

MARKET RESEARCH OF TOURISM POTENTIAL COMPETITIVE POSITION OF THE CITY OF LESKOVAC IN SERBIA

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Abstract (TNR 9, bold, italic): In this paper, the focus will be placed on considering the tourist potential of the town of Leskovac as a populated city, the town of Leskovac as a spatial unit of local self-government and the Jablanica District (with a special reference to Sijarinska Banja). The analysis will comparatively rank the tourist significance of each of the observed tourist areas within its competitive environment in Serbia. For the sake of reality of the applied method of comparability of the achieved tourist potential, every analyzed area of Leskovac was put into a relationship with a comparable area of Serbia with similar tourist characteristics. Thus, the Jablanica district is compared to all other districts in Serbia (25 districts in total), the town of Leskovac with all other municipalities and cities of Serbia (162 in total), the town of Leskovac as a populated place with other tourist sites (28 places), and Sijarinska Banja from Medvedja municipality other spas in Serbia (14 spas)

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