

UDK: 005.32:331.1-055.2(497.11)

338.48-44(497.11-22)

JEL: B54, L26

COBISS.SR-ID: 227960588

SCIENTIFI PAPER

Significance of Rural Tourism for Female Entrepreneurship Development in the Republic of Serbia



Radović Gordana¹

“Poljoprovrednik”, Novi Sad, Serbia

Radović-Marković Mirjana

Institute of Economic Sciences, Belgrade, Serbia

ABSTRACT

The aim of this paper is to emphasise economic significance of rural tourism for female entrepreneurship development in the Republic of Serbia. The authors consider that rural tourism development could incite female entrepreneurship development as well as that this development could be the factor of rural tourism development in the Republic of Serbia. Direct economic effects of female entrepreneurship which was created in rural tourism and activities relating to it are women's securing of extra profit in rural areas, i.e. their economic empowerment. Furthermore, rural tourism and female entrepreneurship development would prevent depopulation of rural areas and enable more balanced development of rural areas and regions in the Republic of Serbia.

KEY WORDS: *rural tourism, development, female entrepreneurship, Republic of Serbia*

¹E-mail: gordana.radovic09@gmail.com

Introduction

Rural tourism is a type of tourism including all tourism activities which can be performed in rural areas. Demonja D. and Ruzic P. (2010), as well as Pancic-Kombol T. (2000) consider that the term „rural tourism is used in the cases when rural culture is a key component of the offered tourism product. Therefore, according to the above mentioned definitions, rural tourism cannot be separated from rural area. Analysis of the available international and domestic literature shows that there is no unique definition of rural area which is accepted worldwide. This is why the definition of the Organization for Economic Cooperation and Development (OECD) has been accepted in the European Union, with the aim of forming a common criterion of rurality. According to this definition, rural areas, at local level, are those areas whose population density is less than 150 residents per km². As per this criterion, Republic of Serbia is a dominantly rural area taking that rural areas make 85% of its territory.

Mitchell M. and Hall D. (2005) point out that rural tourism is one of most intensive industries in terms of job opportunities, which represents a potential contribution for creation of new jobs and economic development of rural areas. According to the quoted authors, it is often the most important element in development strategies for rural areas. Radovic G. (2015) considers that rural tourism affects the increase of entrepreneurial activities, especially female entrepreneurship, due to the fact that this type of tourism employs mostly women. Pejanovic R. (2013) analyzes the connection between rural tourism development and entrepreneurship and concludes that rural tourism development can be observed in two ways, on one side tourism is a result of entrepreneurial activities directed to attraction of tourists, and on the other hand, increased number of tourists in rural areas affects increased demand for tourist services, which affects the increase of entrepreneurial activities at local level.“

Hisrich R. D. (1986) regards that entrepreneurship is a process consisting of creation of new values, which takes time and big effort, wherein psychological, financial and other types of risk are taken over and material satisfaction got in return. According to the European Commission (Commission of the European Communities, 2003), entrepreneurship is a multidimensional activity, i.e. it has both economic and social characteristics as well as many other significant characteristics. Development of entrepreneurship is commonly associated with development of small business entities. In this respect, Small Business Act – SBA

defining female entrepreneurship as development priority was adopted at the level of the European Union in 2008.

Female entrepreneurship is not developed enough in the Republic of Serbia. It started to develop in the nineties of the twentieth century as a result of the need for securing the existence of displaced families from the territory of former republics of the Socialist Federal Republic of Yugoslavia (SFRY). More intense development of female entrepreneurship has been recorded since 2000. It is the result of an active financial support of international organizations, cheap start-up loans granted by domestic financial institutions as well as of numerous educational programs. Popović-Pantić S. (2014) points out that two categories of female entrepreneurs overlapped in the Republic of Serbia in the last two decades. The first category consists of the women who became entrepreneurs out of necessity (in order to secure the existence) and the second category consists of those women who see their chance in entrepreneurship, i.e. the possibility of making progress.

Female entrepreneurship development in the Republic of Serbia is related to development of small and medium-sized enterprises. Radović-Marković M. (2014) considers that in the last decade Serbia recognised that the SME sector is of key importance for economic development. In this context, the macroeconomic framework for the period from 2012-2016 was focused on a radical improvement of the business milieu in Serbia. Also, Radović-Marković M. et al. (2014a) considers that, despite certain improvements, however, the SME development neither had such a favourable trend nor did it result in improving entrepreneurial activities in a desired manner, due to the recession that hit the national economy (beginning with 2008). Radović-Marković M. and Radović G. (2016) conclude that the effects of recession delayed the work on finding solutions for the major problems in the SME development in Serbia.

The aim of this paper is to highlight economic significance of rural tourism for female entrepreneurship development in the Republic of Serbia. Rural tourism is a labor-intensive activity, employing mostly women. Therefore, it has big influence on women's employment and self-employment in this type of tourism, as well as in the activities related to it. Both method of analysis and synthesis and comparative method have been used in this paper.

Economic Significance of Rural Tourism

Rural tourism has economic, social and political significance. Boyne S. (2005) considers that economic significance of rural tourism reflects in its influence on: (a) increase in welfare, i.e. economic development of local-economic community and region; (b) increase of local population's life standard; (c) social changes in everyday life of the local population. According to the World Tourism Organization, the biggest economic significance of rural tourism is that this activity helps to eliminate poverty („*tourism helps poverty elimination*“).

Roberts L. and Hall D. (2003) conclude that economic significance of rural tourism is manifested in the development and diversification of rural economy, especially in its revitalization and reorganization which results in better quality of life of the local population. According to the above mentioned authors, tourist flows can be a generator of extra income on the farm, such as income from traditional crafts and other service sectors. Rural tourism offers possibilities to achieve economic valorization of specificities of unused and abandoned houses, characteristic space, culture and overall offer, as well as of production of food of good quality. Rural tourism also enables market valorization of cultural heritage and its symbols, nature and identity of rural areas. Development strategy should be based on ecological, economic and social sustainability.

Djekic S. and Vucic S. (2003) point out that economic significance of rural tourism at micro level, i.e. significance for local economic community can be described by the term „CARE“, which implies:

- (1) job creation (**C**reate New Jobs);
- (2) new business attraction (**A**tttract New Business);
- (3) retaining of existing companies (**R**etain Existing Firms);
- (4) expansion of existing companies (**E**xpand Existing Firms).

Jing X. (2006) considers that rural tourism generates direct and indirect job possibilities at the level of local community and enables proper distribution of economic, social and cultural benefits to local population. However, Roberts L. and Hall D. (2003) point out that rural tourism can be relatively „sensitive“ element of rural development due to the fact that: (a) investments, establishment of new enterprises and employment can be limited due to small turnover in tourism; (b) rural tourism requires many skills in order to be successful, rural entrepreneurs who usually don't have specific qualifications needed for tourism deal with this type of tourism; (c)

rural tourism includes many micro enterprises; (d) tourist season is usually short, which means that income has to be generated, i.e. "capital obtained" within a short period.

Rural tourism enables valorization of women's work in the farms as well as creation of new jobs and their employment, i.e. self-employment through female entrepreneurship development. Female entrepreneurship development is possible within the activities comprised in rural tourism (hospitality, accommodation), as well as within the activities whose development is causally connected with rural tourism. These are, primarily, old crafts, homecraft (making handicrafts), trade, processing of agricultural products etc.

Economic effects of female entrepreneurship which has been created in rural tourism and activities relating to it are women's securing of extra profit in rural areas, i.e. their economic empowerment. Furthermore, rural tourism and female entrepreneurship development would prevent depopulation of rural areas and contribute to more balanced development of rural areas and regions in the Republic of Serbia.

Rural Tourism Development

There are no official data on the number of registered farm households dealing with rural tourism on the territory of the Republic of Serbia. According to assessments of the local tourism organizations, Serbia has 10.567 beds in rural households and it is anticipated that 32.747 more beds could be used for the needs of this type of tourism. Also, it has been estimated that the income amounting to 10 billion dinars was generated in 2010, which makes 16% of the total direct tourism contribution to gross domestic product for Serbia in 2010, amounting to 62 billion dinars. Rural tourism demand is characterized by big seasonal variations. The average occupancy of accommodation capacities in rural tourism is only 4%, while it is 21% in other types of tourism. (Program of sustainable rural tourism development in the Republic of Serbia, 2011).

National association "Serbian rural tourism" has the most complete database of rural tourism services in the Republic of Serbia. This association was established in 2002 by rural tourism service providers and it is a representative of the Republic of Serbia in the European Federation of rural tourism (EUROGITES). It has been estimated that the national association „Serbian rural tourism“ has records about and monitors work in more than

80% of rural tourist households, which had about 200 thousand overnight stays in 2013 and 180 thousand of overnight stays in 2014. Also, according to this source, rural tourism was present in 89 municipalities of the Republic of Serbia and there were 877 categorized accommodations.

According to statistical data shown in the study conducted by the authors Bogdanov N. and Babovic M. (2014), rural tourism is not present enough in non-agricultural activities which are performed in rural areas. Concretely, the average representation of tourism in other profitable activities on farms on the territory of the Republic of Serbia is only 0.66%. Speaking of regions, this representation is biggest on the territory of Autonomous Province (AP) Vojvodina – 1.11%, in the region of Sumadija and Western Serbia 0.67 % and in the region of South and Eastern Serbia and in Belgrade region 0.48%.

Based on the stated data, it can be concluded that rural tourism is not developed enough in the Republic of Serbia. In spite of good resource base and sufficient number of categorized accommodations, there is continuous income decline resulting partially from the actual economic crisis. Also, insufficient representation of rural tourism within non-agricultural activities which can be performed in rural areas is observed. This statement of underdevelopment can be found in the reports of international experts as well. For example, Bartlet T. (2006) considers that there are possibilities for greater development of rural tourism in the Republic of Serbia.

Rural tourism development would enable reduction of “mortality rate of a Serbian village”, as 1200 villages are dying out according to the Population Census from 2011. The reason of depopulation of rural areas in the Republic of Serbia is their underdevelopment and increasing poverty rate. Rural tourism development would enable female entrepreneurship development as well. This development could be the result of creation of additional services and differentiated products in order to satisfy tourism demand, but also in order to create tourism demand. Also, innovative tourist services, which could contribute to development of rural tourism, may be created through female entrepreneurship. Therefore, female entrepreneurship development could be development factor of rural tourism in the Republic of Serbia as well.

Development Potentials

In order to develop rural tourism and female entrepreneurship related to this activity, adequate resources are required. Significant resources for rural tourism development are natural, human, social, physical and financial resources. Human resources are primary for female entrepreneurship development.

For estimation of human resources in terms of their significance for rural tourism and female entrepreneurship development, it is necessary to observe the following indicators:

- (a) percentage of women in the total number of working rural population;
- (b) women's unemployment rate in rural areas;
- (c) age of unemployed women in rural areas;
- (d) level of education of the unemployed women in rural areas.

Table 1: Percentage of women in the total number of working rural population in the Republic of Serbia in 2014 and 2015

Rural population	Working population in 2014	Working population in 2015	Percentage of women in the total number of working rural population (%)	
			2014	2015
Women	870 064	905 776	48.24	48.00
Men	933 681	980 984	51.76	52.00
Total:	1 803 745	1 886 760	100.00	100.00

Source: Labour source survey 2014 and 2015, Statistical Office of the Republic of Serbia, Belgrade, pages 13 and 18

Percentage of women in the total number of working rural population – based on the data shown in the Table, it can be concluded that women comprise almost half (about 48%) of the total number of working population in rural areas. It is obvious that total number of working rural population increased for 5% in 2015 in relation to 2014, of which 4% of women and 5% of men. The above mentioned data can be interpreted as the influx of people in rural areas due to migrations from urban areas. This is also a good prerequisite for female entrepreneurship development in rural tourism and activities relating to it.

*Table 2: Women's unemployment rate in rural areas
in the Republic of Serbia in 2014 and 2015*

Rural population	Working rural population in 2014	Working rural population in 2015
Women's unemployment rate	19.2 %	17.8%
Men's unemployment rate	16.2 %	15.0%
Average unemployment rate:	17.4%	16.1%

Source: Labour source survey 2014 and 2015, Statistical Office of the Republic of Serbia, Belgrade, pp. 15-18

Women's unemployment rate in rural areas – based on the data shown in the Table 2, it can be seen that women's unemployment rate in 2014 and 2015 was higher than the men's unemployment rate, as well as the average unemployment rate in rural areas. This suggests that there is working rural population in rural areas of the Republic of Serbia which is a potential resource for female entrepreneurship development in rural tourism and activities relating to it.

*Table 3: Age of unemployed women in rural areas of the Republic of Serbia
in 2014 and 2015*

Age	Unemployed women in 2014		Unemployed women in 2015	
15-24	17 139	19.6%	19 409	22.9%
25-34	25 972	29.6%	26 911	31.7%
35-44	22 744	26.0%	18 252	21.5%
45-54	17 424	19.8%	15 724	18.6%
55-64	4 377	5.0%	4 494	5.3%
Total:	87 656	100%	84 790	100%

Source: Labour source survey 2014 and 2015, Statistical Office of the Republic of Serbia, Belgrade, p. 51

Age of unemployed women in rural areas – based on the data shown in the Table 3, it can be concluded that the biggest percent of unemployed women in 2014 and 2015 is of the most productive working age (25-54 years), which represents a significant potential for development of both female entrepreneurship and rural tourism.

Table 4: Level of education of the unemployed women in rural areas of the Republic of Serbia in 2014 and 2015

Level of education	Unemployed women in 2014		Unemployed women in 2015	
Primary school	21 178	24.4%	16 342	19.3%
Secondary school	54 047	62.3%	55 202	65.3%
College/Faculty	11 597	13.3%	12 975	15.4%
Total:	86 822	100%	84 519	100%

Source: Labour source survey 2014 and 2015, Statistical Office of the Republic of Serbia, Belgrade, p. 51

Level of education of the unemployed women in rural areas – based on the data shown in the Table 4, it can be concluded that, in 2014 and 2015, most women in rural areas of the Republic of Serbia had secondary education. In 2014, 13.3% of women in rural areas had high education and in 2015 this number increased to 15.4%. These indicators represent a good resource base for female entrepreneurship and rural tourism as educated population as well as continuous training and education for these activities are required for their development.

Based on the conducted analysis of human resource potentials, it can be concluded by the method of synthesis that there are unemployed women with satisfactory level of education in rural areas of the Republic of Serbia who are capable of work and who are of the age convenient for entrepreneurship development in rural tourism and activities relating to it. Natural, social, physical and financial resources are required for rural tourism development.

Natural resources which are significant for rural tourism development in the Republic of Serbia are: natural attractions, relatively clean air, water and soil in terms of ecology, moderate climate, flora and fauna, thermal waters etc.

Social resources significant for rural tourism development include: rich cultural and historical heritage, preserved rural characteristics, folklore, traditional handicrafts and gastronomy, treasury of folk customs, old crafts and events which are held in rural areas.

Physical resources which are significant for rural tourism development are: preserved traditional rural architecture, cultural and historical monuments, museums, galleries, libraries and other institutions of culture in rural areas as well as religious buildings. Also, physical resources include

public infrastructure and tourist signalization of insufficient quality and quantity.

It can be concluded that the Republic of Serbia has natural, human, social and physical resources and that rural tourism can contribute to their valorization in the market. Radovic G. (2015) regards that, for this purpose, it is necessary to provide the required financial resources for each of the above mentioned resources in order to use them for rural tourism development, i.e. „that financial resources are one of the biggest restrictions to rural tourism development in the Republic of Serbia.“

Development Restrictions

In addition to the lack of financial resources, i.e. their inadequacy in terms of quantity and quality, a restriction to rural tourism development in the Republic of Serbia is also the lack of development strategy. We are of the opinion that the Republic of Serbia should adopt a special strategy for rural tourism development, having in mind the effect of this activity on diversification and development of rural economies as well as taking into account that, according to the criteria of the Organization for Economic Cooperation and Development, the Republic of Serbia is a dominantly rural area.

Numerous problems caused by bureaucratic obstacles and subjective and objective reasons are also one of the restrictions to rural tourism development. Radovic G. (2013) observes the following problems in rural tourism development in the Republic of Serbia: (a) absence of the Register of rural tourism service providers and defined standards; (b) lack of association of rural tourism service providers as well as lack of their education; (c) insufficient offer of tourism services; (d) underdeveloped infrastructure and tourist signalization; (e) incompatibility of the number of entities dealing with rural tourism which is provided by law and their actual number; (f) undeveloped tourism agency, i.e. insufficient engagement of tourist agencies in promotion and sale of the rural tourism product.

Primary restriction to female entrepreneurship development in the Republic of Serbia is the lack of strategy which is directly and exclusively related to female entrepreneurship development. In this respect, the Republic of Serbia should follow the example of its neighbouring countries, primarily Montenegro and Republic of Srpska, which adopted these development acts.

National strategy for advancement of women and promotion of gender equality, Action plan for implementation of the National strategy for advancement of women and promotion of gender equality in the period from 2010 to 2015 as well as National strategy for employment for the period from 2011 to 2020 indicate the significance of female entrepreneurship in the Republic of Serbia. Significance of entrepreneurship development is also indicated in the Strategy for support of small and middle-sized enterprises, entrepreneurship and competition for the period from 2015 to 2020.

Problems related to female entrepreneurship development in the Republic of Serbia are listed in the study conducted by Serbian Association of Employers (2013). According to conclusions from this study, which is the result of the conducted research, it is necessary to improve institutional framework for female entrepreneurship. This implies better connection between ministries and other institutions as well as preparation of the strategy and action plans for female entrepreneurship development. Legal reform is also needed, especially labor law reform, in order to promote female entrepreneurship adequately as well as to make entrepreneurship education and training available for women. For female entrepreneurship development favorable methods of financing and awareness of financial support by the state (subsidies) are needed. Furthermore, more researches on female entrepreneurship are required as well as adjustment of statistical data to gender sensitivity.

On the first conference of the Forum for female entrepreneurship development in the Republic of Serbia, which was held on March 30, 2015 in Belgrade, a Platform for female entrepreneurship development in the Republic of Serbia was adopted. Priority assignments required for female entrepreneurship development were defined within the Platform. These are: formulating of long-term public policy, defining of strategy and action plan, adopting of systemic measures for improvement of business environment, education and female entrepreneurship promotion.

Table 5: Gender, status and region of members and regularly employed persons on the farm in 2012

Region	Farm owners (%)		Managers (%)		Family members and cousins (%)		Regular employees on the farm (%)	
	women	men	women	Men	women	men	women	men
Republic of Serbia	17.3	82.7	15.9	84.1	62.9	37.1	14.8	85.2
Belgrade	14.4	85.6	16.4	83.6	63.7	36.3	14.9	85.1
Vojvodina	18.7	81.3	13.5	86.5	61.6	38.4	10.9	89.1
Sumadija and Western Serbia	16.0	84.0	17.1	82.9	64.0	36.0	21.3	78.7
South and Eastern Serbia	18.6	81.4	15.6	84.4	61.9	38.1	26.0	74.0
K&M	-	-	--	-	-	-	-	-

Source: Bogdanov, Babovic 2014, p. 47

There are great possibilities, but also limitations for female entrepreneurship development in the so-called „green economy“. Petrovic N. (2016) considers that „Green economy offers new possibilities for women, but there is a possibility that they will be deprived from the potential benefits arising from the green economy especially in developing countries, unless the governments act and initiate structural reforms which will reduce gender inequality in labor markets.

Female entrepreneurship development in rural areas is hindered as women are neither property owners nor farm owners in most cases, which results in their difficult access to financial resources (Table 5).

Based on the data shown in the Table 5, it can be seen that only 17.3% of women in rural areas of the Republic of Serbia are farm owners. Of the total number of women in rural areas in AP Vojvodina, 18.7% of women are farm owners, 18.6% in the region of South and Eastern Serbia and only 16.0% in the region of Sumadija and Western Serbia. Restrictions to female entrepreneurship development in rural areas are also traditional view of women in the society, absence of strong female entrepreneur associations which would protect common interests and absence of adequate advisory bodies for female entrepreneurship development etc. According to some studies, only 1% of the total number of female entrepreneurs deals with agribusiness. (Ekapija, 2016)

Table 6: Professional status of employed women of the age between 15 and 64 in rural areas

Professional status	2014		2015	
Entrepreneurs (non-employers)	61 214	16.6%	48 719	12.4%
Entrepreneurs (employers)	5 273	1.4%	5 505	1.4%
Employed women	192 838	52.2%	229 014	58.5%
Members of family	110 297	29.8%	108 232	27.7%
Total:	369 623	100.0%	391 471	100%

Source: Labour source survey 2014 and 2015, Statistical Office of the Republic of Serbia, Belgrade, pages 31 and 33

Avolio B. (2011) mentions criteria that should be met by a female entrepreneur. According to the quoted author, a female entrepreneur should have more than 50% ownership in the company, work for minimum two years on a full-time basis in the company and generate majority of her revenues on this basis. Also, the company should employ at least two workers and operate for minimum two years.

Based on the data shown in the Table 6, it can be concluded that only 1.4% of the employed women in rural areas of the Republic of Serbia employs people and therefore they can be regarded as entrepreneurs according to the criteria stated in the previous paragraph by the quoted author. 16.6% of the total number of employed women in rural areas were non-employers in 2015, while this percentage was 12.4% in 2014.

Female entrepreneurship development in rural areas of the Republic of Serbia is also limited due to financial resources inaccessibility. In this respect, there are positive examples in AP Vojvodina, where Guarantee Fund of AP Vojvodina issues special guarantees for female entrepreneurship development. Guarantees are issued to female entrepreneurs and women being establishers of small enterprises which operate less than three years for getting of loans intended for financing of equipment purchase. Guarantee Fund of AP Vojvodina also issues guarantees to unemployed women on the territory of AP Vojvodina for getting of loans for financing of start-up programs.

Conclusion and Recommendations

There is a causal relation between rural tourism development and female entrepreneurship development in rural areas: rural tourism development enables female entrepreneurship development and vice versa.

Rural tourism enables valorization of women's work in rural households and creation of new jobs and their employment, i.e. self-employment through female entrepreneurship development. Female entrepreneurship development is possible within the activities comprised in rural tourism (hospitality, accommodation) as well as activities relating to it. These are, primarily, old crafts, homecraft (making handicrafts), trade, processing of agricultural products etc. Female entrepreneurship development is also required for creation of new tourism services which are the imperative for development of modern rural tourism offer.

Economic effects of female entrepreneurship which is created in rural tourism and activities relating to it are women's securing of extra profit, i.e. their economic empowerment. Furthermore, rural tourism and female entrepreneurship development prevent depopulation of rural areas and enable more balanced development of rural areas and regions in the Republic of Serbia.

For the purpose of rural tourism and female entrepreneurship development it is necessary to adopt development strategies and action plans and systemic measures for improvement of business environment. Within the incentive measures, state support in terms of incentive grant for starting of female entrepreneurship in rural tourism, favourable financial resources (establishment of the Specialized agricultural bank, microloan organizations) and beneficial fiscal policy for companies owned by women in the first five years since establishment of these companies are especially significant. Measures of economic and fiscal policy should be especially favourable for the companies which are members of a female entrepreneur association in order to encourage their merging. Merging is especially significant for applying for the funds granted by European funds and enabling of stronger negotiation with business banks or governmental institutions. For rural tourism and female entrepreneurship development in the Republic of Serbia, the state should show its support by providing free education and promotion of female entrepreneurship in rural tourism as well as by offering advisory services.

References

- [1] Akcioni plan za sprovođenje Nacionalne strategije za poboljšanje položaja žena i unapređenje rodne ravnopravnosti za period 2010-2015. godina, Službeni glasnik Republike Srbije broj 67/2010.
- [2] Ankete o radnoj snazi 2014. Republički zavod za statistiku, Beograd.
- [3] Ankete o radnoj snazi 2015. Republički zavod za statistiku, Beograd.
- [4] **Avolio, B. E.** 2011. „A Methodological Problem Associated with Researching Women Entrepreneurs.“ *Journal of Women’s Entrepreneurship and Education*, 1-2: 9-25.
- [5] **Bartlet T.** 2006. *Rural Tourism development in Europa, International Forum on Rural Tourism*, China, 4-6. September 2006., Final Report World Tourism Organization.
- [6] **Bogdanov N., Babović M.** 2014. *Radna snaga i aktivnosti poljoprivrednih gazdinstava*, Popis poljoprivrede u 2012, Poljoprivreda u Republici Srbiji, Republički zavod za statistiku, Beograd. Dostupno na: <http://www.popispoljoprivrede.stat.rs>.
- [7] **Boyne S.** 2005. *New Directions in Rural Tourism Impact Research*, in *New Directions in Rural Tourism*, Hall D., Roberts L. and Mitchell M. (eds), Ashgate Publishing Limited, Aldershot, England, pp.19-37.
- [8] Commission of the European Communities, Brussels, 21.01.2003 COM 2003. 27 final Green Paper Entrepreneurship in Europe; available at: http://ec.europa.eu/invest-in-research/pdf/download_en/entrepreneurship_europe.pdf
- [9] **Demonja D., Ružić P.** 2010. *Ruralni turizam u Hrvatskoj s hrvatskim primjerima dobre prakse i europskim iskustvima*. Zagreb: Meridijani.
- [10] **Đekić S., Vučić S.** 2003. *Savremeni ruralni turizam i rekreacija*, Zbornik radova, Drugi Forum: *Ruralni turizam i održivi razvoj Balkana*, Kragujevac, 07-09. maj 2003. godine, str. 169-174.
- [11] **Ekapija** 2016. *Težak položaj poljoprivrednica*, 03.09.2016. Available at: <http://www.ekapija.com>
- [12] **Hisrich, Robert D., ed.** 1986. *Entrepreneurship, Intrapreneurship, and Venture Capital: The Foundations of Economic Renaissance*. Lexington, MA, Lexington Books, Inc.
- [13] **Jing X.** 2006. *Rural Tourism and Sustainable Community Development*, International Forum on Rural Tourism, China, 4-6. September 2006., Final Report World Tourism Organization.
- [14] **Mitchell M., Hall D.** 2005. „Rural Tourism as Sustainable Business: Key Themes and Issues.“ In *Rural Tourism and Sustainable Business*, eds. Hall D., Kirkpatrick I. and Mitchell M., 3-14. Channel View Publications, Clevedon, Buffalo, Toronto.

- [15] Nacionalnu asocijaciju „Seoski turizam Srbije“; Available at: <http://www.selo.co.rs>.
- [16] Nacionalna strategija za poboljšanje položaja žena i unapređenje rodne ravnopravnosti, *Službeni glasnik Republike Srbije* br. 15/2009.
- [17] Nacionalna strategija zapošljavanja za period 2011-2020. godina, *Službeni glasnik Republike Srbije* br. 37/2011.
- [18] **Pančić Kombol T.** 2000. *Selektivni turizam - uvod u menadžment prirodnih i kuturnih resursa*. TMCP Sagena d.o.o., Matulji.
- [19] **Pejanović R.** 2013. *Ogledi iz agrarne i ruralne ekonomije*. Univerzitet u Novom Sadu, Poljoprivredni fakultet, Departman za ekonomiku poljoprivrede i sociologiju sela, Novi Sad.
- [20] **Petrović N.** 2016. „Women in the Green Economy.“ *Journal of Women's Entrepreneurship and Education*, 1-2: 97-110.
- [21] Platforma za razvoj preduzetništva žena u Srbiji, I Konferencija Foruma za razvoj preduzetništva žena u Srbiji, 30.03.2015. godine, Beograd, Available at: <http://www.emins.org.rs>
- [22] **Popović-Pantić S.** 2014. „Žensko preduzetništvo u Srbiji: Evolucija od socijalne ka ekonomskoj kategoriji.“ *Poslovna ekonomija*, Godina VIII, II: 143-162.
- [23] Program razvoja održivog ruralnog turizma u Republici Srbiji. Službeni glasnik Republike Srbije br. 85/2011.
- [24] **Program razvoja ženskog preduzetništva u Republici Srpskoj** 2012. Ministarstvo industrije, energetike i rudarstva Republike Srpske, Banja Luka, jun 2012. godine. Available at: <http://www.vladars.net/sr>
- [25] **Radovic-Markovic, M.** 2014. „Towards Sustainability In The “Green Economy”-Theoretical Overview“. In *Toward Green Economy: Opportunities And Obstacles for Western Balkan Countries*, ed. Radovic-Markovic, et al. Xlibris, United States.
- [26] **Radovic-Markovic, M.** 2014a. „Unleashing the potential of the small and medium enterprise sector in Serbia.“ *Economic research*, Rutledge, UK, 27(1): 700-712. Available et: <http://www.tandfonline.com/doi/pdf/10.1080/1331677X.2014.974341>.
- [27] **Radović-Marković M., Radović G.** 2016. *Opportunities for small business growth in green economy and sustainable development in Serbia*, The fifth International Conference: Employment, Education and Entrepreneurship, October 27-29th 2016. Belgrade, Serbia. (rad je u postupku objave)
- [28] **Radović G.** 2013. „Problemi razvoja ruralnog turizma u Republici Srbiji.“ *Agroekonomika*, 59-60:114-123.
- [29] **Radović G.** 2015. „Modaliteti finansiranja ruralnog turizma u Republici Srbiji.“ PhD diss. Univerzitet u Novom Sadu, Poljoprivredni fakultet, Departman za ekonomiku poljoprivrede i sociologiju sela, Novi Sad.

- [30] **Roberts L., Hall D.** 2003. *Rural tourism and recreation: principles to Practise*. CABI Publishing, Oxon, UK.
- [31] Strategija za podršku razvoja malih i srednjih preduzeća, preduzetništva i konkurentnosti za period od 2015. do 2020. godine, Službeni glasnik Republike Srbije br. 35/2015.
- [32] Strategija razvoja ženskog preduzetništva u Crnoj Gori 2015-2020.
- [33] **Unija poslodavaca Srbije** 2013. *Procena okruženja za žensko preduzetništvo u Republici Srbiji*. Beograd.

Article history: Received: 15 September, 2016

Accepted: 29 October, 2016