

University of Novi Sad | Faculty of Sciences  
DEPARTMENT OF GEOGRAPHY, TOURISM AND HOTEL MANAGEMENT

THE 5<sup>TH</sup> SERBIAN CONGRESS  
OF GEOGRAPHERS, 2021

**INNOVATIVE APPROACH  
AND PERSPECTIVES  
OF THE APPLIED GEOGRAPHY**

*Abstract Book*



Novi Sad | Vojvodina | Serbia

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*Abstract book*

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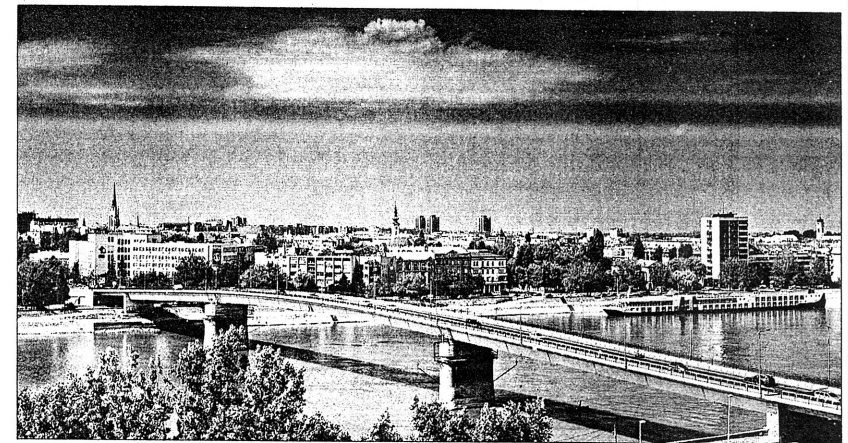
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### City of Novi Sad – Urban Heart of Vojvodina

Novi Sad is the capital of the Autonomous Province of Vojvodina and the second largest city in Serbia. It is the industrial, cultural, scientific, educational, and administrative centre of Vojvodina.

Seen from above, City of Novi Sad reveals itself as a city located in a vast plain, spacious and open to all directions. Fortress of Petrovaradin, a historical site, is situated on the right bank of the River Danube, whereas a tall building of Central Post Office, massive construction of Spens Sports Centre, immense headquarter of Petroleum Industry of Serbia and elegant oval edifice of Banovina (a seat of Executive Council of Autonomous Province of Vojvodina) are situated on the left. What eyes could also perceive are green oases embodied in City parks, with labyrinth of streets and alleys meandering around them and cut across with wide and straight boulevards.

Moreover, there is the Danube as an unsymmetrical, potent axe of the City, embraced with long quay and Štrand, the most beautiful city beach along the Danube.

Nowadays, a widely recognizable symbol of the City is Exit Festival, while in the past, and even so today that place has been reserved for the Serbian cultural institutions: Matica srpska - the oldest cultural-scientific institution of Serbia, Serbian National Theatre, Sterijino pozorje Theatre Festival...

Furthermore, our City, in contrast to many other European destinations, has the reputation, by full right, of a multinational, multicultural and multi-confessional metropolis in which all differences are seen as advantages.

## ETHICAL CODE AND ITS INFLUENCE ON THE EMPLOYEES' BUSINESS PERFORMANCES

Maja Mijatov, Aleksandra Dragin, Vladimir Stojanović,  
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Tourism employees could shape the customers' attitudes on the service quality. In respect to that, besides financial performances, general business results in tourism should also be considered on the basis of employees' service orientation, job satisfaction and organizational trust. Previous findings indicated that organizational values, represented within the ethical code, could shape the aforementioned business performances. Therefore, this research was aimed at researching the impact of the ethical code on employees' business performances, on the sample of 211 hotel employees in Kopaonik. The research results showed that implementation of the ethical code shaped the employees' perception of Organizational trust and Service orientation. On the other hand, form of the ethical code shaped their Job satisfaction and Organizational trust. These results could serve as guidelines throughout formation and implementation of the ethical code in order to achieve appropriate business results.

**Keywords:** ethical code, hotel employees, Kopaonik

## ASSESSMENT OF AIR TEMPERATURE AND PRECIPITATION TRENDS: CASE STUDY OF MAČVA (SERBIA)

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Recent climate change causes significant natural and socio-economic consequences. Global climate changes are caused by natural processes and anthropogenic factor. They represent one of the major environmental problems of the late 20th and early 21st century. Changes in temperature and precipitation play a significant role of understanding climate change issues. It includes numerous extreme climatic events such as heat waves, droughts, forest fires etc. Empirical studies show an increase in

the average global air temperature and a decrease in the sum of precipitation. According to regional differences in temperature and precipitation regime change, Southern Europe including the Republic of Serbia, occupies a special place. Mačva (860 km<sup>2</sup>) belongs to the northwestern part of Serbia. It stretches between the Sava River in the north and the east, the lower part of the Drina River in the west and the Pocerina River in the south. The fertile pedological substrate makes Mačva a significant agricultural region of Serbia. This region is particularly sensitive to climate impacts, especially from the point of view of sustainable agricultural production. Trends of two climate variables: mean annual air temperature and mean annual sum of precipitation on the territory of Mačva will be presented in this paper. Methodologically, air temperature and precipitation trends will be calculated by using the Mann-Kendall (MK) test. Data from three available meteorological stations in Mačva (1949-2015) were used for this analysis. The aim of this paper is to present recent climate change whereas the use of GIS tools plays a significant role in the interpretation of results. The presented results of the trends in air temperature indicate that there is a statistically significant positive trend in all time series. In the trends of precipitation sums, a statistically significant positive trend was observed in the two time series. The application of GIS tool indicates the presence of regional differences in the spatial distribution of the selected parameters. Climate changes also affect society. A particularly sensitive sector is agriculture, with a share of 6-7% of Serbia's GDP. This leads to the need of adaptation in terms of agricultural production in the affected area. However, this process is an interaction of geographical, socio-economic, political, cultural, environmental and institutional factors. Unfortunately, the issue of climate change in the Republic of Serbia has not been given serious attention in the published strategy documents.

**Keywords:** climate change, Men-Kendal test, GIS tool, Mačva

## CONTRADICTIONS OF THE IMPACT OF TOURISM ON THE SOCIO-SPATIAL DEVELOPMENT OF BELGRADE

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The aim of paper is sociological analysis and articulation of the influence that tourism exerts on social development and quality of life in Belgrade. Belgrade is becoming the city where two different and contradictory functions collide – functions of the place of (permanent) residence (resi-

