

## Tourism Competitiveness Survey Analysis of Serbian Ski Resorts

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**Abstract :** In Serbia as a continental country, the tourism industry relies on city-break, spa and mountain tourism, where ski resorts have primacy during the winter season. Even though the number of tourists has recently increased, the share of domestic tourists remained predominant. It is also noticed that tourists from Serbia eagerly travel abroad, which was so far researched in the context of summer holidays but not in the framework of ski resorts. Therefore, this paper examines the competitiveness of ski resorts in Serbia from the perspective of domestic tourists. A survey was used as a data collection method, covering various competitiveness dimensions. The aim is to recognize the main motives of consumers when choosing a ski resort in Serbia or abroad. The results showed that the choices of Serbian tourists are predominantly shaped by the cost of an offer &ndash; of accommodation above all others. They are attentive by estimating the value for money, which is the most common reason to choose a ski resort abroad over a domestic one. The crowd at ski resorts and ski runs appears to be a result of unbalanced accommodation capacities on the one hand and ski infrastructure on the other, which is currently the most notable competitiveness drawback of ski resorts in Serbia.

**Keywords :** mountain tourism, Serbia, ski resorts, tourism competitiveness

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