnje stejkholdera i korelacija između implementacije planova i stejkholderske saradnje. Empirijsko istraživanje je sprovedeno na populaciji od 19 lokalnih turističkih organizacija u Crnoj Gori. Zaključci i implikacije istraživanja su prikazani u radu. Rezultati su pokazali postojanje problema nedovoljne implementacije planova razvoja turizma i nizak nivo saradnje zainteresova-

SUMMARY

The importance of involving diverse stakeholders in tourism planning is receiving growing recognition. Effective tourism destination planning is a complex process, due to the existence of a wide variety of stakeholders with a wide range of opinions, multiple problem visions and different interests. Despite the complexity of the planning process one feature acknowledged for successful destination management planning is a high level of stakeholder engagement and cooperation. The implementation and success of a tourism plan often relies on the support of destination stakeholders.

The paper deals with the issue of effective tourism destination planning from the perspective of harmonizing stakeholders' interests. It explores tourism destination planning in the Montenegrin tourist destinations, the level of stakeholder cooperation and correlation between destination plans implementation and stakeholder cooperation. An empirical research was carried on the population of 19 local tourist organizations in Montenegro. Findings and implications of the research are given in the paper. The results revealed the problem of insufficient implementation of tourism development plans and low level of stakeholder cooperation. Also, there are implications based

nih strana. Isto tako, istraživanje ukazuje da postoji jaka pozitivna korelacija između nivoa saradnje stejkholdera i implementacije planova turističke destinacije.

Ključne riječi: turistička destinacija, planiranje razvoja turističke destinacije, stejkholderi, stejkholderska saradnje.

on recently conducted research reported in this paper; that there is a strong positive correlation between the level of stakeholder cooperation and implementation of a tourism destination plans.

Keywords: tourism destination, tourism destination development planning, stakeholder, stakeholder collaboration.

DISKUSIJA I ZAKLJUČCI

Cilj empirijskog istraživanja bio je utvrditi stanje planiranja kao instrumenta upravljanja razvojem turističkih destinacija u Crnoj Gori, kao i stanje stakeholderske saradnje. S obzirom na to da se stakeholderska saradnja smatra osnovnim preduslovom efikasnog sprovođenja planova turističkih destinacija, drugi cilj bio je ispitati vezu između stakeholderske saradnje i implementacije planova kao instrumenata u upravljanju razvojem destinacije (strateško, marketinško, operativno planiranje). Na osnovu prethodno izloženih rezultata istraživanja moguće je izvesti određene zaključke koje ćemo u nastavku izložiti.

Planiranje turističkog razvoja je zastupljeno u crnogorskim turističkim destinacijama, odnosno većina turističkih organizacija ima planski pristup turističkom razvoju. Najveći dio njih ima plan promotivnih aktivnosti (94,1%), zatim plan razvoja turizma (70,6%), dok je marketinški plan najmanje zastupljen (41,2%). Većina crnogorskih turističkih destinacija nema marketinški plan, iako je planiranje marketing aktivnosti turističke destinacije izuzetno važno, jer upravo turistička destinacija najčešće utiče na privlačenje potencijalnog posjetioca. Takođe, marketinški planovi predstavljaju instrument optimizacije efekata turizma i ostvarenja strategijskih ciljeva usmjerenih ka zadovoljenju potreba i želja svih stakeholdera turističke destinacije.

Planovi predstavljaju važan instrument upravljanja razvojem turizma, jer su pretpostavka za sistemski i koordiniran razvoj. Međutim, oni postaju efikasni tek kada se počnu implementirati. Prema mišljenju direktora turističkih organizacija, planovi koje posjeduju ne sprovode se u potpunosti. Srednje ocjene njihovog sprovođenja kreću se u rasponu od 3 do 3,71. Marketinški planovi (prosječna ocjena 3,71) i planovi promotivnih aktivnosti (prosječna ocjena 3,68) sprovode se nešto bolje od planova razvoja turizma (prosječna ocjena 3,00). Planovi promocije su kratkoročni, operativni i vrlo brzo pokazuju rezultate. Osim toga, promotivne aktivnosti su već do-

DISCUSSION AND CONCLUSIONS

The objective of this empirical research was to determine the state of planning as an instrument for managing the development of tourist destinations in Montenegro, as well as the state of stakeholder cooperation. Given that stakeholder cooperation is considered to be the basic prerequisite for effective tourist destination plans implementation, the second objective was to investigate the relationship between stakeholder cooperation and plans implementation as an instrument for managing the destination development (strategic, marketing and operational planning). Conclusions based on results are exposed are presented below.

Touristic development planning is common in Montenegrin tourist destinations and most of tourist organization use planning approach in tourism development. The majority of them have promotional activities plan (94.1%) and tourism development plan (70.6%), while marketing plan has less than a half of the respondents (41.2%). Many Montenegrin tourist destinations have no marketing plan, despite the fact that marketing activities planning is extremely important, as the tourist destination is usually the one that attracts potential visitors. Also, marketing plans are a tool for optimizing effects of tourism and the realization of strategic goals aimed at satisfying the needs and desires of all tourist destination stakeholders.

Plans are an important instrument for managing tourism development, as they are prerequisite for systemic and coordinated development. However, they become effective only after implementation. Directors of tourism organizations believe that plans they have, are not fully implemented. According to their assessment, average level of plan implementation range from 3 to 3.71. Marketing plans (average score 3.71) and promotional activities plans (average score 3.68) are better implemented than tourism development plans that have lowest average score of 3.00. Promotional plans are short term, operational and show result quickly. In addition, promotional activities are already

Progresija je naročito izražena u razlici primjenjenih poreskih stopa razvijenih i nerazvijenih opština, gdje imamo slučaj da manje razvijene podnose veći poreski teret što dovodi do negativnih ekonomskih efekata. Međutim, porez na nepokretnosti ima i svoje ekonomske i socijalne osobine koje je potrebno uskladiti sa ciljevima poreske politike. To znači da porez na nepokretnosti treba posmatrati sa stanovišta cjelokupnog poreskog sistema, a ne sa stanovišta individualnog poreskog oblika.

Ključne riječi: porez na nepokretnost, prihod, progresija poreskih stopa, razvijene i nerazvijene opštine.

in the distinction applied tax rates of developed and undeveloped municipalities, where we have a case that less developed tolerate a higher tax burden, which leads to negative economic effects. However, real estate tax has its own economic and social characteristics which must be aligned with the objectives of tax policy. This means that the real estate tax should be considered from the standpoint of the entire tax system and not from the standpoint of individual income tax forms.

Keywords: real estate taxes, income tax rate of progression, developed and underdeveloped municipalities.

TOURIST DESTINATION STRENGTHS AND OPPORTUNITIES: IS MONTENEGRO READY FOR CHINESE TOURISTS?

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Pregledni članak

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Review paper

SUMMARY

Keywords: China, Montenegro, Tourism, Destination, Chinese tourists.

Since Chinese outbound tourism currently represents the largest outbound tourist market, the opportunities for tourism of Montenegro in the Chinese tourist market should be certainly examined.

The aim of this paper is to analyze the relevant data about Chinese tourists who are visiting Montenegro: their specific demographic characteristics, travel habits and main motivation, but also to identify the possible ways to increase the number of Chinese tourists in Montenegro in future.

For the purpose of this paper, two years long empirical research was conducted among Chinese tourists in Montenegro with the help of questionnaire. Several interviews with representatives of tourism sector in Montenegro were carried out as well.

The authors have concluded that only after the total adjustment of Montenegro tourist offer to the Chinese tourists' preferences, Montenegro could be completely ready for intensive acceptance of Chinese tourists. What's more, in order to attract larger number of Chinese tourists, the effective marketing policy of Montenegro as a tourist destination should be created in that direction and as well the specialized tourism promotion at the Chinese market should be carried out.

MARKETING KOMUNICIRANJE KAO VAŽAN SEGMENT MEĐUNARODNOG MARKETING KONCEPTA

MARKETING COMMUNICATIONS AS IMPORTANT SEGMENT OF THE MARKETING CONCEPT

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Professional paper

REZIME

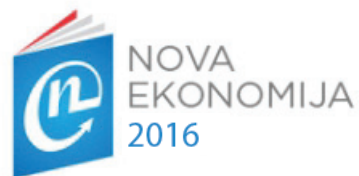
Novi okviri poslovanja na međunarodnom nivou doveli su do potrebe za širim i složenijim uključivanjem preduzeća u međunarodne ekonomske tokove. U takvim uslovima, orijentacija na međunarodna i globalna tržišta postaje neizbježna. Svaki segment preduzeća mora se prilagođavati i razvijati u skladu sa takvim uslovima poslovanja. Marketing kao značajna aktivnost preduzeća u prodaji proizvoda ili usluga takođe mijenja i proširuje svoje aktivnosti u skladu sa međunarodnim tržištem. Tako dolazi do stvaranja međunarodnog marketinga, koncepta i sistema kao specifičnog pristupa u odvijanju međunarodnih ekonomskih odnosa. Važan segment implementacije marketing koncepta jeste marketing komuniciranje, koje je u međunarodnim uslovima ograničeno brojnim barijerama. To je svakako moguće savladati uz dobro definisanu marketing strategiju. Jasno definisana marketing strategija i dobro pripremljen marketing miks uklanjaju barijere, ostvaruju postavljene ciljeve i dovode do pozitivnih rezultata za preduzeće.

Ključne riječi: međunarodni marketing, marketing koncept, marketing komuniciranje, barijere, promocija.

SUMMARY

New frameworks operating at the international level have led to the need for a broader and more complex involvement of companies in international economic flows. In such circumstances, focus on the international and global markets becomes inevitable. Each segment companies must adapt and evolve in accordance with such conditions. Marketing as an important activity of the company in selling products or services is also changing and expanding its activities in line with international market. This leads to the creation of an international marketing concept and system as a specific approach to the processing of international economic relations. An important segment of implementation of the marketing concept is the marketing communication, which in terms of the limited number of international barriers. It is certainly possible to overcome with a well-defined marketing strategy. Clearly defined marketing strategy and well-prepared marketing mix remove barriers, to meet the set goals and lead to positive results for the company.

Keywords: international marketing, marketing concept, marketing communication, barriers, promotion.



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