OPPORTUNITIES AND LIMITATIONS OF TRAVEL AGENCY REGISTRATION IN THE PUBLIC ADMINISTRATION SECTOR IN SERBIA

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Abstract

The registration of travel agencies in the sector of public administration contributes to monitoring and analyzing the level of tourism development in the country. Multiple benefits of keeping records of travel agencies in the public administration sector include all interested parties, domestic and foreign physical entities as beneficiaries of tourism services, the private sector as providers of these services and the public sector as the creator of policies and strategies of tourism in the country. Establishing and keeping the register of tourism within Serbian Business Registers Agency as the unique, electronic and central public database of registered and/or recorded entities performing tasks in the field of tourism on the tourism market of the country, contributes to the monitoring of the level of tourism development, analysis of the condition of the unified tourist offer, encouraging development initiatives in the tourism sector, the implementation of modern solutions in the field of planning agency business in Serbia. The study uses mixed qualitative and quantitative methods, including field research and comparative analysis and description. The results suggest that the initial hypothesis, which refers to the current unsatisfactory level of the system for the registration of travel agencies in the public administration in the Republic of Serbia, is valid.

Key words: tourism, travel agency, development, registration, Serbia

МОГУЋНОСТИ И ОГРАНИЧЕЊА РЕГИСТРАЦИЈЕ ТУРИСТИЧКИХ АГЕНЦИЈА У СЕКТОРУ ЈАВНЕ УПРАВЕ У СРБИЈИ

Апстракт

Регистрација туристичких агенција у сектору јавне управе доприноси праћењу и анализирању нивоа туристичког развоја у земљи. Вишеструке користи вођења евиденције туристичких агенција у сектору јавне управе укључују све

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заинтересоване стране, домаћа и страна физичка лица као кориснике туристич-
ких услуга, приватни сектор као пружаоце ових услуга и јавни сектор као кре-
атора политика и стратегија туризма у земљи. Успостављање и вођење регистра
туризма у оквиру Агенције за привредне регистре Србије као јединствене, елек-
тронске и централне јавне базе података о регистрованим и/или евидентираним
субјектима који обављају послове из области туризма на туристичком тржишту
земље, доприноси праћењу нивоа развоја туризма, анализи стања обједињене ту-
ристичке понуде, подстицању развојних иницијатива у сектору туризма, примени
савремених решења у области планирања агенцијског пословања у Србији. Сту-
дија користи мешовите квалитативне и квантитативне методе, укључујући те-
ренско истраживање и упоредну анализу и опис. Резултати сугеришу да је почетна
хипотеза, која се односи на тренутни незадовољавајући ниво система за ре-
гистрацију туристичких агенција у јавној управи у Републици Србији, валидна.

Кључне речи: туризам, туристичка агенција, развој, регистрација, Србија.

INTRODUCTION

Numerous authors define the notion of a travel agency as "a de-
partment store of travels which acts in the name of supplier, such as air-
lines and other transport organizations, hotels and other organizations"
(Browell,1975:55). A travel agency is "an enterprise that only intermedi-
ates in obtaining the services of other persons during the tourists' travel
and the stay and/or offers tourism services as a new integral and their own
product" (Hunziker & Krapf, 1942). The reality of the rapid development
of tourism after World War II demanded changes in the attitude of legis-
lation to tourist agencies towards the recognition of the legal capacity of a
specific activity – professional activity tourist agent (Štetić & Šalov,
2000). Travel agencies, as each other's competition, perform the direction
of tourism movements in the fight for tourism consumers (Stanić & Pav-
lović, 2014). Performance of travel agencies on the market and their atti-
tude towards tourists, affects the creation of consumer attitudes about the
agency and its tourism products so that their contemporary business is
characterized by an increasing openness and freedom of the economic as-
pects (Cho & Agrusa, 2006; Jevtić, Alavuk & Petrevska, 2015; Xu &
Yan, 2015; Smith, 2018; Brun et al., 2020; Xie et al., 2020).

Recommendations for EU states connected with the role of public
administration, fiscal decentralization and financial capabilities of local
self-governments in public-service procurement refer mainly to measures
associated with the reform of public administration. These measures
should lead to an increased effectiveness of public spending, to a higher
quality of public services, to a better performance of public institutions, to
the implementation of effective control methods of public administration
(Halaskova & Halaskova, 2015; Aguiar-Quintana, Moreno-Gil & Picazo-
Peral, 2016). Tourism plans around the world are prepared either by cen-

tral or local authorities (Ali Selcuk Can, Faruk Alaeddinoglu & Nuray Turker, 2014; Afonso & Fernandes, 2008; Cicvarić Kostić et al., 2013).

One of the principles that underlie the regulation of relations in tourism in the Republic of Serbia is to provide a uniform, public and electronic database of registered data, which include data on travel agencies. Law on Tourism makes a distinction between the activities in the tourism and services in the tourism industry. The activity includes the work of travel agencies, the hospitality industry, marine industry and hunting tourism industry (Skakun & Skakun, 2013). The importance that travel agencies have in the tourism of the country is regulated by Law on Tourism, but also the Law stipulating contracts and torts, consumer protection and the protection of competition (Zakon o turizmu, 2015). In the tourism of Serbia small travel agencies whose business is focused primarily on international tourism market are predominant (Štetić & Dragićević, 2011).

Business Registers Agency (BRA) was founded in 2004 by the Law on Business Registers Agency. The Register of Tourism within the Business Registers Agency began working on January 1st 2010 in accordance with the Law on Tourism of the Republic of Serbia. Relevant regulations applied in the process of registration in the Register of Tourism, and relating to the travel agency, are: 1. The Law on Tourism, 2. Ordinance on the content of the Register of Tourism and the documentation needed for registration and records, 3. Ordinance on the type and conditions of the guarantee travel, how to activate and other conditions to be fulfilled by the tour operator, depending on the species, 4. Ordinance on the content of the license and the conditions and manner of issuing licenses for organizing tourist journey.

The registration process takes into account that the travel agency is: a domestic legal person, entrepreneur, legal entity branch, which meets the statutory requirements for performing activities of travel agencies. The licensing process has special treatment in registration and records of travel agencies. License expiration in the Register of Tourism deletes the travel agency from the Register of tourism without passing a special act[1].

The total number of registered travel agencies in the Register of Tourism, as a part of the Business Registers Agency (BRA), in 2019 was 997 active travel agencies. An interesting fact is that according to the data from BRA there has been a total of 765 travel agencies founded before January the 1st 2010, which operated as business entities in the tourism market of Serbia. In the following table are present data on the total number of registered travel agencies (TA) with active licenses (AL) per year of operation of the Register of Tourism, as well as data on inactive or deleted licenses (revoked or expired) and data on the number of licenses that are activated by year.

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[1] http://www.apr.gov.rs/Registri/Turizam/TurizamUputstva.aspx

Table 1. The number of activated, deleted and active licenses
of travel agencies in Serbia

Year	Activated licenses	Deleted licenses	Active licenses
2010	957	0	957
2011	70	0	1027
2012	54	5	1076
2013	97	622	551
2014	71	45	577
2015	59	70	566
2016	41	53	537
2017	76	17	560
2018	58	35	583
2019	41	149	475

Source: BRA, Register of Tourism, 12/31/2019.

As the Register of Tourism began working on January 1st 2010, and the obligation of all travel agencies that had previously existed and had active business in the Republic of Serbia was to re-register within a RETOUR (Register of Tourism), otherwise they were deleted or treated as non-existent. Hence the explanation for a large number of both activated and active licenses (957), which refers to the travel agencies which in 2010 operated on the territory of the Republic of Serbia. What seems interesting is precisely the fact that in 2013, 622 licenses were deleted from RETOUR, which is a drastic increase in the segment of deleted licenses compared to the previous year, while the same year only 97 new licenses were given, and the total number of active licenses of travel agencies amounted to 551. The reason lies in the adoption and implementation of the new Law on Tourism, which then caused a variety of public criticism in the tourism sector.

Fundamental changes in the treatment of tourism in national administrative practices affected the modifications in the new LOT which were, among other things, concerned about the organization of conditions for the licensing of travel agencies in the Republic of Serbia. The new law simplifies the insurance by introducing a policy of liability insurance with activity as the only way of security. In addition, the license of travel agencies, according to the new law, is valid for 3 instead of 5 years as it was regulated by the old law. According to the Law on Tourism, the jurisdiction over the affairs of travel agencies' records moves from the Ministry to BRA (RETOUR), where the license is issued only to the tour operator for the organization and realization of tourist trips in the country and abroad. And the obligation to possess a license is revoked for intermediaries, as travel agency intermediaries in the selling of tourist travel can, among other things, also perform the tasks of organizing excursions, tourist sightseeing and more. During 2019, 41 licenses were issued, while 149 lost their licenses, and the total number of active licenses of travel agencies that operate in the

Republic of Serbia amounted to 475. The following table presents the data on business entities by the status of activity codes.

Table 2. Travel agencies by the status of activity codes

	Travel agencies	Tour operators	Total
Activity codes	7911	7912	–
Active	746	251	997
In the liquidation process	67	18	85
In the bankruptcy proceedings	18	2	20
Deleted from the Register	680	44	724
Total in the Register	1.510	315	1.825

Source: BRA, the Register of Business Entities, 12/14/2020

From the beginning of 2020, new conditions apply that should be fulfilled by travel agencies and intermediaries in the sale of tourist travels in order to be able to perform their activity. The data refer to the license category and the prescribed amount of deposit for travel organizers. For each category of license, the appropriate amount of the travel guarantee coverage limit and the lowest amount of the deposit are prescribed. The travel guarantee agreement with the total coverage limit further complicates the registration of travel agencies.

Differences between entrepreneurs and companies are in the terms of responsibility and subjectivity. Registration of travel agencies in the Register of Business Entities covers both companies and entrepreneurs, which along with the Register of Tourism complicates the whole process.

Table 3. Travel agencies companies by the status of activity codes
in the last five years

Activity Code	Status	2015	2016	2017	2018	2019
7911	Active	825	841	863	876	746
7911	Deleted	408	425	446	480	680
7912	Active	230	241	256	266	251
7912	Deleted	10	15	17	19	44

(7911 – Travel agencies activity and 7912 – Tour operators' activity)
Source: BRA, the Register of Business Entities, 12/31/2020

Table 4. Travel agencies entrepreneurs by the status of activity codes
in the last five years

Activity Code	Status	2015	2016	2017	2018	2019
7911	Active	384	417	461	480	477
7911	Deleted	629	662	687	723	761
7912	Active	33	45	55	62	62
7912	Deleted	17	21	26	30	36

(7911 – Travel agencies activity and 7912 – Tour operators' activity)
Source: BRA, the Register of Business Entities, 12/31/2020

It is interesting that since the first travel agency on the territory of Serbia was recorded (in 1923), until 1989, in the mentioned years, only one travel agency was founded per year and in 1989 – 6 agencies were registered, which is a direct consequence of the political and economic situation in the country. During the 1980s, the role of the holder of the tourist product placement on the regional level was taken over by the tour operators and big travel agencies such as Yugotours, Putnik, Kompas, Atlas, Vojvodinaturist, which meant a selective approach in sales channels development and a selection of more significant and important travel agencies (Rabotić, 1985, 32–33).

At the same time, travel agencies were preparing their offers with specific inclusive tours and programs in accordance with the current jubilee celebrations (Subotić, 1986) or by forming specialized congress departments although their inclusion in the congress industry was exceptionally modest (Štetić, 1987). When the period of the 1990s is monitored, and especially from 1990 to 1999, the total number of 301 travel agencies was founded; unlike the first decade of the 21st century, when from 2000 to 2009, the total of 450 agencies was founded. In the last five years' period, the presented data reflect the level of relatively uniform travel agency activity.

METHODS

The case study of travel agency registration in Serbia in the sector of public administration, as a contribution to the monitoring of the level of tourism development, is examined through a survey which was conducted by interviewing a random sample. The questionnaire was distributed by email and directly. The survey research included a sample of 114 respondents. The methods used in this study included field and desk research. Field research helped obtain data from primary sources relevant for understanding the examined occurrences. A total of 140 questionnaires were distributed, and 114 respondents returned fully completed questionnaires. In this way, the rate of answers of 81.43% was achieved, which is extremely high when compared to the research in the literature (11.7% − 51%)[2].

For the purpose of this research, the Likert scale was used where the respondents were expected to express their level of agreement in the interval from complete disagreement to complete agreement with the

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[2] The sample size of 114 respondents is quite satisfactory and the sample is representative when compared to other studies where sample sizes were ranging from 83 to 210 participants (Crouch (2007) – 83 respondents; Qu et al. (2000) – 167 respondents; Gomezelj, Mihalič (2008) – 118 respondents; Dragićević et al. (2011) – 118 respondents; Dwyer, Livaic, Mellor (2003) – 132 respondents; Enright, Newton (2005) – 210 respondents etc).

statement (1−5). For the purpose of this research we used the method of internal consistency within which are used many different techniques among which the most used one divides the test in two parts, Kuder-Richardson formula and Cronbach's alpha coefficient. One of the most popular statistical techniques in determining the reliability of the test is Cronbach's alpha coefficient, which determines the internal consistency or average correlation of items in the survey in order to assess reliability. It is used both for tests with questions where it is possible to give two answers and for tests with valuable responses, such as the value of Likert scale. The values of alpha coefficient range from 0 to 1 (the higher the value obtained, the test is considered to be more reliable). The generally accepted limit of the test reliability is ≥0,70, but in some tests lower levels of alpha coefficient, ≥0,50, are accepted (Reynaldo & Santos, 1999; www.ats.ucla.edu/stat/spss/faq/alpha.html).

The reliability of the test is determined by the consistency of the results obtained in the test and it ensures that the usage of different items, while assessing different constructions, offers consistent results. In the research of travel agency registration in the public administration sector in Serbia as a contribution to the monitoring of tourism development for the attribute assessment, the Likert scale was used ranging from 1 to 5 in order to assess the status of the monitored attributes. That is why we used Cronbach's alpha coefficient for determining the reliability of the questionnaire. Alpha coefficient was calculated using the statistical software package for statistical data processing and analysis (PSPP). Values are acceptable to it because they exceed the value of 0.70. In this way, the reliability of the test is confirmed.

The questionnaire was created for research purposes in terms of the recording of travel agencies in the public administration sector. Posted claims are designed to highlight the attitude of the respondents when it comes to registering the travel agencies in the public administration sector as a contribution to the monitoring of the level of tourism development, through a case study of travel agencies in Serbia. The first part of the questionnaire relates to the social and demographic profile or social and demographic characteristics of the respondents. In this sense, requested information about them was their age, gender, the level of education and the workplace. The second part consists of 14 offered claims referring to the current system, the contribution, the problems, the necessity and possibility of improving the system of the recording of travel agencies in the public administration sector. Data processing was performed using the software package for statistical data processing and analysis (PSPP). During the analysis of the results, descriptive statistics analysis was applied (arithmetic mean and standard deviation were covered). Research results will include the results of the statistical analysis and will be presented by the determinants of the model (descriptive analysis, student or T-test and one-factor analysis of variance ANOVA).

RESULTS AND DISCUSSION

When it comes to social and demographic characteristics of the respondents, the following were taken into consideration: gender, age, the level of education and employment. Within the total sample of 114 respondents, 55 respondents were women (48.2%) while there were 59 male respondents (51.8%). For the purposes of the analysis of the age structure of respondents, a division into 6 age groups was made. It was determined that the biggest number of respondents belongs to the age group from 21 to 30 years of age, and that is 37 (32.5%) respondents. The age group of 31 – 40 years has 33 (28.9%) respondents. The respondents who were between 41 and 50 years old are represented with 25 (21.9%) while the ones between 51 and 60 are represented with 14 respondents (12.3%). The least numerous are those who were under 20 years of age, only one respondent in total (0.9%) and over 60 years old, a total of 4 respondents (3.5%) of the total sample. For the analysis of the level of education, the respondents were divided into 5 groups, with the largest number belonging to the group – university/completed undergraduate studies with 34 respondents (29.8%), followed by the high school group with 33 respondents (28.9%), master degree group has 21 respondents (18.4%), college group with 16 respondents (14%) and the PhD group is represented with 10 respondents (8.8%). The analysis of the respondents' employment shows that the largest number of respondents is employed in the private sector – travel agencies, etc., with 36 respondents (31.6%). They are followed by others – students, senior citizens (pensioners), the unemployed, with 30 respondents (26.3%), the ones employed in the public sector – tourist organizations, chambers and the ministry with 26 respondents (22.8%), and those employed in educational institutions – schools, universities, institutes with a total of 22 respondents (19.3%).

These are the Items followed by numbers:

1. The current system of registering the travel agencies in the public administration is at a satisfactory level;
2. Registration of travel agencies in public administration contributes – Monitoring level of tourism development in Serbia;
3. Registration of travel agencies in public administration contributes – Analysis of the state of integrated tourism offer;
4. Registration of travel agencies in public administration contributes – encouraging development initiatives in the tourism sector;
5. Registration of travel agencies in public administration contributes – Implementation of modern solutions in the field of the regulation of agency business;
6. Problems with registering the tourist agencies in Serbia stemming from – Mismatch with legislation in the country;

7. Problems with registration of travel agencies in Serbia stemming from − the rest of outdated legal provisions from the previous period;

8. Problems with registration of travel agencies in Serbia stemming from − unfavorable regulations in the area of the agency business in the country;

9. Problems with registration of travel agencies in Serbia − frequent changes in the agency business sector in the tourist market;

10. It is necessary to improve the current system of registering the tourist agencies in the public administration sector in Serbia;

11. Possibilities for improving the system of registration of travel agencies in the public administration sector are reflected through − monitoring of global trends in the field of recording agency business;

12. Possibilities for improving the system of registration of travel agencies in the public administration sector are reflected through − strengthening the role of agency business on the tourism market of the country;

13. Possibilities for improving the system of registration of travel agencies in the public administration sector are reflected through − perfecting professional staff positions to create tourism policies;

14. Possibilities for improving the system of registration of travel agencies in the public administration sector are reflected through the − permanent monitoring and evaluation of the real and recorded status of travel agencies and their role in the tourism development.

Table 4. Descriptive statistics

Number of Item	N	Min.	Max.	Mean	Standard Deviation
1	114	1	5	2,67	1,09
2	114	1	5	3,75	0,98
3	114	1	5	3,89	1,07
4	114	1	5	3,39	1,07
5	114	1	5	3,56	1,05
6	114	1	5	4,39	0,83
7	114	1	5	4,24	1,00
8	114	1	5	3,83	0,89
9	114	1	5	4,64	0,72
10	114	1	5	4,66	0,69
11	114	1	5	4,12	0,88
12	114	1	5	3,96	0,92
13	114	1	5	4,66	0,66
14	114	1	5	4,72	0,65

Source: Authors', based on the processed data

Using descriptive statistics (Table 4), it was determined that average values of the items vary from the lowest (2.67) to the highest value (4.72). The lowest value shows that, according to the opinion of most of the respondents, the current registering system of travel agencies in the public administration sector in Serbia is not at a satisfying level; while the highest value indicates that the opportunities for the improvement of registering system of travel agencies in the public administration sector are viewed through permanent marketing and evaluation of real and recorded state of the agencies and their role in tourism development in the Republic of Serbia. Since the standard deviation for most of the items is less than 1 (with five exceptions which are higher than 1), it indicates a relatively high agreement of the respondents in terms of the analyzed items.

The following chart presents the average values and standard deviation according to the ordinal number of items.
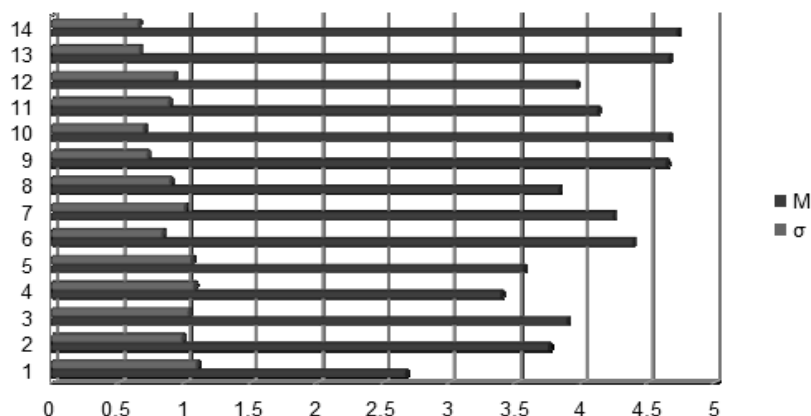
Chart 1. Average values and standard deviation
according to the ordinal number of item
M – arithmetic mean (average value), σ – standard deviation
Source: Authors', based on the data

The following table (Table 5) shows the results based on the carried out T-test in relation to gender.

The research results in this paper based on the T-test in relation to gender show relative differences between arithmetic means by determinants of items in relation to gender of respondents with the level of significance $p < 0.05$. In this way, the assumption is disproved, that is, the initial hypothesis that the assessment of determinants depends on the gender of respondents, and on the other hand it is confirmed that there is high agreement of participants about the assessment of determinants regardless of their gender. As the obtained values are greater than or equal to 0.05 (they are equal for the item under number 12), the initial hypothesis on the equality of arithmetic

means, that is to say the attitudes of women and men is not discarded, resulting in the conclusion that, with the level of significance $p < 0.05$ there are no major differences in attitudes between men and women.

Table 5. The results of T-test according to the determinants
in a consecutive order in relation to gender

Number of item	Gender	M	σ	t	p
1	F	2.84	1.13	1.62	0.11
	M	2.51	1.02		
2	F	3.75	1.04	0.00	1.00
	M	3.75	0.94		
3	F	3.89	1.13	-0.4	0.97
	M	3.90	0.92		
4	F	3.38	1.25	-0.4	0.97
	M	3.39	0.87		
5	F	3.53	1.14	-0.33	0.74
	M	3.59	0.97		
6	F	4.33	0.84	-0.84	0.40
	M	4.46	0.82		
7	F	4.13	0.98	-1.13	0.26
	M	4.34	1.01		
8	F	3.82	0.82	-0.17	0.86
	M	3.85	0.86		
9	F	4.53	0.79	-1.64	0.10
	M	4.75	0.63		
10	F	4.58	0.85	-1.14	0.26
	M	4.73	0.49		
11	F	4.20	0.95	0.90	0.37
	M	4.05	0.82		
12	F	4.13	0.84	1.95	0.05
	M	3.80	0.96		
13	F	4.65	0.70	-0.5	0.96
	M	4.66	0.63		
14	F	4.64	0.80	-1.33	0.19
	M	4.80	0.45		

M – arithmetic mean (average value), σ – standard deviation, t – value of T statistics,
p – level of significance (p<0,05)
Source: Authors', based on conducted research

For the purpose of this paper, one-factor analysis of variance ANOVA was carried out per determinants in relation to age, education level and occupation of respondents, respectively. The data obtained are presented in the following table.

Table 6. The results of one-factor analysis of variance ANOVA
per determinants in relation to age, education level and occupation
of respondents respectively

No. of Items	Age	M	σ	F	p	Educ.	M	σ	F	p	Work	M	σ	F	p
1	Under 20	2.00	0.00	4.47	0.00	SSS	3.08	0.97	2.69	0.03	Public	2.73	1.28	5.73	0.00
	21-30	3.22	0.98			VS	2.69	1.14			Educat.	2.09	0.75		
	31-40	2.52	1.15			VSS	2.41	1.02							
	41-50	2.48	0.96			Mr/MSc	2.76	1.22			Private	2.50	1.06		
	51-60	1.86	0.86			PhD	2.00	0.94			Others	3.23	0.90		
	Over 60	3.00	0.82												
2	Under 20	4.00	0.00	0.78	0.56	SSS	3.64	0.99	0.51	0.73	Public	3.73	1.15	0.41	0.75
	21-30	3.84	0.99			VS	3.94	1.06			Educat.	3.68	0.99		
	31-40	3.73	0.98			VSS	3.85	0.86							
	41-50	3.84	0.80			Mr/MSc	3.71	1.01			Private	3.89	0.82		
	51-60	3.29	1.33			PhD	3.50	1.27			Others	3.63	1.03		
	Over 60	4.00	0.82												
3	Under 20	4.00	0.00	0.11	0.99	SSS	3.64	0.96	1.34	0.26	Public	3.96	1.18	1.70	0.17
	21-30	3.81	1.05			VS	3.69	0.79			Educat.	4.18	1.05		
	31-40	3.88	0.96			VSS	4.12	0.81							
	41-50	4.00	0.91			Mr/MSc	3.95	1.36			Private	3.94	0.86		
	51-60	3.93	1.44			PhD	4.20	1.32			Others	3.57	1.01		
	Over 60	4.00	0.82												
4	Under 20	3.00	0.00	1.18	0.33	SSS	3.12	1.14	1.32	0.27	Public	3.31	1.32	2.51	0.06
	21-30	3.38	1.11			VS	3.13	1.15			Educat.	3.86	0.77		
	31-40	3.48	1.15			VSS	3.59	0.92							
	41-50	3.32	0.80			Mr/MSc	3.57	1.12			Private	3.42	0.84		
	51-60	3.64	1.08			PhD	3.60	0.97			Others	3.07	1.17		
	Over 60	2.25	1.26												
5	Under 20	3.00	0.00	1.13	0.35	SSS	3.42	1.00	1.25	0.30	Public	3.62	1.30	0.13	0.94
	21-30	3.73	0.93			VS	3.25	1.06			Educat.	3.55	0.96		
	31-40	3.42	1.17			VSS	3.59	1.10							
	41-50	3.76	0.83			Mr/MSc	3.95	0.92			Private	3.61	0.90		
	51-60	3.36	1.15			PhD	3.60	1.17			Others	3.47	1.07		
	Over 60	2.75	1.71												
6	Under 20	5.00	0.00	1.35	0.25	SSS	4.21	0.89	1.06	0.38	Public	4.46	0.65	4.45	0.01
	21-30	4.19	0.97			VS	4.38	0.89			Educat.	4.45	0.74		
	31-40	4.64	0.80			VSS	4.62	0.78							
	41-50	4.44	0.72			Mr/MSc	4.38	0.74			Private	4.67	0.79		
	51-60	4.36	0.63			PhD	4.30	0.82			Others	3.97	0.93		
	Over 60	4.00	0.82												
7	Under 20	5.00	0.00	3.24	0.01	SSS	3.94	1.22	1.83	0.13	Public	4.50	0.71	7.11	0.00
	21-30	4.00	1.05			VS	4.44	0.73			Educat.	4.23	1.15		
	31-40	4.48	0.67			VSS	4.50	0.71							
	41-50	4.32	1.07			Mr/MSc	4.29	1.06			Private	4.58	0.55		
	51-60	4.50	0.76			PhD	3.90	1.10			Others	3.60	1.22		
	Over 60	2.75	1.71												
8	Under 20	4.0	0.00	1.71	0.14	SSS	3.64	0.93	1.91	0.11	Public	3.96	0.77	1.99	0.12
	21-30	3.54	0.87			VS	3.63	1.02			Educat.	4.00	1.02		
	31-40	4.15	0.67			VSS	4.15	0.61							
	41-50	3.84	1.11			Mr/MSc	3.71	1.01			Private	3.92	0.81		
	51-60	3.86	0.95			PhD	4.00	0.94			Others	3.50	0.94		
	Over 60	3.75	0.50												

	Age	M	σ	F	p	Edu	M	σ	F	p	Occ	M	σ	F	p
9	Under 20	5.00	0.00	0.75	0.59	SSS	4.58	0.75	3.04	0.02	Public	4.46	0.99	2.89	0.04
	21-30	4.49	0.84			VS	5.00	0.00			Educat.	4.77	0.43		
	31-40	4.76	0.61			VSS	4.79	0.59							
	41-50	4.76	0.66			Mr/MSc	4.29	0.96			Private	4.86	0.42		
	51-60	4.57	0.65			PhD	4.50	0.71			Others	4.43	0.82		
	Over 60	4.50	1.00												
10	Under 20	5.00	0.00	2.34	0.05	SSS	4.30	1.02	3.63	0.01	Public	4.62	0.50	8.60	0.00
	21-30	4.35	0.98			VS	4.69	0.48			Educat.	4.95	0.21		
	31-40	4.79	0.42			VSS	4.88	0.33							
	41-50	4.80	0.41			Mr/MSc	4.76	0.44			Private	4.89	0.40		
	51-60	4.86	0.53			PhD	4.80	0.63			Others	4.20	1.03		
	Over 60	4.75	0.50												
11	Under 20	4.00	0.00	2.01	0.08	SSS	3.88	1.02	1.67	0.16	Public	4.38	0.75	1.76	0.16
	21-30	3.84	1.01			VS	3.94	0.57			Educat.	4.23	0.92		
	31-40	4.39	0.56			VSS	4.21	0.81							
	41-50	4.20	0.76			Mr/MSc	4.33	0.91			Private	4.08	0.77		
	51-60	4.29	0.91			PhD	4.50	0.85			Others	3.87	1.04		
	Over 60	3.50	1.73												
12	Under 20	5.00	0.00	1.80	0.12	SSS	4.06	0.83	0.19	0.94	Public	3.96	1.08	0.24	0.87
	21-30	4.03	0.80			VS	4.00	1.03			Educat.	3.86	0.83		
	31-40	4.12	0.86			VSS	3.88	0.98							
	41-50	3.52	0.96			Mr/MSc	3.90	0.94			Private	3.92	0.94		
	51-60	4.00	1.11			PhD	3.90	0.88			Others	4.07	0.83		
	Over 60	4.25	0.96												
13	Under 20	5.00	0.00	1.67	0.15	SSS	4.70	0.53	2.64	0.04	Public	4.62	0.70	0.08	0.97
	21-30	4.70	0.52			VS	4.56	0.81			Educat.	4.64	0.79		
	31-40	4.70	0.64			VSS	4.88	0.33							
	41-50	4.72	0.46			Mr/MSc	4.52	0.75			Private	4.67	0.68		
	51-60	4.21	1.19			PhD	4.20	1.14			Others	4.70	0.53		
	Over 60	5.00	0.00												
14	Under 20	5.00	0.00	1.06	0.38	SSS	4.55	0.79	1.56	0.19	Public	4.69	0.84	1.97	0.1
	21-30	4.57	0.73			VS	4.75	0.45			Educat.	4.82	0.39		
	31-40	4.88	0.33			VSS	4.91	0.29							
	41-50	4.80	0.41			Mr/MSc	4.62	0.92			Private	4.86	0.35		
	51-60	4.64	1.08			PhD	4.80	0.42			Others	4.50	0.82		
	Over 60	4.50	1.00												

M – arithmetic mean (average value), σ – standard deviation,
F – value of F statistics, p – level of significance (p<0,05)
Source: Authors', based on data analysis

It can be concluded that the surveyed respondents, regardless of their age, level of education (qualifications) and occupations (the sector in which they work), do not differ significantly in evaluating the presented items. The arithmetic means of sets are the same, that is, the attitudes of the respondents do not differ. It is evident that the controlled factor (age, education level and occupation of respondents) does not affect significantly the attitudes of respondents, with minor deviations (question under numbers 1 and 7 in the age area; questions 1, 9, 10 and 13 in the level of education; 1, 6, 7, 9 and 10 in employment). There have been no similar scientific researches, so it is impossible to compare the results. As the survey covers the employed in travel agencies as well, their attitudes are

of great importance, because satisfied employees in travel agencies are considered primary development resources, and determining the degree of satisfaction of human capital represents an important segment of travel agencies management (Kovačević, Gajić & Penić, 2012).

CONCLUSION

The current way of recording travel agencies in the public administration sector in the Republic of Serbia is not at the satisfying level due to the sistematicity absence of systematic nature, as well as due to speed and accuracy of data update. The existence of two registers where travel agencies existing in the territory of Serbia are, virtually, registered in parallel with significant quantitative differences (data on the number of travel agencies that operate in the tourist market of Serbia) which directly indicates the currently inadequate way of registering travel agencies in the public administration of the Republic of Serbia. It is necessary to regulate the registration system and simplify the method of registration, in order to avoid the double data on the number of travel agencies that do not match (travel agencies with and without a license recorded in the Register of Tourism compared to travel agencies and tour operators registered in the Register of Business Entities).

Since travel agency registration contributes to monitoring the level of tourism development, the analysis of the state of the unified tourist offer, encouraging development initiatives in the tourism sector and the implementation of modern solutions in the field of the agencies' operations in the country, it is necessary to improve the current system of travel agency registration in the public administration sector. Some of the problems with registering travel agencies in the public administration sector in Serbia arise from non-compliance with the legislation, the remains of outdated legal provisions from the previous period, unfavorable regulations in the area of agency business, frequent changes in the agency business sector in the tourism market of Serbia (opening, shutting down, changing the names/headquarters). Opportunities for improving the registration system of travel agencies in the public administration sector are reflected through: the monitoring of global trends in the field of registration agency business, strengthening the role of the agency business on the tourism market of the country, the continuous development of professional staff at the positions that create tourism policy in the country, the constant monitoring of the made changes and control of the quality of the achieved results.

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МОГУЋНОСТИ И ОГРАНИЧЕЊА РЕГИСТРАЦИЈЕ ТУРИСТИЧКИХ АГЕНЦИЈА У СЕКТОРУ ЈАВНЕ УПРАВЕ У СРБИЈИ

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Резиме

Један од принципа на коме се заснива регулисање односа у туризму у Републици Србији је обезбеђивање јединствене, јавне и електронске базе података регистрованих података, укључујући податке о туристичким агенцијама. За регистрацију туристичких агенција задужена је Агенција за привредне регистре, основана 2004. године Законом о Агенцији за привредне регистре.

Студија случаја регистрације туристичких агенција у Србији у сектору јавне управе испитује се кроз анкету која је спроведена анкетирањем случајног узорка. Упитник је дистрибуиран путем е-поште и директно. Истраживањем је обухваћен узорак од 114 испитаника. У сврху овог истраживања коришћена је Ликертова скала. Од испитаника се очекивало да изразе ниво сагласности у интервалу од потпуног неслагања до потпуног слагања са изјавом (1–5). У сврху овог истраживања коришћен је метод интерне конзистентности. Најкоришћенија је подела теста на два дела, Кудер-Ричардсонову формулу и Кронбахов алфа коефицијент.

Тврдње су осмишљене да истакну став испитаника о регистрацији туристичких агенција у сектору јавне управе као допринос нивоу развоја туризма, кроз студију случаја туристичких агенција у Србији. Први део упитника односи се на социјалне и демографске карактеристике испитаника (старост, пол, ниво образовања и радно место). Други део се састоји од 14 понуђених захтева који се односе на тренутни систем, допринос, проблеме, неопходност и могућности унапређења система евидентирања туристичких агенција у сектору јавне управе.

Обрада података извршена је помоћу софтверског пакета за статистичку обраду и анализу података. Резултати истраживања укључују статистичке анализе и представљени су одредницама дескриптивна анализа, Т-тест и једнофакторска анализа варијансе АНОВА. Евидентно је да контролисани фактор (старост, ниво образовања и занимање испитаника) не утиче значајно на ставове испитаника, са мањим одступањима.

Резултати истраживања показују да начин евидентирања туристичких агенција у сектору јавне управе у Републици Србији није на задовољавајућем нивоу због одсуства системске природе, као и због брзине и тачности ажурирања података. Потребно је уредити и поједноставити систем регистрације, како би се избегли двоструки подаци о броју туристичких агенција који се не поклапају (туристичке агенције са и без лиценце уписане у Регистар туризма у поређењу са туристичким агенцијама и туроператорима уписаним у Регистар привредних субјеката).

Неки од проблема са регистрацијом туристичких агенција у сектору јавне управе у Србији настају услед непоштовања закона, остатка застарелих законских одредби из претходног периода, неповољних прописа у области агенцијског пословања, честих промена у агенцијском пословању (отварање, гашење, промена имена/седишта). Могућности за унапређење система регистрације туристичких агенција у сектору јавне управе огледају се кроз: праћење глобалних трендова у пословању регистрационих агенција, јачање улоге квалитета постигнутих резулта-

та агенцијског пословања на туристичком тржишту, континуирани развој струч-
ног особља на позицијама које креирају туристичку политику, стално праћење
извршених промена и контрола.