

ECONOMIC ASPECTS OF THE INFLUENCE OF TOURISM ON THE DEVELOPMENT OF SERBIA

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Abstract: *Serbia, thanks to its natural, geographical, historical, climatic and other benefits, has very favorable conditions for the development of those types of tourism that, according to the UNWTO's presuppositions in the future, will represent the dominant trends in international relations. Only with significant support that would remove the existing barriers, Serbia would significantly increase foreign and domestic tourism turnover and the consumption of foreign tourists and with existing capacities and available tourism products. The generating role of tourism in economic development, as well as the well-known multiplicative effects of this sector of economy, will contribute to the increase in direct and indirect employment, especially in underdeveloped areas in all activities complementary tourism. Therefore, we consider that this activity should be included in the priority directions of Serbia's development. The most significant effects of tourism are reflected in the growth of foreign exchange inflows, especially after 2007, when there was a change in the methodology of calculating the consumption of foreign tourists, and after 2011, when the foreign tourist turnover achieved significant growth.*

The paper shows that tourism in Serbia, according to all important indicators (foreign exchange consumption, realized tourist turnover, employment, participation in GDP, exports of goods and services, investments, etc.), is significantly lagging in comparison with the resource and market possibilities of its development, which inevitably imposes the need for more active role of the state in undertaking incentive measures, in order for its multiplicative component to initiate the overall economic development of Serbia.

Keywords: *tourism, tourism movement, travel product, economy, tourismtraffic.*