GEOHERITAGE OF SERBIA IN THE FUNCTION OF DEVELOPMENT OF INCENTIVE TRAVELS AND BUSINESS TOURISM

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Abstract: *Incentive travels make an important segment of business tourism. They are focused on creation of unique experience for different managerial categories, comprising various, yet unique resources in the process. In most of the cases, geoheritage is observed from the aspects of geology and geography. The concept of geo-tourism identifies geoheritage as an important resource which can be market valued through incentive travels as well. Incentive travels demonstrate different properties depending on the segment profile to which a destination is assigned. This paper presents characteristics of incentive travels and possibilities to combine them with geoheritage.*

Keywords: *business tourism, incentive travels, geoheritage, valorisation*

INTRODUCTION

The subject of the paper research is the relationship between the incentive travels and geoheritage, i.e. possibilities to use geoheritage while creating a complex touristic experience delivered during an incentive travel. Literature researching has indicated that these notions were observed separately, with no academic studies related to commercialisation of geoheritage in the consumption market. The paper is a pioneer one in terms of touristic product packaging that includes incentive travels based on geoheritage, adjustments to demand-related expectations, development of pricing policy, as well as placement on certain market segments in the country, regionally and abroad.

Defining the concept and term of incentive travels

Incentive travels are a segment of business tourism. The World Touristic Organisation (WTO, 2007) emphasises that business meetings, incentive travels, conventions and fairs make key components of business tourism. The acronym MICE (*Meetings, Incentives, Conferences and Exhibitions /Events*) is an alternative expression used in talks about this segment (Rogers, 2003). Although the expression "mice industry" is widely accepted amongst professionals, leading world experts such as Davidson and Cope (2003) and Rogers (2003) agree that this expression is not adequate to describe this ever growing and more important segment of tourism. Getz (2008) deems that business events are a part of *event tourism.* According to Swarbrooke and Horner (2001), business tourism includes all aspects of travellers' experience on a business trip who spend at least one night outside their place of residence. In France, the term business tourism (*tourisme d'affaire)* implies only such travels taken to participate in congresses, conventions or seminars (Chaspoule, 2001). In terms of business tourism performances, Central and Eastern European countries grow much faster than the other EU member states due to numerous competitive advantages they have (Davidson, 2004). Business tourism in this region is recognised as market of non-seasonal character, with inelastic prices and broad long-term potential benefits (Hall, 1998).

Incentive Travel can be defined as a group of business travels, basically implying unforgettable and entertaining trips paid by employers, with the main purpose of encouraging employees to reach challenging business goals of the company by achieving individual and/or group goals. "Society of Incentive & Travel Executives (SITE)" defines incentive travels as a *"Global management tool that uses an exceptional travel experience to motivate and/or recognise participants for increased levels of performance in support of organisational goals".*

Defining the concept and term of geoheritage

Geodiversity refers to the variety(or diversity) of geological, geomorphological and soil features, their assemblages, systems and processes (Sharples, 1995). It is not usually defined to include significant processes of human activity such as spatial architecture - landscaping, concrete, or other (Gray, 2004). Geodiversity includes two big groups: geodiversity of natural features and forms, and civilisation geodiversity (Lješević, 2002/2003).

Geoheritage refers to a model example of geodiversity, and frequency of the occurrence and representation thereof is expressed as a small portion of overall geodiversity (Đurović and Mijović, 2006). Geodiversity is composed of physical settings (forms) we want to conserve for present and future generations (Eberhard, 1997). Geoheritage in Europe includes geomorphological and pedological heritage, taking into account that it is or originates from geological material (Mijović, D. 2005). A geoheritage setting refers to a specific property of geodiversity which should be or has been protected for its scientific and cultural importance (M. Ilić, 2006). The most widespread forms of protected geoheritage areas and sites in the world are: "global geosites", "WHS - World Heritage Sites" and "geoparks".

The variety of offer and demand has led to a new global phenomenon - geotourism (Dowling, 2010). The ides of geotourism is related to geodiversity and geoheritage, meaning a representative geodiversity sample of importance for the protection (Gray, 2004). Geotourism is focused on the promotion of geological and geomorphological sites for their scientific and social values so as to ensure conservation thereof and future use by scientists, tourists

and recreators (Hose, 2003; Hose, 2008). Geotourism is a process of recognition and assignment of wider meaning to geoheritage settings, which should lead towards better and more efficient conservation (Hose, 1997; Hose, 2005a, Hose, et al., 2011). Geoconservation, combined with touristic promotion, is a key element of geotourism (Hose, 2005b). Geoconservation also requires active management of the site with the aim to ensure maintenance of quality (Burek, Prosser, 2008).

Understanding of the importance of geodiversity for the development of tourism can be observed within frameworks of definition of tourism as a complex system which does not include only economy and people, but also society and environment (Holden, 2000). Touristic system changes under the influence of numerous social factors. This leads us to the fact that change in the society affects the process of tourism. For example, change in consumption trends has reflected touristic market as well, which resulted in the occurrence of "new tourists". They display higher interests in the environment, they are more independent, flexible and aware than those from the "mass tourism market". Growing trend of environmentally oriented organisation and movements had influenced the green consumption process, which was transferred to touristic market as well, and which was finally realised through the development of ecotourism. This one occurs in parallel with the ideas such as new tourism, green tourism, sustainable tourism or low-impact tourism. Interests and habits of tourists which are harmonised with these forms and aspects of tourism are specific compared to mass tourists (Stojanović, 2007). Such trend is an opportunity that this group of tourists is presented with geodiversity values in a specific way.

Problems and challenges in the development of geotourism in Serbia

For the time being, Serbia has done little in favour to the development of geotourism, despite its geological diversity and geotouristic potential. Compared to other European countries, the Republic of Serbia considerably lags behind in terms of geoheritage protection and geotourism development.

One of the main reasons for that is lack of the national geological institution. Absence of basic infrastructure for the development of tourism in protected areas, such as regulated trails, interpretation boards and visitor centres, is a great obstacle and experience deficiency for potential visitors who would unexpectedly reach a geoheritage setting with no prior plan, or even unorganised. This is also a reason for the occurrence of negligence amongst people living or working in the vicinity of a potential geoheritage setting. The funds allocated for geological researches, construction of proper infrastructure and substructures, landscaping, organisation, specialisation of human resources, are extremely low (minor), since such natural resources, due to already mentioned reasons (ignorance, low awareness, etc.), are not deemed important or attractive for larger investments.

In order to make geotourism in this area a living thing, it is necessary to prepare certain publications, such as geological guides, information leaflets, panels, videos, visitor centres; it is also necessary to organise scientific conferences, museums, and everything else that could be significant for the commercial form of tourism as well. In addition, an atlas should be developed containing geotouristic sites and all landmarks that would be of interest for visitors from cultural, ecological, geomorphological, biological or any other aspect.

The aim of the research

1. Classification of tourists based on motivation factors for travels
2. Determination of management levels in organisational structures

Hypotheses and surveys

X 1: There are needs for research and consumption of new destinations in the area of cultural, natural or historical heritage

X 3: Business tourism and incentive travels are models for the development of geoheritage destinations in Serbia, and can significantly contribute to their valorisation

Sample

The sample for this research was collected in Serbia, in companies, associations, non-governmental sector and academia, and it includes 110 respondents. A total of 163 questionnaires were collected at the beginning, but 53 have been removed from the analysis due to inconsistency of answers (the scores in motivation scales were always 5 or always 4). Gender structure of respondents is relatively even, which also applies to age structure.

Methodology

The first step referred to the selection of key interest respondents and categories belonging to private, public, academic and non-governmental sectors. Distribution of questionnaires and collection of answers were carried out through channels of Stanton Chase company (Belgrade). Questionnaires were sent via electronic mail to companies that were subject to the research, and their employees were asked to fill in the questionnaire.

The survey contained data about two categories of variables. **Independent variables** include: socio-demographic variables, company functions, company business profile, frequency of organisation of incentive travels in the company, destinations of incentive travels. **Dependant variables** include: motives of a tourist measured in survey specially designed for the purposes of this particular research.

The first step comprised a descriptive analysis (frequencies, arithmetic means) of samples. This was followed by factor analysis in order to determine latent structure of motive. A Kaiser-Meyer-Olkin measure of sampling adequacy was applied, as well as Promax inclined rotation (allowing for correlation between the extracted factors). Applying criteria of eigenvalue (>1) and inspecting Scree graph, it was concluded that three-factor solution is the most adequate one. In order to test similarities and differences, a t-test, AHOBA and correlation were used.

Results of the research

The structure of respondents includes almost uniform proportion of participants coming from top managerial positions, medium managerial layer, operational managing level and direct operational officers. The respondents gave different answers about the company business profile, which can be divided into four categories: educational sector (education, faculties, etc. - 7%), public sector (public companies, insurance - 34.5%), non-governmental

sector (international organisation, non-governmental organisation - 6.4%), private sector (consulting, food processing industry - 46.4%). Companies employing the respondents of the survey send their employees to incentive travels most commonly once a year (38.2%). The respondents going to incentive travels most commonly visit destinations in Serbia (always in Serbia - 39.1% and mainly in Serbia - 29.1%). 20.9% stated that they equally frequently visit destinations in Serbia and abroad. Only 3.6% incentive travellers go exclusively abroad.

Motivation scale specifically designed for the purpose of this research used factor analysis in order to determine latent structure of motive. A Kaiser-Meyer-Olkin measure of sampling adequacy amounted to 0.794, while Bartlett's specification test was $\chi^2_{(105)}= 821.98$, $p < .001$, which indicates that correlation between variables is big enough to enable factor analysis. A Promax inclined rotation was also used, since it allows correlation between the extracted factors, because the author deemed that this would present their relations in proper way. Based on eigenvalue criteria (>1) and inspection of Scree graph (Graph 1), it can be concluded that three-factor solution is the most adequate one. Preliminary analyses demonstrated that most interpretable solution is the one with three factors which explain 59% of total variances.
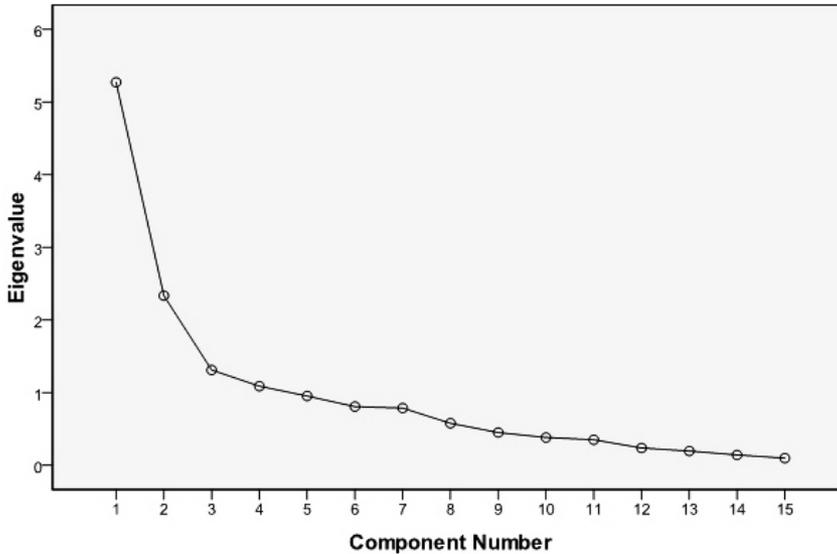
Graph 1. Scree Graph

Table 2 contains the structure of three isolated factors.

Table 2. Factor structure matrix for motivation scale (n=110)

Pattern Matrix^a			
	Component		
	1	2	3
Escape from everyday life and routine	,844		
Discovery of something new and unknown	,799		-,493
Recreation and physical activity (hiking, cycling, etc.)	,792		
Spending time with colleagues from work	,654		
Enjoying local gastronomy	,639		
Possibility to interact with local population	,583		
Affordability	,575		,312
Enjoying the aesthetics of natural resources and landscape		,974	
Meeting different cultures and people		,914	
Meeting and learning about cultural and historical heritage		,891	
Meeting and learning about natural heritage		,890	
Small number of tourists (no crowds)			,620
Safety and security of the site			,539
Accessibility in terms of infrastructure and traffic			,516
Entertainment and going out	,459		-,400

The first factor, the one from column 1, can be categorised as hedonistic-social factor. The second one, from column 2, therefore can be categorised as a motive for cultural satisfaction and education. The last one, factor number 3, includes a kind of rigidity in behaviour at the destination and can be called *a security motive*.

Table 3. Matrix of correlation between the extracted factors (** Correlation significant at the level of 0.01)

Factor	1	2	3
1	1	,403**	,339**
2		1	,111
3			1

Since inclined factor rotation was applied, and it allows for correlations between the factors, the linkage between these three different motivation types can be analysed (see Ta-

ble 26).

Once three factors of motivation for incentive travels had been isolated, the analysis of differences between the respondents in terms of these three factors was conducted. Gender differences between respondents was first analysed by applying t-test for independent samples.

Table 4. Gender differences in three motives for travel (t-test for independent samples)

Independent Samples Test								
		t-test for Equality of Means						
							95% Confidence Interval of the Difference	
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Factor 1	Equal variances assumed/	1,393	107	,167	,26449822	,18991454	-,11198520	,64098163
	Equal variances not assumed	1,386	103,283	,169	,26449822	,19077424	-,11384518	,64284162
Factor 2	Equal variances assumed	**-2,921**	**107**	**,004**	**-,54402559**	**,18621923**	**-,91318350**	**-,17486768**
	Equal variances not assumed	**-2,925**	**106,487**	**,004**	**-,54402559**	**,18601871**	**-,91280632**	**-,17524486**
Factor 3	Equal variances assumed	-1,047	107	,298	-,20048404	,19156303	-,58023541	,17926733
	Equal variances not assumed	-1,050	106,908	,296	-,20048404	,19100329	-,57912951	,17816143

Table 5. Correlation of age and motivation factor

		Factor 1	Factor 2	Factor 3
Age	Pearson's correlation coeff.	-,140	-,048	**,183**
	Significance	,147	,617	**,056**
	Sample size	109	109	109

Taking into account that respondents were relatively uniform in terms of their functions in the companies, a difference analysis was conducted with regard to motivation factors depending on the respondent's function. The observed differences referred to Factor 1.

Table 6. Variance analysis for motivation factor according to respondents' functions in their respective companies

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Factor 1	Between Groups	16,069	3	5,356	6,468	0
	Within Groups	85,302	103	0,828		
	Total	101,371	106			
Factor 2	Between Groups	1,127	3	0,376	0,396	0,756
	Within Groups	97,803	103	0,95		
	Total	98,93	106			
Factor 3	Between Groups	2,62	3	0,873	0,969	0,41
	Within Groups	92,802	103	0,901		
	Total	95,422	106			

Table 7. Post-hoc difference analysis (LSD) between individual categories of functions in the company (1 - top management, 2 - medium management layer, 3 - operational management, 4 - direct operational officers)

Dependent Variable7	(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval/	
						Lower Bound	Upper Bound

Factor 1	1	2	0,112	0,250	0,656	-0,384	0,607
		3	0,358	0,261	0,173	-0,159	0,874
		4	,95804875*	0,242	0	0,478	1,438
	2	1	-0,112	0,250	0,656	-0,607	0,384
		3	0,246	0,258	0,342	-0,266	0,758
		4	,84651319*	0,240	0,001	0,371	1,322
	3	1	-0,358	0,261	0,173	-0,874	0,159
		2	-0,246	0,258	0,342	-0,758	0,266
		4	,60021124*	0,250	0,018	0,104	1,097
	4	1	-,95804875*	0,242	0	-1,438	-0,478
		2	-,84651319*	0,240	0,001	-1,322	-0,371
		3	-,60021124*	0,250	0,018	-1,097	-0,104
Factor 2	1	2	-0,189	0,268	0,481	-0,720	0,342
		3	0,103	0,279	0,713	-0,450	0,656
		4	-0,009	0,259	0,973	-0,523	0,505
	2	1	0,189	0,268	0,481	-0,342	0,720
		3	0,292	0,277	0,293	-0,256	0,840
		4	0,181	0,257	0,483	-0,328	0,689
	3	1	-0,103	0,279	0,713	-0,656	0,450
		2	-0,292	0,277	0,293	-0,840	0,256
		4	-0,111	0,268	0,679	-0,643	0,420
	4	1	0,009	0,259	0,973	-0,505	0,523
		2	-0,181	0,257	0,483	-0,689	0,328
		3	0,111	0,268	0,679	-0,420	0,643

Factor 3	1	2	-0,080	0,261	0,76	-0,597	0,437
		3	-0,147	0,272	0,59	-0,686	0,392
		4	0,254	0,252	0,316	-0,246	0,755
	2	1	0,080	0,261	0,76	-0,437	0,597
		3	-0,067	0,269	0,804	-0,601	0,467
		4	0,334	0,250	0,184	-0,162	0,830
	3	1	0,147	0,272	0,59	-0,392	0,686
		2	0,067	0,269	0,804	-0,467	0,601
		4	0,401	0,261	0,128	-0,117	0,919
	4	1	-0,254	0,252	0,316	-0,755	0,246
		2	-0,334	0,250	0,184	-0,830	0,162
		3	-0,401	0,261	0,128	-0,919	0,117

The respondents' statements were uniform in all categories related to frequency of travels. This enabled testing of differences in motivation factors, so variance analysis was conducted.

Table 8. variance analysis for motivation factor with regard to frequency of incentive travels

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Factor 1	Between Groups	10,545	2	5,273	5,616	,005
	Within Groups	95,757	102	,939		
	Total	106,302	104			
Factor 2	Between Groups	8,932	2	4,466	4,680	,011
	Within Groups	97,326	102	,954		
	Total	106,258	104			
Factor 3	Between Groups	,673	2	,337	,357	,701
	Within Groups	96,254	102	,944		
	Total	96,927	104			

Table 9. Post-hoc difference analysis (LSD) between individual categories of travel frequency (1 - once in several years time, 2 - once a year, 3 - several times a year)

Dependent Variable	(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Factor 1	1	**2**	**-,53077649***	**,22539007**	**,020**	-,9778366	-,0837164
		3	**-,79638152***	**,24442096**	**,002**	-1,2811893	-,3115737
	2	**1**	**,53077649***	**,22539007**	**,020**	,0837164	,9778366
		3	-,26560502	,23161503	,254	-,7250123	,1938023
	3	**1**	**,79638152***	**,24442096**	**,002**	,3115737	1,2811893
		2	,26560502	,23161503	,254	-,1938023	,7250123
Factor 2	1	2	-,00954565	,22722921	,967	-,4602537	,4411624
		3	**-,65089456***	**,24641539**	**,010**	-1,1396583	-,1621308
	2	1	,00954565	,22722921	,967	-,4411624	,4602537
		3	**-,64134891***	**,23350497**	**,007**	-1,1045049	-,1781929
	3	**1**	**,65089456***	**,24641539**	**,010**	,1621308	1,1396583
		2	**,64134891***	**,23350497**	**,007**	,1781929	1,1045049
Factor 3	1	2	-,10866191	,22597387	,632	-,5568800	,3395562
		3	-,20660916	,24505405	,401	-,6926727	,2794544
	2	1	,10866191	,22597387	,632	-,3395562	,5568800
		3	-,09794725	,23221495	,674	-,5585445	,3626500
	3	1	,20660916	,24505405	,401	-,2794544	,6926727
		2	,09794725	,23221495	,674	-,3626500	,5585445

DISCUSSION

Hedonistic-social motive is related to the motive for cultural development and education, and to the motive of security and safety. This means that respondents want to relax, but at the same time to develop in cultural sense and be safe and sound. However, it is interesting that motives of safety and security and for cultural development do not have high enough (statistically significant) positive correlation. This would probably increase in larger sample.

It was established that there were statistically significant gender differences in saturation for Factor 2, i.e. factor for cultural development and education. Female respondents found it quite more important to meet new cultures, to learn something new on the trip.

Upon the testing of correlation between age and motivation factor, it was established that there was a significant positive correlation between Factor 3 and respondents' age. Taking into account that the sample is relatively small, it is assumed that significance of this correlation would increase with larger sample. This result indicates that the older the respondents, the more important is the motive of safety and security.

Furthermore, the results clearly indicate that the lower the function in the company, the less important is hedonistic-social motive. Direct operational officer has lowest saturations for this motive, and considerably differs compared to other possible functions. The other functions for this motive do not differ statistically significant. It is also interesting to note that most variable answers for this motive are those given by respondents coming from

the operational management layer.

In addition, the survey demonstrated that respondents differ depending on frequency for Factors 1 and 2. Those who travel more often have higher hedonistic-social motive and motive for cultural development and education.

As for hedonistic-social motive, there is statistically significant difference between those who travel once a year and once in several years, while statistically significant difference for motive for cultural development and education is recorded between those who travel several times a year and those travelling once a year and once in several years.

CONCLUSION

Results of the analysis demonstrate that geoheritage with its structure of products and experience can become an important factor and bearer of incentive travels as product. Depending on profile of managers sent to incentive travel, the manner of adaptation of geoheritage experience will depend.

Positioning of destinations of Serbian geoheritage through encouraging of business tourism development is an interesting formulae which should generate results primarily in economic area of the mentioned destinations development. Due to that it is possible that development of this very product of business tourism and incentive travels towards these destinations bring faster integration of the country in regional and domestic market. The results show that those who have already organised / attended events in Serbia are satisfied and that they truly believe that this form of tourism brings considerable direct and indirect benefits to the destinations.

In general, after the assessment of strengths and weaknesses of the mentioned geoheritage destinations, and being aware that there is much yet to be done, especially in terms of large investments into marketing and development of incentive travel and incentive tourism as products, the prospects that geotourism destinations of Serbia will be placed on business tourism map are really high. This will probably prove to be the best solution upon the assessment of all impacts and benefits brought by business tourism. Business tourism can be the best way forward - entrance ticket for geoheritage destinations to achieve success and prosperity, especially in touristic sector that is becoming ever more competitive.

This research gives the answer to hypothesis stated at the beginning of the project, which is, that geoheritage destinations in Serbia can take the best advantage of business tourism and incentive travels as a tool for future economic development. The results of the research witness about the need and motives for travel, where respondents express their wishes for discovery of new destinations, cultural, historical or naturally different and rich ones. This paper demonstrate that research can be used as a basis for further research in the area of Serbian geoheritage destination marketing as future destinations for business tourism with strong accent placed on the promotion of incentive travels.

In order to succeed to position geoheritage in proper way and based on sustainability principles, it is necessary to ensure diversity and continual innovations. In addition, faster growth of new competitors on business stage is obvious, but geoheritage resource is a real innovation in the area of business tourism and incentive travels, and with that regard, it is very important to present and offer it to potential markets and consumers. Those who create itineraries and programmes for incentive travels should bear in mind that Serbian geoherit-

age destinations are added value, innovation and a new sub-product in the existing congress industry offer.

Development of Serbian geoheritage destinations will create conditions for equal regional development, higher employment rate for young people, greater inclusion of women and better valorisation of these destinations through interesting itineraries, good pricing policy and clear promotional and distributive channels thereof. Geoheritage of Serbia aimed at development of business tourism and incentive travels should become an example of good practice and to get positioned as strategically important resource in long run.

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APPENDIXES

<u>Survey List</u>

General information

1) Sex: M   F

2) Age: _____ (insert)

3) Acquired education degree:
1. primary school
2. secondary school
3. higher school or university
4. master studies
5. master or doctor of science

4) Place of residence:
1. village
2. town (up to 80,000 inhabitants)
3. city (more than 80,000 inhabitants)

5) Marital status:
1. single
2. in a relationship
3. living with a partner
4. married
5. divorced
6. widowed

6) What is your monthly allowance in RSD (whether you earn it or somebody else supports you)
1. no income at all
2. below 15,000
3. 15,001-30,000
4. 30,001-50,000
5. 50,001-80,000
6. more than 80,000

7) Your function belongs to:
1. top management
2. medium management layer

3. operational management
4. direct operational officer

8) Your company business profile is_____

9) How often does your company organise incentive travels:

1. once in several years
2. once a year
3. several times a year

10) The idea of geotourism (geoheritage) means the following for you

_____

11) Could you please use scale 1 to 5 to assess how important are for you the aspects of geotouristic destinations (e.g. Đerdap, Fruška Gora, Đavolja varoš etc.) to enjoy there during your seminars, team building events, etc:

Scale: 1 – not at all, 2 – a little, 3 – medium, 4 – very, 5 - completely					
Escape from everyday life and routines	1	2	3	4	5
Discovery of new and unknown	1	2	3	4	5
Recreation and physical activity (hiking, cycling, etc.)	1	2	3	4	5
Meeting and learning about cultural heritage	1	2	3	4	5
Meeting and learning about historical heritage	1	2	3	4	5
Meeting and learning about natural heritage	1	2	3	4	5
Sightseeing (geological profiles, fossils, etc.)	1	2	3	4	5
Meeting different cultures and people	1	2	3	4	5
Enjoying natural resources and landscape	1	2	3	4	5
Enjoying food	1	2	3	4	5
Affordability	1	2	3	4	5
Accessibility of infrastructure and traffic	1	2	3	4	5
Safety and security of the site	1	2	3	4	5
Small number of tourists (no crowds)	1	2	3	4	5
Possibility to interact with local population	1	2	3	4	5
Entertainment	1	2	3	4	5
Socialising	1	2	3	4	5