

STATE AND PROSPECTS OF SPA TOURISM IN SERBIA

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Abstract:*In contrast to the area of high contamination, there are places with rooms as the ideal place for a polluted environment and recreational needs, which include spa town. Such places are numerous and various natural elements having significant health and fitness functions (thermo sources, noble gases, mud, favorable climatic conditions, rich vegetation, etc.). Which attract attention many tourist demand. Serbia, popularly called "state spa", and this epithet was given due to the number of thermal springs, long tradition and the importance of the tourist traffic. Although Serbia has a large number of thermal and mineral springs, official statistics record tourist traffic only about 30 spas, which account for about 95% of spa tourism gprometa our country. The subject of this paper refers to the assessment of the situation and perspectives of spa tourism in Serbia. Special attention is devoted to analysis of resources for spa tourism, discussion of key factors for tourist valorization of Serbia determining the structural characteristics of spa tourism, compared the experiences and results of tourist valorization of Serbia with contemporary trends in certain spa resorts in Europe, as well as defining the most important tasks improvement of spa tourism in Serbia.*

Keywords: *spa, tourism, development, perspective, Serbia*