

THE ECONOMIC AND SOCIAL POTENTIAL OF TOURISM IN AN INNOVATIVE INTERNATIONAL AMBIENT

Prof. dr Anastazija Tanja Đelić

Univerzitet UNION „Nikola Tesla“, Beograd

Fakultet za pravo, bezbednost i menadžment „Konstantin Veliki“, Niš

***Abstract:** Modern tourism represents a significant industry and development opportunity for the most countries in the world. The international community is characterized by numerous contradictions in all areas, especially in the area of economic existence. There are inhumane relationships on the scene with a tendency to completely eliminate rivals. The fierce competition in the processes of globalization implies the engagement of all available potentials in the concept of achieving competitive advantage in the market and tourist economy. The monitoring and implementation of modern trends, innovations and the mobilization of all potentials become a priority obligation of relevant community entities. The essential role belongs to science and academic structures with permanent training of management and other segments of society.*

***Keywords:** tourism, innovation, international environment, economic potential, social context*

Introduction

The society of each country in the current international environment manifests a tendency of prosperity with a center in economic development, where tourism occupies an increasingly important position. The main function of state policies, i.e. specifically political and economic diplomacy, which they should conduct for better positioning on the international market, is the protection of national economic interests in international economic relations. With the globalization of the world economy and international politics, the interest of certain economies to be promoted abroad and to fight for the greatest possible participation and share in the realized profit on the world market, becomes the state interest of their countries. At the beginning of the 21st century, in terms of these activities, Serbia still faces a large number of different problems, which did not allow it to focus its resources on purely economic goals.

Therefore, the results are somewhat worse than planned, which was largely due to the global economic crisis, which has placed the level of restructuring of the domestic economy, the volume of exports, directing available resources to profitable industries, Serbia is still underdeveloped and market competitive international position. .

Namely, today we have a situation that it is almost impossible to separate political diplomacy from economic diplomacy. It is even possible to claim that these are two sides of the same medal. The reason for that is because economic and political goals are equal today and there is no possibility of drawing a clear line between them. In the background of achieving every political goal is the economy, and vice versa, in the background of every economic success is the political interest to achieve that success. Today, the world's leading economic powers are also the leading political powers. This means that there is no economic without political power, that is,

that the political aspect of economic diplomacy is indispensable in any analysis of this type of state practice. We conclude that monitoring and analysis of economic trends in the world market and the economic situation in the country, as well as leading the initiative to transform the country's economy in line with the interests of its economic expansion and one of the priorities of every national economy.

The world market, through globalization, puts certain countries in completely new circumstances, new relations and new problems. The issues of attraction of economic activities, as well as the role of world actors, attract attention, because they influence the creation of real conditions in which a small country, like Serbia, must devise its own development strategy. This paper deals with the issue of how to adapt Serbia to current and future challenges, along with its own strategic path of development and promotion of tourism, as an important modern economic branch today. In other words, how to adapt to globalization and achieve key national economic interests, and whether tourism is an area through which Serbia would provide increased activation of its own economic potential, ie greater positioning on the international scene.

1. Economic potential of tourism in the world

The second half of the 20th and the beginning of the 21st century will, among other things, remain recorded in the history

of tourism as a period in which dramatic changes took place. Tourism has become a world phenomenon, an integral part of the life of the dominant part of the world population. The need for tourism has become almost a part of existential needs. No socio-economic phenomenon has had such impressive changes as international tourism, especially in the first half of the 21st century. What has caused great changes in the understanding of modern tourism are the epochal quantitative, qualitative, structural, spatial, economic, sociological, cultural and other transformations both in the space of demand and in the sphere of supply. The spatial dispersion of tourism is impressive, as are the micro and macro-economic effects. Almost most countries in the world are covered by tourist movements both as emitting and as receptive areas.¹²⁴ The beginning of the 21st century has definitely shown that tourism, as a world industry, has achieved primacy over other industries.¹²⁵

Observing the concept and characteristics of tourism from different angles, as with most of the analyzed concepts throughout history, we can say at the beginning that there is no single definition of tourism in the literature so far. We can often hear that travel and tourism are used as synonyms, even if they are not in a realistic basis.¹²⁶ However, in order to better understand what the term tourism in its essence means, with special emphasis on its dominant content, Unković and Zečević (2006) list several different scientific approaches to the concept of tourism, and they are:

¹²⁴ Emitting tourist countries are those in which a higher intensity and tendency of the population to travel has been observed (Germany, Japan, Great Britain, Italy, Sweden, USA). Receptive tourist countries are those that accept tourists from emitting countries to a greater extent. See in: Jovičić, Ž., Basics of tourism, Beograd: Naučna knjiga, 1990, page 79.

¹²⁵ Čerović, S., Strategic Management of the Tourist Economy of Serbia, Belgrade: Želnid Press, 2016, page 6.

¹²⁶ The term travel is related to the change of place of residence, and it actually forms the basis of tourism, ie. tourist movements. It is often said "every tourist is a traveler", wanting to emphasize that changing places is the basis of tourism development, as well as that "every traveler is not a tourist", because there are those categories of travelers whose travels are not motivated by reasons of rest, entertainment and recreation. See more in: Tomka, D., Fundamentals of Tourism, Novi Sad: Faculty of Sports and Tourism, 2006, page 12

- Institutional approach - which predominantly deals with the role and importance of individual institutions, intermediaries and organizations in tourism activity;
- Production approach - which focuses research on tourism service, its production, market and demand;
- Historical approach - which follows the historical and developmental aspects of the phenomenon of tourism;
- Management approach - which defines in particular detail the planning, organization and control in tourist recreation;
- Economic approach - based on the analysis of supply, demand, the impact of tourist demand on the national economy,
- Sociological approach - which considers issues related to the behavior of people (tourists) as individuals or in groups, as well as the wider impact of tourism on society;
- Geographical approach - which brings to the fore the issues of the location of natural, ie geographical elements and
- Interdisciplinary approach - which views tourism as a phenomenon that has an impact on all elements of economic and social life.

Without going deeper into the issue of various definitions of tourism based on the mentioned approaches, we will list some of the definitions that have stood out in the relevant literature so far that have dealt with this issue:

- Tourism is movement in a space outside the place of permanent residence in order to get to know new things, people and their lives during a temporary stay in another place;
- Tourism is a part of the national economy that supplies tourists who visit localities outside their permanent place of residence where they live and work;
- Tourism is a set of relations and phenomena that arise from the travel and stay of visitors to a place, if that stay does not establish a

permanent residence and if that stay is not related to the performance of economic activity;

- Tourism is a new need of people that is caused and enabled by a general increase in living standards.

Today, a large number of people participate in modern tourism, and the effects and impacts of these trips can be observed from various angles of economic and social life of people. The so-called "Tourist movements" have a great role in terms of developing the general cultural and educational level of the population of each country, because tourists not only get to know the cultural and historical heritage of individual countries, but also get to know the customs, habits and life of other peoples. In this way, in direct contact, the cultural and educational level of participants in tourist trips is raised, the cognitive sphere is expanded, certain cultures are mixed, communication and better understanding among people. What distinguishes tourism from other economic branches is its note of ethics, which is present through the "tourist movement", through the establishment of relations between tourists, especially from different cultures. So, in addition to the economic importance that tourism occupies in the country, tourism is becoming a true and important factor in ensuring peace in the world and better understanding among people, but also a factor in strengthening the political prestige of a country at the international level.¹²⁷

Tourism acquired the character of a mass phenomenon when it included almost all structures of society and when the consequences of tourist traffic began to be felt by all its participants. Modern tourism has many functions that are interconnected and form an indivisible whole that has a significant impact, not only on economic but

¹²⁷ Unković, S., Zečević, B., Economics of Tourism, Belgrade: Publishing Center of Faculty of Economics in Belgrade, 2006, page 22

also on overall social life. The basic functions of tourism, as economic branches, could be classified into two groups: primary or economic and secondary or non-economic functions. The action of the mentioned functions is interconnected, because the action of social functions conditions the existence of economic functions as well.

The economic functions of tourism can be observed on the basis of the effect that the consumption of tourists has on the national economy and from this point of view we can distinguish three forms of action directly, indirectly and multiplicatively (multiple action). Within direct action, the most important functions of tourism are: the impact of tourism on social product and social income, the impact of tourism on the development of underdeveloped areas, the impact of tourism on the country's balance of payments, the impact of tourism on employment and the impact of tourism on the tourism economy.

International tourism and the funds obtained from that tourism directly affect the increase of the national income and the social product ¹²⁸ because that income was created outside the borders of the country. As a service activity, tourism does not create material goods, and therefore does not create a social product such as industry and agriculture, as production activities. If it is a question of domestic tourism, then there is a redistribution of income, which is at the disposal of tourist demand, from one area of the national territory to another. When it comes to the development of foreign tourism, then the available funds, which foreigners spend, directly affect the increase of the domestic social product and the national

income. It is the income created outside our national territory, in the economic potentials of the countries from which tourists come, and through tourist consumption it flows into the domestic economy.

With the realization of tourist consumption, the economic functions of tourism begin to function, which means that tourism takes on the character of an economic category. Tourism has direct effects on direct providers of tourist services (hotels, trade, transport organizations and other participants in providing direct services to tourists), and through them indirectly affect the increase in gross domestic product and national income. Countries that transfer part of their social product and national income to other countries on the basis of tourist consumption are also called (already mentioned) emitting or initiative countries, and countries that achieve a positive balance on the basis of international tourism are receptive countries.¹²⁹

In short, the development of tourism in a particular area provides a significant opportunity for direct employment in the activities of the tourism industry (accommodation, food, transportation), but also in activities that are indirectly involved in tourism (industry, construction, agriculture). Some occupations in tourism, especially in catering (hotel), are suitable for the employment of women, so in some developed tourist countries, in the mentioned activity, the employed female workforce amounts to up to 70% of the total number of employees. Tourism enables the employment of people of various educational profiles, from those who directly provide services in the production process (waiters, maids, etc.),

¹²⁸ National income is an indicator of the achieved level of economic development during the observed time period (1 year), and the social product is the amount of goods created during 1 year that are available to society to meet its needs. The result is transferred values from previous periods (depreciation - written off part of the value) and newly created values in that year. See: Jeremić, Lj.,

Ivaniš, M., *Fundamentals of Finance*, Belgrade: Singidunum University, 2009, page 54.

¹²⁹ Nešković, S., *Business Ethics in Transport, Ecology and Economy of Southeast European Countries - Methods and Instruments of Implementation*, Science and Technology, No. 10, Travnik: International University Travnik, Bosnia and Herzegovina, 2018, page 34.

who work in various technical and technological processes (cooks, confectioners, animators), to those creative staff who form modern tourist products. and deal with development policy (highly educated staff).

The tourist offer of a certain country should correspond to the requirements of the present, which will also be the needs for the future. This implies, through the tourist offer, a wide range of services that must be adapted to the specific needs of tourists (consumers), achieving an original and quality product, and thus directly affects the overall development of the tourist economy. Of course, all this presupposes that the country has developed the necessary activities such as catering, transport, trade, travel agencies, as well as activities and activities that directly and indirectly participate in meeting the needs of domestic and foreign tourists (various industries, agriculture, construction, etc. Tourist spending (domestic or foreign tourists) has a strong impact on all ancillary activities that present tourism as a complex system. It can be concluded that there is a pronounced interdependence between the realized tourist consumption and the development of certain activities of the tourist economy. Namely, services and other forms of creating a creative and entertaining environment, which are in quantity, quality, price and other elements adapted to the requirements of tourist demand, inevitably contribute to higher tourist consumption.

As an indirect impact of tourism on the economy, there is the fact that the financial resources that are spent in a particular country require the development of activities that are indirectly related to tourism. Of course, we are talking about economic branches such as industry, construction, agriculture and other activities, which expand the market for the placement

of their products through tourism.¹³⁰ In this way, the market expands within one country and gives a chance to the entire national economy to place its products within the tourist demand. The multiplicative function of tourism is reflected in the form of concentric circles from direct to indirect participants in meeting tourist demand. That is, the greater the number of hands through which the money paid by tourists passes, the greater the effect of tourism on the national economy.

The non-economic functions of tourism are:

- Health function - one of the extremely important functions of tourism, and is reflected in the field of health care and treatment of the population. In both cases, in health tourism, domestic population and foreign tourists in many cases use specialized facilities (hospitals, spas) in places such as facilities with thermal water, spas, mountain centers, etc. It is important to note that in in the field of health tourism, in recent years there are more and more users, not sick, but those tourists who want to engage in recreation, sports, want to eat healthy food, want to control their health and generally want to spend their free time in nature in an active way;
- Entertainment and cultural function - modern form of tourism very much prefers this as its important role in the psychological recreation of tourists. The content of the tourist offer in the field of entertainment, leisure and culture makes the tourist stay more pleasant, which contributes to a more complete satisfaction of tourist needs and
- Social function and political function - the social and political function of tourist movements is reflected in the possibility of interactive communication between people, getting to know different cultures,

¹³⁰ For example, the industry of furniture, carpets, glass and various other equipment equips tourist

facilities, then construction builds new tourist facilities, and agriculture places a significant part of its products in tourism.

languages and customs, their economic and other achievements. Tourism is said to act as an ambassador of peace, that is, it erases borders and unites people.¹³¹

Tourism, as an economic activity, has a multiple impact on numerous areas of socio-economic life of individual countries and the entire human community. In this paper, we will focus on the effects of tourism on the economic sphere of society. With the advent of travel came the need for some help to make travel easier to prepare and complete. In addition to tourists, the existence of other economic entities is important for every economy, such as tourist agencies, traffic-tourist and tourist-catering organizations, and various other companies that participate in the tourist offer and demand. Tourism as a branch of the economy meets the needs of movement and stay outside the domicile, both domestic and foreign tourists. When we say tourist traffic, in economic terms, we mean the traffic of domestic and foreign tourists expressed in the number of visiting visitors and the number of overnight stays. The statistically realized number of visitors is broken down into domestic and foreign tourists, as well as the number of realized overnight stays. The provision of services to foreign tourists is especially important for the state's economy, because it represents a special type of economic exchange of a receptive tourist country with the countries of origin of service users. The costs of foreign users incurred in the purchase of goods, services and products in connection with the tourist stay are usually calculated in foreign currencies, foreign currencies. In that sense, the inflows of receptive tourist countries are considered foreign exchange inflows. When it comes to foreign tourism, it should be pointed out that it is one of the most profitable types of

exports with special specifics. In this way, goods of an intangible nature are "exported" through tourism, which could not be "sold" without tourism. If we say that most of the tourist consumption is conditioned by the movement of tourists, and consists of transportation costs, accommodation, food, travel agency costs, services in the field of insurance, culture, utilities, etc., and also contributes to the availability of natural resources in which have not invested some specific material investments, it can be said that tourism very much contributes to the economic strengthening of each national economy, and to which no other economic activity could contribute in this way.

The two basic preconditions for the expansion of tourism at the international level are an increase in the leisure fund and the growth of free funds. These two preconditions enabled fast, stable and constant growth of tourist activity. Tourism is no longer viewed only as one of the economic branches, but as a global phenomenon, which is confirmed by the key indicators of its role in the world economy and society in general with the following indicators:

- 9% of total GDP in the world;
- 9% of all jobs in the world (over 120 million employees);
- 6% of world exports.

The World Tourism Organization, based on trends in the tourism industry, predicts continued growth of international and domestic tourism of 3.3% per year. According to its indicators, in 2030, 1.8 billion international arrivals would be realized, which is an increase of 58% compared to 2014. In addition, incomes and revenues from tourism will grow faster than the growth rate of world GDP.

¹³¹ Unković, S., Zečević, B., *Economics of Tourism*, Belgrade: Publishing Center of Faculty of Economics in Belgrade, 2006, page 55.

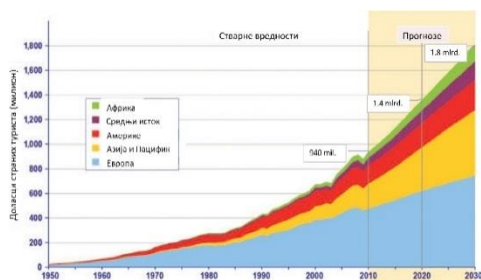


Figure 1. Vision of tourism until 2030

Source: Stojanović, R, (2015). *Promotion of new tourist destinations - Belgrade suburban municipalities*

2. Social context and innovations in international tourism

Innovation in tourism is often seen as one of the ways in which an economic entity, and thus the entire economy, can increase its comparative advantage, and can also influence business growth or increase profitability, as well as the overall economic growth of a country.

After World War II, there were great changes in social relations, where tourism began to develop at an accelerated pace. In addition to the changes that have occurred in social relations, and with the increasing activity of the state, which is beginning to understand tourism as an important economic branch and where tourism is not seen as a luxury available only to privileged classes of people. Paid leave (in the form of annual leave) was provided to people, and there was a cultural, health, social, and economic expansion of the impact of tourism. Major changes in the improvement of technology, especially in means of transport, then channels of mass communication of people, the way of providing tourist facilities, food consumption, increasing diversity and characteristics of tourists, this area gained

unprecedented proportions that imply the world economy and its movements. Changes in the development of tourism are reflected in different approaches to this prosperous industry that aspires to occupy a high position on the international market scene. In this regard, there are: changes in tourism products, changes in business processes in tourism, changes in the field of information management, changes in the field of tourism management and institutional innovations.¹³²

Product innovations refer both to the development of completely new tourist products and to the improvement of existing ones. Modern trends in the tourism market indicate the emergence of hyper segmentation of the tourism market and the creation of tourism products and services intended for narrow market segments of very homogeneous characteristics. This leads to the development of tourism of special interests, ie the development of market niches such as, for example: round trips, events, network tourism, ecotourism, etc. Additional examples of changed approaches in this area include consumer loyalty programs, building environmentally sustainable accommodation, organizing events based on local tradition, etc. Unlike other areas, changes in the field of tourism products are very easily perceived by consumers, and they are often a decisive factor in making decisions about their purchase.

Innovations in business processes are related to the optimization of business processes, ie reducing business costs by applying innovative technological solutions that can reduce the need for production inputs. When it comes to tourism as a labor-intensive activity, the optimization of business processes is most often achieved by applying those technological solutions that reduce the need to use the production input of labor.

¹³² Todosijević R., Factors for choosing a strategic option for a tourist destination, Scientific conference "Hotel House", Kopaonik, 2004, str. 151.

Innovations in the field of business processes are also due to the need to constantly raise the quality of the tourist product. An example of such innovations is the introduction of standards related to food storage, preparation and serving (so-called HACCP composition), the application of which enables faster food preparation in better hygienic conditions, and at lower costs. Another example of innovation is those aimed at faster flow of passengers, luggage and goods through terminals of air, rail and other modes of passenger transport, or faster flow of visitors through the composition of tours of tourist attractions. Recently, innovations of business processes in the function of saving energy and reducing the negative impact of tourist activity on the environment are very current.

Innovations in the field of information management are most closely related to the development of information and communication technologies.

The development of ICT, and especially the Internet, in the last two decades has resulted in major changes, especially in the field of marketing. However, in addition to marketing, ICT has found a very important application in other business functions of tourism companies such as procurement, production, finance, accounting, administrative functions and the like. In addition to raising the efficiency of business processes, the innovative application of modern information and communication technologies achieves particularly favorable synergy effects when the innovative application of modern ICT is combined with other strategic measures such as building key competencies and quality human resource management.

Institutional innovations imply new types of organizational structures or legislative frameworks aimed at strengthening and facilitating the conduct of tourism business. For example, as an example of institutional innovation, the relationship between banking houses (payment cards Visa, Mastercard, etc.) and large tourism companies (airlines, international hotel chains) is a good example of important institutional innovation, based on mutual benefits of cooperation. Another important example of institutional innovation is the emergence of global distribution forms that have simplified the sale of airline tickets, and later made it possible to reserve accommodation quickly and without intermediation. Examples of institutional innovations are: franchise agreements that have enabled the rapid spread of innovation around the world, the emergence of organizations that promote the so-called. social tourism whose main goal is to bring tourism closer to the most vulnerable citizens, the emergence of destination management companies, as a market reaction to the growing demands of business organizers to organize specific programs in the destination, etc. Finally, it is important to emphasize that the previously mentioned division of innovations in tourism, but also other service activities, should not be taken literally, because some innovations can be classified into several different categories at the same time, and with the development of technology, the boundaries between certain types of innovations are decreasing.¹³³

The development of tourism in Serbia so far confirms that its effects are multiple and significantly woven into its overall economic and social development. Negative social events in the 1990s (wars, sanctions)

¹³³ Nešković, S., *Geostrategic Position and Security Sinergies of the Black Sea Region trough Cooperation with the European Union*, Cross - Border Book Series "New Challenges to Security and Development of the Balkans" Vol. 5, Cross - Border

Cooperation, Security and Development Perspectives of the Wider Black Sea Region, Proceedings of International Scientific Conference 16 - 17.11.2017, St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria, 2018, p. 14.

inevitably influenced the development of tourism in Serbia, especially in the field of foreign tourism (invisible exports), to be briefly interrupted and to prevent the projection of further development and forecasting of economic effects. However, the 21st century brings some new opportunities and chances for the development of tourism in Serbia, which should be used on a good material and qualitative basis, solid resources, positive tendencies in the international and domestic tourist environment and with an adequate economic policy led by the state. an environment that will satisfy and express in a positive balance its effects on tourism as an important industry on which modern Serbia rests.¹³⁴

Conclusion

The focus of all activities in the field of tourism is man, his expertise, character and readiness to develop tourism in all aspects and types of modern innovative tourism. It is the key to success, because through the development of tourism comes the development of other economic sectors, and all this has a continuous synergistic effect on the entire economy and the economy.

By analyzing the current situation, the existence of a general world tendency of growth and development of tourism has been noticed, which in recent decades has recorded notable results in the world economy. Serbia, which is at the crossroads of its economic development and EU accession, as a great market potential, which will enable further prosperity and development of the Serbian economy, has the potential and opportunities to influence the development of the Serbian economy through its own potential in tourism. This enables it the existing wealth that Serbia as a

tourist destination inevitably possesses, and which it can certainly innovate and develop, that is, to adapt to the existing demand in the sphere of tourist interests of modern tourism. In addition to these basic goals, the Republic of Serbia should encourage the development of a positive image on the world market, ensure the protection and sustainable use of nature and cultural heritage as a resource for tourism development, improve the quality of life and ensure the protection of tourist consumers.

It is necessary to follow the role of the state in creating a competitive advantage with a stable macroeconomic environment, quality public institutions, stable political and legal system, which are necessary, but still not sufficient to achieve long-term economic progress and progress. Entities of the national economy must be able to create quality products and services using sophisticated methods. The role of the state is to shape the context, institutional structure and environment that encourage companies to gain a competitive advantage, instead of managing the industrial structure, to protect markets and inefficient economic entities. The state should encourage changes, improve domestic competition, avoid excessive market interventions, encourage the creation and implementation of standards, reduce trade barriers and the like.

Having in mind all the stated strategic potentials and real, and identified main shortcomings of Serbia, which with a good tourism development strategy, which is present in recent years, can certainly enable the construction of its own recognizable competencies in tourism, offering tourists around the world various tourism products. They combine attractive natural, historical and social elements that Serbia abounds in. In this way, all relevant participants in tourist traffic are connected, the number of

¹³⁴ Čerović, S., Strategic management of tourism economy, Želnid press, 2016, str. 234.

employees in direct or indirect (through other economic and related branches) is increased, and all this must be related to the recognizable Serbian lifestyle that can best be experienced in this cultural environment.

Literature

1. Čerović, S., Strategic Management of the Tourist Economy of Serbia, Belgrade: Želnid Press, 2016.
2. Jeremić, Lj., Ivaniš, M., Fundamentals of Finance, Belgrade: Singidunum University, 2009.
3. Jovičić, Ž., Osnovi turizmologije, Beograd: Naučna knjiga, 1990.
4. Nešković, S., Jokanović, I., Stefanović, G., Reconstruction of Dysfunctional Urban Corridors: Case Study Cairo, Journal of Road and Traffic Engineering, Belgrade, Vol 64, No 4, 2018.
5. Nešković, S., Geostrategic Position and Security Sinergies of the Black Sea Region trough Cooperation with the European Union, Cross - Border Book Series "New Challenges to Security and Development of the Balkans" Vol. 5, Cross - Border Cooperation, Security and Development Perspectives of the Wider Black Sea Region, Proceedings of the International Scientific Conference 16 - 17.11.2017, St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria, 2018.
6. Nešković, S., Business Ethics in Traffic, Ecology and Economy of Southeast Europe - Methods and Instruments of Implementation, Science and Technology, No. 10, Travnik: International University of Travnik, Bosnia and Herzegovina, 2018.
7. Todosijević R., Factors for choosing a strategic option for a tourist destination, Scientific Conference "Hotel House", Kopaonik, 2004.
8. Tomić, P., Romelić, J., Introduction to tourism, Novi Sad: Faculty of Science, 2003.
9. Tomka, D., Fundamentals of Tourism, Novi Sad: Faculty of Sports and Tourism, 2006.
10. Unković, S., Zečević, B., Economy of tourism, Beograd: Publishing center of Faculty of Economy in Belgrade, 2006.