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LOCAL COMMUNITY ATTITUDE TOWARD TOURISM DEVELOPMENT IN CAPITAL CITIES: EXAMPLE OF BELGRADE

Stavovi lokalnog stanovništva o razvoju turizma u prestonicama: - primer Beograda

Abstract

The research was done empirically in order to determine the relationship between socio-demographic variables and respondents' opinions on the advantages of the tourist offer of Belgrade over other European capitals as tourist destinations. The data were analyzed using descriptive analysis (percentages, arithmetic mean), Chi-square test, t-test, one-factor analysis of variance, multiple linear regression and Pearson's correlation coefficient. The level of statistical significance was set at $p<0.05$, and all obtained data were processed in the SPSS program, version 23.

Keywords: *Belgrade tourist offer, socio-demographic variables, local community attitudes, European capitals.*

Sažetak

Istraživanje je empirijskog karaktera i rađeno je u cilju utvrđivanja povezanosti između sociodemografskih varijabli i mišljenja ispitanika o prednostima turističke ponude Beograda u odnosu na ostale evropske prestonice kao turističke destinacije. Za analizu podataka korišćena je deskriptivna analiza (procenti, aritmetička sredina), Hi– kvadrat test, t-test, jednofaktorska analiza varijanse, višestruka linearna regresija i Pirsonov koeficijent korelacije. Nivo statističke značajnosti postavljen je na $p<0.05$, a svi dobijeni podaci su obrađeni u programu SPSS, verzija 23.

Ključne reči: *turistička ponuda Beograda, sociodemografske varijable, stavovi lokalnog stanovništva, evropske prestonice.*

Introduction: Importance of local community for tourism development process

The tourism industry underwent significant development worldwide with important consequences at top decision-making levels due to the importance of the attitudes and perceptions of the local communities for sustainable tourism planning strategies. Understanding the impact of tourism on the local communities is becoming a major topic for researchers, while being the key element in building sustainable and long-term tourism strategies. It was well pointed out that tourism is a "double-edged sword", because it involves both positive and negative aspects for the host communities [9, pp. 1-2]. Extensive research on the attitude of local communities toward tourism development is being conducted across the world [6, p. 8]. The results of the research carried out so far indicate that most of the local communities present a positive attitude towards tourism development [4, p. 4].

Based on the literature review, it can be concluded that research studies on the development aspects of tourism based on the values and specifics of socio-demographic variables are of great importance [2], especially when

it comes to the need to involve the local community in tourism development processes [20], [17], [10].

The benefits of involving the local community in tourism development processes are multiple [13]. Tourism has been acknowledged as one of the major attributes for cultural and economic development today and it offers an opportunity to the local communities. Community positive attitudes will encourage tourist satisfaction levels and contribute to the word-of-mouth promotion among them. Therefore, the involvement and the participation of the host community are pertinent to the success of the tourism development plan.

Local community support for tourism is necessary to ensure the commercial, socio-cultural, physiological, political and economic sustainability of the industry. The perception of the local residents was the most accurate factor in evaluating the current situation towards the destination due to the closeness of the area [8, p. 792].

Key drivers of tourism in capital cities

Cities, especially capital cities, play an important role in tourism industry. Since the 1980s, tourism in cities has started to grow rapidly in connection with deindustrialization. Most of the cities transformed from the places of production to the places of consumption. Urban or city tourism played a significant role in this process. The expansion of urban tourism and, especially, the city breaks have been empowered by the development in transport and information technologies [4, pp. 6-7]. The new, modern paradigm of tourism is shifting focus on the experience that tourists are having in a destination. The most successful are those service (experience) providers that are using technology to provide everlasting and unique experiences. In addition to the development of online travel agencies and computerized reservation systems, the dominance of social media and mobile phones in the process of customer relationship management, and the gamification concept are becoming more and more important [12, p. 316].

Based on the latest reports from the World Tourism and Travel Council (WTTC) on the economic impact of travel and tourism in 73 cities around the world, "over

half (55%) of the world's population lives in urban areas. Cities have become global economic hubs, driving growth and innovation, while attracting more and more people who come to live, do business and discover them. Not surprisingly, therefore, nearly half of global international travel takes place in cities" [7, p. 135].

According to the WTTC report, the key values of tourism in major cities around the world are as follows:

- Travel and tourism (T&T) in these 73 cities directly accounted for 4.4% of city GDP (US$691 bn) and 17 million jobs, or 5.7% of total employment in these cities in 2018 [22].
- Revenues from international visitors will in many cases pay for infrastructure projects, the provision of public workers and services that improve the quality of life for residents.
- Cities which are over-reliant on domestic or international demand are more exposed to economic and geo-political risks.
- A few cities demonstrate a more balanced split between domestic and international demand, including Cancún, Munich, Cairo, Tokyo, Mecca, San Francisco and New York.
- Direct travel and tourism GDP across 73 cities grew by 3.6% in 2018, above the overall city economy growth of 3.0%.
- Six of the top ten largest cities in terms of the size of the travel and tourism sector (as measured by direct travel and tourism GDP) are in Asia-Pacific. As of 2018, Shanghai, Paris and Beijing have the largest T&T economies of the cities in the study.
- According to the study "Destinations for 2030", published by the WTTC, new generations of travelers can be expected by big cities, because the future of tourism is in the cities. The new so-called recreational urban tourism that was first started by young people from Asia is much more than a traditional city break.

Some authors [25], when it comes to tourism in large cities and capital cities, emphasize the importance of cultural events, stressing "that the organization of events, as a form of modern tourism, in connection with culture (music festivals, concerts, exhibitions, etc.), sports (regattas, water skiing, etc.), tradition (carnivals,

gastronomy, folklore, etc.) or business events is gaining more and more importance in modern tourism in many areas" [25, p. 104].

The motives for the visitors' arrival to the capital cities are numerous and quite different [24]. A large number of visitors come to cities for tourist reasons or business purposes, such as conferences and meetings or for cultural and different administrative reasons. Capital cities and global financial centers have registered an enormous growth, notably in business-oriented travel [18, p. 372]. The meetings industry creates significant effect on destination development, on a national, regional and local level. The meetings industry market generates a strong direct, indirect and induced effect, and only the five strongest economies in Europe, generate alone over US$140 billion [11, p. 282].

Approximately 80% of Europe's population lives in cities and towns, making Europe the world's most built-up continent, and the urban question one of the major issues for future years. The fact that people are taking more, but shorter, holidays, the advent of the single market and the general increase in mobility have also helped to build up urban tourism in Europe. Culture is a very important factor for the success of a city. In Europe, tourism has been particularly developed in the form of heritage attractions such as historic houses, interpretive centers, parks and monuments. In addition to historical or heritage attractions, people of the touristic places are seen as a key component of the cultural tourism product. An important feature of recent European tourism development has been the explosion in cultural or heritage tourism [5, pp. 95-101]. Today, the appeal of many European cities lies to a large extent in their past; in the case of Paris, the boulevards, the palaces and the remnants of World Fairs, such as the Eiffel Tower are the main attractions for tourists. In Vienna, the palaces, churches, museums, cultural institutions, and the urban environment that are nestled along the Ringstraße are responsible for the touristic appeal of the city. On the other hand, a lack of urban planning also characterizing many historic cities creates a perfect atmosphere for tourism consumption and gaze; a good example for that could be seen in the old city of Barcelona [18, p. 372].

In comparison with certain tourist values, in addition to the previously emphasized cultural-historical and other events, the meetings tourism has a special significance for Belgrade and other capitals of Europe. It is interesting to note, for example, that the congress tourism market in the five leading European countries generates revenues of more than US$140 billion, while this market in Serbia in 2017 generated more than US$26 million [11, p. 282].

Some authors in the development of tourism, which is important for all major cities, Belgrade included, emphasize as a very important factor culture and codes of ethics in the form of everyday life [21], while others [15] stress the importance of culture in terms of the relationship between tourism and the environment, communication between different cultures, etc. When it comes to the development of tourism in large cities and capital cities, some authors place emphasis on the contribution of tourism development to increased employment [1]. In addition to the previously emphasized values in the tourist offer of large cities, the quality and prices of food and beverages are certainly of great importance [19] in the context of service quality and staff friendliness, which is analyzed in the paper as one of Belgrade's advantages over other European capitals.

The current COVID-19 pandemic has a negative influence on city tourism and tourism industry as a whole. According to the latest data [26, p. 3], in the first eight months of 2020, international tourist arrivals declined 70% over the same period of the last year, amid global travel restrictions including many borders fully closed, to contain the ongoing COVID-19 pandemic. The decline in January-August 2020 represents 700 million fewer international tourist arrivals compared to the same period in 2019, and translates into a loss of US$730 billion in export revenues from international tourism, more than 8 times the loss in 2009 under the impact of the global economic crisis.

Description of the sample

According to the defined goal of the research, in order to analyze the advantages of Belgrade in relation to other European capitals as tourist destinations, eleven inherent values of Belgrade were defined that are important to tourists, as statements offered to respondents for opinion

(answer). The research was done examining the correlation between socio-demographic variables (gender, age, level of education, monthly personal income of the respondent and monthly personal income of the respondent household, number of household members and number of income-earning household members) and respondents' opinions on Belgrade's advantages over other European capitals as tourist destinations. Respondents were selected by random sampling [14, p. 68] from the total population of Belgrade as the final basic set [3]. A total of 140 respondents participated in the study; the structure of the sample is given in Table 1.

Table 1: Structure of the sample

		Count	Column N %
Gender	Male	84	60.0%
	Female	56	40.0%
Age	Under 20	12	8.6%
	20-30	20	14.3%
	31-40	16	11.4%
	41-50	44	31.4%
	51-65	36	25.7%
	Over 65	12	8.6%
Employment status	Employed	88	62.9%
	Unemployed	24	17.1%
	Pupils	8	5.7%
	Students	8	5.7%
	Retirees	12	8.6%
Acquired education	Primary school	8	5.7%
	Secondary school	40	28.6%
	College or university	36	25.7%
	Master's studies	16	11.4%
	Doctoral studies	40	28.6%
Number of household members	One	8	5.7%
	Two	28	20.0%
	Three	36	25.7%
	Four	48	34.3%
	Five	12	8.6%
	Over five	8	5.7%
Income-earning household members	One	28	20.0%
	Two	88	62.9%
	Three	20	14.3%
	Four	4	2.9%
	Over four	0	0.0%
The amount of personal monthly income	Without personal income	16	11.4%
	Below average	16	11.4%
	Average	56	40.0%
	Above average	52	37.1%
The monthly income of the household	Below average	16	11.4%
	Average	80	57.1%
	Above average	44	31.4%

Source: Authors.

Aim and research methodology

The aim of the research is to examine the relationship between socio-demographic variables (gender, age, level of education, monthly personal income of respondents and monthly personal income of the respondent household, number of household members and number of income-earning household members) and respondents' opinions on Belgrade's advantages as a tourist destination.

The research is of quantitative type and was conducted through a questionnaire in which the first part of the question referred to socio-demographic data on respondents [23], while in the second part a group of dependent variables was operationalized through statements, which were evaluated using Likert scales.

Descriptive analysis (percentages, arithmetic mean), Chi-square test, t-test, one-factor analysis of variance, multiple linear regressions and Pearson's correlation coefficient were used for data processing and analysis. The level of statistical significance was set at $p<0.05$, and all obtained data were processed in the SPSS program, version 23.

The independent variables in the research were: gender, age, level of education, monthly personal income of the respondents and monthly personal income of the respondent household, number of household members and number of income-earning household members.

Dependent variables examined the respondents' opinion on the advantages of Belgrade over other European capitals as tourist destinations. This was done through 11 statements where respondents assessed the extent to which they agreed with them on a five-point Likert-type scale.

Analysis of research results and conclusions

Based on the opinion of the respondents, 45.7% of respondents believe that low prices of catering services are Belgrade's advantages over other European capitals as tourist destinations, while 57.2% of respondents see low prices of health services as an advantage. The abundance of cultural and entertainment events is recognized by 62.9% of respondents as an advantage of Belgrade over other European capitals as tourist destinations, while

the abundance of sports events is seen as an advantage by 51.4% of respondents. A large selection of quality food and beverages at low prices is, according to 68.9% of respondents, an advantage of Belgrade as a tourist destination compared to other European capitals, while low prices of local transportation in Belgrade and Serbia are an advantage for 60% of respondents. Every second respondent (51.4%) sees the advantage of Belgrade in the abundance of historical sites, cultural as well as historical monuments and archeological sites, while the largest number of respondents is undecided (45.7%) regarding Belgrade as an ideal shopping center for tourists. The outstanding nightlife offer, regardless of whether it involves international music scene or the Balkan folk scene, is recognized by 71.4% of respondents as an advantage of Belgrade over other European capitals, as tourist destinations. For 42.9% of respondents, Belgrade is the center of political events in the Balkans and it is an ideal combination of East and West, which they perceive as an advantage of Belgrade over other European capitals as tourist destinations. More than half of the respondents (57.2%) recognize the advantage of Belgrade as a tourist destination in the hospitable and friendly local population compared to other European capitals.

Respondents largely agree that the outstanding nightlife offer, regardless of whether it involves the international music scene or the Balkan folk scene (3.91), represents the advantage of Belgrade compared to other European capitals as tourist destinations.

Chi-square test results

The Chi-square test revealed a statistically significant difference (at the level of 0.05) in the respondents' wishes about future visits of tourists to Belgrade. The difference was found with regard to the age of the respondents $x^2(20,132)=64,893$, employment status $x^2(16,132)=65,122$, level of education $x^2(16,132)=73,977$, number of household members $x^2(20,132)=70,006$, number of income-earning household members $x^2(12,132)=34,080$, monthly personal income $x^2(12,132)=32,545$, monthly household income $x^2(8,132)=28,479$.

T-test results and discussion

The t-test examined whether there were differences between respondents based on gender in the answers to the dependent variables, within which the respondents' opinion on the advantages of Belgrade over other European capitals as tourist destinations was assessed.

The t-test shows that the respondents differ in terms of agreement with the statement "Low prices of catering services" t(138) =2.17, p<.05. The results show that low prices of catering services are significantly more recognized by men (3.52) than women (3.21) as an advantage of Belgrade.

Gender differences were also found in the statement "Large selection of quality food and beverages at low prices" t(92,084) =2.61, p <0.05. The results show that men (4.00) see this significantly more as the advantage of Belgrade as a tourist destination than women (3.57).

Table 2: Values of the Belgrade tourist offer as evaluated by respondents

	1	2	3	4	5	NA
1. Low prices of hospitality services	/	14.3%	40.0%	37.1%	8.6%	/
2. Low prices of health services	/	11.4%	31.4%	48.6%	8.6%	/
3. Abundance of cultural and entertainment events	2.9%	/	34.3%	48.6%	14.3%	/
4. Abundance of sports events	2.9%	2.9%	42.9%	40.0%	11.4%	/
5. Large selection of quality food and drinks at low prices	2.9%	2.9%	25.7%	45.7%	22.9%	/
6. Low prices of local transportation in Belgrade and Serbia	/	8.6%	31.4%	42.9%	17.1%	/
7. Abundance of historical sites, cultural as well as historical monuments and archeological sites	2.9%	5.7%	40.0%	34.3%	17.1%	/
8. Belgrade is an ideal shopping center for tourists	5.7%	20.0%	45.7%	20.0%	8.6%	/
9. Outstanding nightlife offer, regardless of whether it involves the international music scene or the Balkan folk scene	2.9%	2.9%	22.9%	40.0%	31.4%	/
10. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	2.9%	14.3%	37.1%	28.6%	14.3%	2.9%
11. Hospitable and friendly local population	/	8.6%	34.3%	22.9%	34.3%	/

1- I do not completely agree; 2- I do not agree; 3- I am not sure; 4- I agree; 5- I completely agree; NA – no answer.
Source: Authors.

The results show that the difference with regard to gender also exists in the statement "Low prices of local transportation in Belgrade and Serbia" t(138) =2.98, p <.01. Namely, according to the results, low prices of local transportation in Belgrade and Serbia are seen as an advantage of Belgrade over other European capitals

Table 3: Chi-square test results

Wishes about future visits of tourists to Belgrade. I would like Belgrade to be visited:	Age					
	<20	20-30	31-40	41-50	51-65	>65
By as many tourists as possible, regardless of where they are from	33.3%	40.0%	75.0%	63.6%	77.8%	66.7%
Exclusively by tourists from friendly countries	33.3%	0.0%	0.0%	18.2%	0.0%	0.0%
Exclusively by tourists with below-average household incomes	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%
I would not like tourists to visit Belgrade	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%
No attitude	33.3%	60.0%	25.0%	9.1%	11.1%	33.3%

Wishes about future visits of tourists to Belgrade. I would like Belgrade to be visited by:	Employment status				
	Employed	Unemployed	Pupils	Students	Retirees
As many tourists as possible, regardless of where they are from	72.7%	66.7%	0.0%	0.0%	66.7%
Exclusively by tourists from friendly countries	4.5%	16.7%	50.0%	0.0%	0.0%
Exclusively by tourists with below-average household incomes	4.5%	0.0%	0.0%	0.0%	0.0%
I would not like tourists to visit Belgrade	4.5%	0.0%	0.0%	0.0%	0.0%
No attitude	13.6%	16.7%	50.0%	100.0%	33.3%

Wishes about future visits of tourists to Belgrade. I would like Belgrade to be visited by:	Acquired education				
	Primary school	Secondary school	College or university	Master's studies	Doctoral studies
As many tourists as possible, regardless of where they are from	0.0%	30.0%	88.9%	100.0%	70.0%
Exclusively by tourists from friendly countries	50.0%	10.0%	0.0%	0.0%	10.0%
Exclusively by tourists with below-average household incomes	0.0%	10.0%	0.0%	0.0%	0.0%
I would not like tourists to visit Belgrade	0.0%	10.0%	0.0%	0.0%	0.0%
No attitude	50.0%	40.0%	11.1%	0.0%	20.0%

Wishes about future visits of tourists to Belgrade. I would like Belgrade to be visited by:	Number of household members					
	One	Two	Three	Four	Five	>Five
As many tourists as possible, regardless of where they are from	50.0%	57.1	77.8%	66.7%	66.7%	0.0%
Exclusively by tourists from friendly countries	0.0%	28.6%	0.0%	8.3%	0.0%	0.0%
Exclusively by tourists with below-average household incomes	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%
I would not like tourists to visit Belgrade	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%
No attitude	50.0%	14.3%	22.2%	8.3%	33.3%	100.0%

Wishes about future visits of tourists to Belgrade. I would like Belgrade to be visited by:	Number of income-earning households members				
	One	Two	Three	Four	>Four
As many tourists as possible, regardless of where they are from	42.9%	63.6%	80.0%	100.0%	0.0%
Exclusively by tourists from friendly countries	0.0%	13.6%	0.0%	0.0%	0.0%
Exclusively by tourists with below-average household incomes	0.0%	4.5%	0.0%	0.0%	0.0%
I would not like tourists to visit Belgrade	0.0%	4.5%	0.0%	0.0%	0.0%
No attitude	57.1%	13.6%	20.0%	0.0%	0.0%

Wishes about future visits of tourists to Belgrade. I would like Belgrade to be visited by:	The amount of personal monthly income			
	Without personal income	Below average	Average	Above average
As many tourists as possible, regardless of where they are from	50.0%	50.0%	64.3%	69.2%
Exclusively by tourists from friendly countries	25.0%	0.0%	7.1%	7.7%
Exclusively by tourists with below-average household incomes	0.0%	0.0%	0.0%	7.7%
I would not like tourists to visit Belgrade	0.0%	0.0%	0.0%	7.7%
No attitude	25.0%	50.0%	28.6%	7.7%

Wishes about future visits of tourists to Belgrade. I would like Belgrade to be visited by:	The monthly income of the household		
	Below average	Average	Above average
As many tourists as possible, regardless of where they are from	50.0%	65.0%	63.6%
Exclusively by tourists from friendly countries	0.0%	10.0%	9.1%
Exclusively by tourists with below-average household incomes	0.0%	0.0%	9.1%
I would not like tourists to visit Belgrade	0.0%	0.0%	9.1%
No attitude	50.0%	25.0%	9.1%

Source: Authors.

as tourist destinations significantly more by men (3.86) compared to women (3.43).

No statistically significant differences between the sexes were obtained for the assessment of other dependent variables.

One-factor analysis of variance and discussion

One-factor analysis of variance (ANOVA) investigated the influence of age on the opinion of respondents about the advantages of Belgrade over other European capitals as tourist destinations. Subjects were divided into six groups according to the age (up to 20 years, 20 to 30 years, 31 to 40 years, 41 to 50 years, 51 to 65 years and over 65 years).

One-factor analysis of variance (ANOVA) also investigated the impact of employment status on the opinion of respondents about the advantages of Belgrade over other European capitals as tourist destinations. Subjects were divided into five groups according to their employment status (employed, unemployed, pupils, students, retirees).

Table 4: The influence of age on the opinion of respondents

The influence of age on the opinion of respondents about:	F, p	Discussion
1. Low prices of health services	$F_{(5,134)}=4.70$ $p < 0.01$	Respondents older than 65 agree with this statement to a greater extent than other categories (4.33).
2. Large selection of quality food and drinks at low prices	$F_{(5,134)}=3.00$ $p < 0.05$	Respondents aged between 41 and 50 (4.18) agree with this statement to a significant extent, in comparison with other age categories.
3. Abundance of historical sites, cultural as well as historical monuments and archeological sites	$F_{(5,134)}=6.64$ $p < 0.01$	Respondents older than 65 mostly agree with this statement (4.33).
4. Belgrade is an ideal shopping center for tourists	$F_{(5,134)}=4.37$ $p < 0.01$	Respondents younger than 20 (4.00) agree more with the mentioned statement in comparison with other age categories.
5. Outstanding nightlife offer, regardless of whether it involves the international music scene or the Balkan folk scene	$F_{(5,134)}=4.62$ $p < 0.01$	Respondents older than 65 agree with this statement to a greater extent than other age groups (5.00).
6. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	$F_{(5,130)}=8.99$ $p < 0.01$	Respondents older than 65 (4.67) agree with this statement to a significantly greater extent, compared to other age groups.
7. Hospitable and friendly local population	$F_{(5,134)}=2.82$ $p < 0.05$	The oldest respondents (4.33) agree with the mentioned statement to a much greater extent compared to other age categories.

Source: Authors.

Table 5: The impact of employment status on the opinion of respondents

The impact of employment status on the opinion of respondents about:	F, p	Discussions – description
1. Low prices of health services	$F_{(4,135)}=4.62$ $p < 0.01$	Students agree with this statement to a much greater extent (4.00) than other categories.
2. Abundance of cultural and entertainment events	$F_{(4,135)}=4.15$ $p < 0.01$	Students agree with this statement to a greater extent than other categories (4.50).
3. Abundance of sports events	$F_{(4,135)}=4.20$ $p < 0.01$	Students (4.50) agree with this statement significantly more compared to other groups.
4. Low prices of local transportation in Belgrade and Serbia	$F_{(4,135)}=5.27$ $p < 0.01$	Respondents agree with this statement to a greater extent than other pupils (4.50) and students (4.50).
5, Abundance of historical sites, cultural and historical monuments and archaeological sites	$F_{(4,135)}=5.25$ $p < 0.01$	Students (4.50) agree with this statement significantly more than others.
6. Belgrade is an ideal shopping center for tourists	$F_{(4,135)}=7.91$ $p < 0.01$	Students (4.50) agree with the mentioned statement to a significantly greater extent than other categories.
7. Outstanding nightlife offer, regardless of whether it involves the international music scene or the Balkan folk scene	$F_{(4,135)}=5.95$ $p < 0.01$	Retirees agree with this statement to a greater extent than other groups (5.00).
8. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	$F_{(4,131)}=10.71$ $p < 0.01$	Retirees (4.67) agree with the mentioned statement to a significantly greater extent in comparison with other groups.
9. Hospitable and friendly local population	$F_{(4,135)}=3.68$ $p < 0.01$	Students agree with this statement to a greater extent than others (4.50)

Source: Authors.

The one-factor analysis of variance (ANOVA) also investigated the influence of education on the opinion of the respondents about the advantages of Belgrade over other European capitals as tourist destinations. Subjects were divided into five groups by educational level (primary school, secondary school, college / university, master's studies and doctoral studies).

The one-factor analysis of variance (ANOVA) also investigated the influence of the number of household members on the opinion of the respondents about the

Table 6: The influence of education on the opinion of respondents

The influence of education on the opinion of the respondents about:	F, p	Discussions – description
1. Low prices of catering services	$F_{(4,135)} = 5.39$ $p < 0.01$	Respondents with completed master's studies agree with this statement to a greater extent than other categories (3.75).
2. Low prices of health services	$F_{(4,135)} = 4.06$ $p < 0.01$	Respondents with completed doctoral studies agree with the mentioned statement to a greater extent than other categories (3.90).
3. Abundance of cultural and entertainment events	$F_{(4,135)} = 3.67$ $p < 0.01$	Respondents with only primary school agree with this statement to a greater extent than others (4.50).
4. Abundance of sports events	$F_{(4,135)} = 4.20$ $p < 0.01$	Students (4.50) agree significantly more with this statement compared to other groups.
5. Low prices of local transportation in Belgrade and Serbia	$F_{(4,135)} = 5.27$ $p < 0.01$	Respondents agree with this statement to a greater extent than other pupils (4.50) and students (4.50).
6. Abundance of historical sites, cultural and historical monuments and archaeological sites	$F_{(4,135)} = 5.25$ $p < 0.01$	Students agree with the mentioned statement significantly more than others (4.50).
7. Belgrade is an ideal shopping center for tourists	$F_{(4,135)} = 7.91$ $p < 0.01.$	The results show that students (4.50) agree with the mentioned statement to a significantly greater extent than other categories.
8. Outstanding nightlife offer, regardless of whether it involves the international music scene or the Balkan folk scene	$F_{(4,135)} = 5.95$ $p < 0.01$	Retirees agree with this statement to a greater extent than other groups (5.00).
9. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	$F_{(4,131)} = 10.71$ $p < 0.01$	Retirees (4.67) agree with the mentioned statement to a significantly greater extent in comparison with other groups.
10. Hospitable and friendly local population	$F_{(4,135)} = 3.68$ $p < 0.01$	Students agree with this statement to a greater extent than others (4,50).

Source: Authors.

Table 7: The influence of the number of household members on the opinion of respondents

The influence of the number of household members on the opinion of the respondents about:	F, p	Discussions – description
1. Low prices of health services	$F_{(5,134)} = 6.07$ $p < 0.01$	Respondents living in two-member households (4.14) agree with the mentioned statement more than other groups.
2. Abundance of cultural and entertainment events	$F_{(5,134)} = 5.03$ $p < 0.01$	Respondents living in two-member households (4.29) agree with the mentioned statement to a significantly greater extent in comparison with other groups.
3. Abundance of sports events	$F_{(5,134)} = 5.09$ $p < 0.01$	Respondents living in two-member households mostly agree with this statement.
4. Large selection of quality food and beverages at low prices	$F_{(5,134)} = 21.67$ $p < 0.01$	Respondents living in two-members households (4.57) agree with the mentioned statement more than other categories of respondents.
5. Low prices of local transportation in Belgrade and Serbia	$F_{(5,134)} = 10.94$ $p < 0.01$	Respondents living in four-member households (4.08) agree with the mentioned statement to a much greater extent in relation to others.
6. Abundance of historical sites, cultural and historical monuments and archeological sites	$F_{(5,134)} = 9.31$ $p < 0.01$	Respondents living in two-member households (4.43).
7. Belgrade is an ideal shopping center for tourists	$F_{(5,134)} = 6.03$ $p < 0.01$	Respondents who agree with this statement more than others, live in households with more than five members (3.50).
8. Outstanding nightlife offer, regardless of whether it involves the international music scene or the Balkan folk scene	$F_{(5,134)} = 3.70$ $p < 0.01$	Respondents who live in two-member households (4.57) agree with the mentioned statement to a greater extent than other categories of respondents.
9. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	$F_{(5,130)} = 8.41$ $p < 0.01$	Respondents living in two-member households (4.00) agree with the mentioned statement significantly more compared to others.
10. Hospitable and friendly local population	$F_{(5,134)} = 7.74$ $p < 0.01$	Respondents living in two-member households agree with the statement to a greater extent than others (4.57).

Source: Authors.

advantages of Belgrade over other European capitals as tourist destinations. Subjects were divided into six groups according to the number of household members (one, two, three, four, five and more than five).

The one-factor analysis of variance (ANOVA) also investigated the influence of the number of household members who earn income on the opinion of the respondents about the advantages of Belgrade over other European capitals as tourist destinations. Subjects were divided into six groups according to the number of household members who earn income (none, one, two, three, four and more than four income-earning household members). There

Table 8: The influence of the number of income-earning household members on the opinion of respondents

The influence of the number of income-earning household members on the opinion of the respondents about:	F, p	Discussions – description
1. Low prices of catering services	$F(3,136) = 4.12$ $p < 0.01$	Respondents living in households where four members earn income (2.00) agree with this statement to a lesser extent than others.
2. Low prices of health services	$F(3,136) = 8.82$ $p < 0.01$	Respondents living in a household in which four members earn income (2.00).
3. Abundance of cultural and entertainment events	$F(3,136) = 9.36$ $p<0.01$	Respondents living in a household in which four member earn income (4.00).
4. Abundance of sports events	$F(3,136) = 7.23$ $p < 0.01$	Respondents living in households where two members generate income (3.77).
5. Large selection of quality food and beverages at low prices	$F(3,136)=16.24$ $p < 0.01$	Respondents living in a household in which two members earn income agree with this statement more than others (4.18).
6. Low prices of local transportation in Belgrade and Serbia	$F(3,136)= 4.54$ $p < 0.01$	Respondents living in a household in which two members earn income agree with this statement to a greater extent than others (3.86).
7. Abundance of historical sites, cultural and historical monuments and archaeological sites	$F(3,136)=40$ $p<0.01$	Respondents living in a household in which two members earn income agree with this statement more than others (3.77).
8. Outstanding nightlife offer, regardless of whether it involves the international music scene or the Balkan folk scene	$F (3,136) =2.77$ $p <0.05$	Respondents living in a household in which two members earn income agree with this statement more than others (4.09).
9. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	$F(3,132) = 2.79$ $p <0.05$	Respondents living in a household in which two members earn income (3.57) agree with this statement to a greater extent than others.
10. Hospitable and friendly local population	$F(3,136)=12.31$ $p <0.01$	Respondents living in a household in which two members earn income agree with this statement more than others (4.18).

Source: Authors

Table 9: The impact of personal income on the opinion of respondents

The impact of personal income on the opinion of respondents about:	F, p	Discussions - description
1. Low prices of health services	$F(3,136) = 7.32$ $p <0.01$	Respondents with above-average personal incomes (3.92) agree more with this statement than other categories..
2. Abundance of cultural and entertainment events	$F(3,136) =3.58$ $p <0.05$	Respondents with an average personal income (3.93) agree with the this statement significantly more compared to other groups.
3. Abundance of sports events	$F(3,136) = 3.28$ $p <0.05$	Respondents without personal income agree with this statement more than other groups (3.75).
4. Large selection of quality food and beverages at low prices	$F(3,136)=18.20$ $p <0.01$	Respondents with above-average personal income (4.08) agree with this to a greater extent than other categories.
5. Low prices of local transportation in Belgrade and Serbia are the advantages of Belgrade as a tourist destination compared to other European capitals	$F(3,136) = 8.40$ $p <0.01.$	Respondents with above-average income (3.85) believe to a significantly greater extent than other groups that the mentioned low prices are an advantage of Belgrade as a tourist destination.
6. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	$F(3,132)=18.70$ $p <0.01$	The respondents with above-average personal income agree with this more than other categories (3.83).
7. Hospitable and friendly local population	$F(3,136) = 3.03$ $p<0.05$	Respondents with above-average income agree with this to a greater extent than other categories (4.08).

Source: Authors.

were no respondents living in a household in which more than four members of the household earn income, as well as in a household in which no member earns income.

One-factor analysis of variance (ANOVA) also investigated the impact of personal income on the opinion of respondents about the advantages of Belgrade over other European capitals as tourist destinations. Subjects were divided into four groups according to the amount of monthly personal income: without personal income, income below the average, average income and income above the average.

The one-factor analysis of variance (ANOVA) also investigated the impact of household income on the opinion of respondents about the advantages of Belgrade over other European capitals as tourist destinations. Subjects were divided into four groups according to the amount of monthly household income: households without income, households with below-average income, households with average income and households with above-average income. There were no households without income in the sample.

Multiple regression test and discussion

Multiple regression examined the relationship between gender, age, employment status, level of education, monthly personal income, monthly household income, number of household members and number of income-earning household members, as a linear combination

of predictors with a group of dependent variables. We investigated whether the opinion of the respondents on the advantages of Belgrade over other European capitals as tourist destinations can be predicted.

Based on the obtained results, it is concluded that this linear combination of predictors proves to be important for predicting all dependent variables by which we examined the respondents' opinion.

Correlation

Using Pearson's linear correlation coefficient, the interrelationship between the dependent variables was examined, which we used to examine the respondents' opinion on the advantages of Belgrade in relation to other European capitals as tourist destinations.

The obtained results of the correlation matrix, listed in Table 12, show that the highest degree of dependence was found between the statements "Abundance of cultural and entertainment events" and "Abundance of sports events" ($r = + 0.771$, $p < .01$), which means that with increasing agreement with one statement the agreement with the other grows and vice versa.

Conclusion

Local community is one of the main stakeholders of tourism development processes. On the other hand,

Table 10: The impact of household income on the opinion of respondents

The impact of household income on the opinion of respondents about:	F, p	Discussions – description
1. Low prices of health services	$F_{(2,137)} = 7.46$ $p < 0.01$	Respondents with above-average household income (3.91) agree more with this statement.
2. Abundance of sports events is an advantage of Belgrade as a tourist destination compared to other European capitals	$F_{(2,137)} = 4.6$ $p < 0.05$	The data show that respondents with above-average household income (3.73) agree with this to a greater extent than other categories of respondents.
3. Large selection of quality food and beverages at low prices	$F_{(2,137)} = 4.19$ $p < 0.05$	Respondents with above-average household income (4.00) agree with the mentioned statement more than other groups.
4. Low prices of local transportation in Belgrade and Serbia	$F_{(2,137)} = 6.32$ $p < 0.01$	Respondents with above-average household income agree with the mentioned statement to a greater extent (3.82).
5. Abundance of historical sites, cultural and historical monuments and archaeological sites	$F_{(2,137)} = 4.76$ $p < 0.05$	Respondents with above-average household income (3.82) agree with this more than other categories of respondents.
6. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	$F_{(2,133)} = 6.15$ $p < 0.01$	The results show that respondents with above-average household income agree with this statement more (3.80) in comparison to others.
7. Hospitable and friendly local population	$F_{(2,137)} = 11.5$ $p < 0.01$.	Respondents with above-average household income (4.27) agree with this to a greater extent than other categories of respondents.

Source: Authors.

tourism development may have various impacts on local community, because tourism involves both positive and negative aspects for the local community. Local community support and their positive attitude towards tourism development are very important for successful tourism development. Socio-demographic variables influence residents' perception. Having in mind those facts, research was focused on the prevailing attitude of Belgrade residents towards tourism development in the capital city of Serbia and relationship between socio-

Table 11: Multiple regression: predictors and discussions

	Predictors	Discussions – description
1. Low prices of catering services	In this statement "low prices of catering services" $R^2 = 0.166$, F (8,131) = 3,263, p <0.1, as individual significant predictors were: β=-0.294, p<0.01, employment status; β= 0.225, p<0.5, degree β=0.249, p <0.5 and number of income-earning members β=-0.269, p <0.01.	The results show that men who are not employed, with higher education, who live in households where a smaller number of members earn income, agree most with this statement.
2. Low prices of health services	R^2=0.393, F (8,131) = 10.607, p <0.1 can be predicted statistically significantly, and the employment status of the respondents β=0.516, p were singled out as significant predictors p <0.01, level of education β=0.378, p <0.01 and household income β=0.309, p <0.01.	This means that respondents who are not employed, with higher education and higher household income, agree more with this statement.
3. Abundance of cultural and entertainment events	R^2 = 0.183, F(8,131) =3,676, p <0.1. The employment status of the respondents β= 0.331, p<0.01, the level of education β= 0.308, p<0.01 and the number of household members β=-0.392, p<0.01 were singled out as individual significant predictors.	The data show that respondents who are not employed, with higher education and a smaller number of household members, mostly agree with this statement.
4. Abundance of sports events	R^2=0.207, F(8,131)=4.285, p<0.1, The age of the respondents β = -0.21, p <0.5, work status β = 0.229, p <0.5, level of education β = 0.243, p <0.5, number of household members β = -0.358, p <0.01 were singled out as individual significant predictors. and household income β = 0.323, p <0.01.	It turns out that younger respondents, who are not employed, with higher education, fewer household members and higher household income, agree with this statement.
5. Large selection of quality food and beverages at low prices	R^2=0.263, F(8,131)=5,849, p<0.1, as significant individual predictors, the sex of the respondents β = -0.259, p <0.01 and the number of household members β = -0.405, p <0.01 were singled out	The results show that men living in households with a smaller number of members agree with this statement.
6. Low prices of local transportation in Belgrade and Serbia	R^2=0.161, F(8,131)=3.151, p<0.1, and the employment status of the respondents β=0.222, p<0.5 stood out as an individual significant predictor.	Based on the results, it can be concluded that this statement is mostly agreed upon by respondents who are not employed.
7. Abundance of historical sites, cultural and historical monuments and archeological sites	R^2=0.324, F(8,131)=7,853, p<0.1, as significant, the predictors stand out here: age of respondents β = -0.179, p <0.5, employment status β = 0.444, p <0.01, number of household members β = -0.398, p <0.01 and household income β = 0.382, p < 0.01.	This means that younger respondents, who are not employed and who live in households with a smaller number of members and higher household incomes, mostly agree with this statement.
8. Belgrade is an ideal shopping center for tourists	R^2=0.133, F(8,131)=2,512, p<0.05, and the age of the respondents β=-0.245, p<0.5 and employment status β=0.319, p<0.01.	The results show that younger respondents who are not employed agree the most with this statement.
9. Outstanding nightlife offer regardless of whether it involves the international music scene or the Balkan folk scene	R^2=0.175, F (8,131)=3,483, p<0.1, and as individual significant predictors were the employment status of respondents β=0.408, p<0.01 and the number of household members β =-0.251, p<0.5.	This means that respondents who are not employed but live in households with a smaller number of members, agree with this statement to a greater extent.
10. Belgrade is the center of political events in the Balkans and is an ideal combination of East and West	R^2= 0.484, F(8,127)=14,914, p 0.1. The age of respondents β=-0.170, p<0.05, employment status β=0.459, p<0.1, level of education β=0.351, p<0.1 and household income β=-0.219, p<0.05 were singled out as individual significant predictors.	The data show that younger respondents who are not employed, with higher education and lower household income, mostly agree with this statement.
11. Hospitable and friendly local population	R^2=0.304, F(8,131)=7,149, p<0.1, and as significant individual predictors the employment status of respondents β=0.402, p<0.01 and income households β =0.513, p<0.01were singled out.	This means that respondents who do not work and whose households have higher incomes mostly agree with this statement.

Source: Authors.

demographic variables and respondents' opinions on the advantages of the tourist offer of Belgrade over other European capitals as tourist destinations.

The local residents are aware of the impacts that tourism can have on their community. Results show that respondents have positive attitude towards tourism development in Belgrade and also show that Belgrade, as capital city of Serbia, has an advantage over other European capitals as tourist destinations.

Based on the statements offered to respondents regarding Belgrade's advantage over other European capitals as tourist destinations, respondents singled out the following advantages: "Outstanding nightlife offer regardless of whether it involves the international music scene or Balkan style folk scene", "Large selection of quality food and drinks at low prices", "Low prices of local transportation in Belgrade and Serbia", then "Abundance of cultural entertainment events", "Low prices of health services", "Hospitable and friendly local population" and "Abundance of sports events".

The Chi-square test revealed a statistically significant difference in the respondents' wishes about future visits of tourists to Belgrade. The difference was found with respect to the age of the respondents, employment status, level of education, number of household members, number of income-earning household members, monthly personal income, monthly household income.

The t-test shows that the respondents differ in terms of agreement with the statement "Low prices of catering services". The results show that low prices of catering services as an advantage of Belgrade are significantly more recognized by men than by women. Gender differences were also found in the statement "Large selection of quality food and beverages at low prices". The results show that men see this as the advantage of Belgrade as a tourist destination significantly more than women. According to the results, the difference regarding gender also exists in the statement "Low prices of local transportation in Belgrade and Serbia", as low prices of local transportation in Belgrade and Serbia are seen as an advantage of Belgrade over other European capitals as tourist destinations significantly more by men than women.

The results of the one-factor analysis show that there are differences between the respondents in agreeing with the statement "Low prices of health services", whereby the respondents older than 65 agree with this statement more than other categories. Differences between respondents were also found when it comes to their agreement with the statement "Large selection of quality food and beverages at low prices", where results show that respondents aged between 41 and 50 agree to a significant extent with the mentioned statement, in comparison with other age categories. The same analysis found a statistically significant difference between the respondents and the agreement with the statement "Abundance of historical sites, cultural and historical monuments and archaeological sites", showing that respondents older than 65 mostly agree with the above statement. The results indicate that

Table 12: Correlation between dependent variables

	1	2	3	4	5	6	7	8	9	10	11
1	1	.612**	.210*	.179*	.128	.296**	.330**	.459**	.387**	.281**	.253**
2		1	.542**	.578**	.400**	.497**	.537**	.430**	.487**	.438**	.577**
3			1	.771**	.474**	.405**	.516**	.485**	.568**	.376**	.467**
4				1	.458**	.517**	.588**	.585**	.466**	.385**	.485**
5					1	.592**	.350**	.075	.186*	.287**	.313**
6						1	.404**	.361**	.013	.245**	.506**
7							1	.617**	.581**	.489**	.747**
8								1	.490**	.347**	.300**
9									1	.314**	.409**
10										1	.405**
11											1

*p< .05; **p< .01
Source: Authors.

the difference between the respondents also exists when it comes to agreeing with the statement "Belgrade is an ideal shopping center for tourists", where respondents under 20 years of age agree with the mentioned statement to a greater extent in comparison with other age categories.

The results of this research also show that the highest degree of dependence was found between the statements "Abundance of cultural and entertainment events" and "Abundance of sports events", which means that with increasing agreement with one statement the agreement with the other grows and vice versa.

It can be concluded that relationships between tourism and local community are complex and they may have both positive and negative impacts. It is important to underline that only positive impacts and positive attitude of Belgrade residents about tourism offer and tourism development were analyzed in this paper. Therefore, future research should be extended to a negative attitude. In that way, future research will provide important information about local community attitude toward tourism development in Belgrade which can be used by policy makers to formulate and develop plans for future sustainable tourism development of Belgrade as a capital city.

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