

ECOTOURISM ON SALAŠ FARMS IN VOJVODINA AS A GREEN ECONOMIC ACTIVITY

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The green economy is becoming a norm in the business operations of companies of various economic activities, and has also found its application in tourism and hospitality. In efforts to make the green economy more ecologically responsible, various types of tourism were first developed, which support such a concept, but also types of accommodation facilities, branches of traffic and means of transport, and agricultural products which follow the concept of sustainable development. The mentioned concept strives for the sustainability of nature and development that positively affects society and the environment, and ecotourism certainly has a decisive influence in this. The tourism offer of Vojvodina salaš farms and their revitalization can have multiple positive effects, not only for households (owners of farms), but also for local communities, as well as the entire rural area. The main goal of the paper is to determine, on the basis of a survey, whether traditional combined with modern trends in tourist movements can be a strong motivating factor for attracting tourists to Vojvodina salaš farms. The focus is on determining the impact and role of ecotourism and the green economy by researching salaš farms which, according to various criteria (accommodation capacity, offer of organic agricultural products, ecotourism...), are declared as green, and indicates which among them have significant potential. The results can serve as a useful guideline for managers of the tourism and hospitality industry to conceive or innovate such an offer and successfully market it on the domestic and international tourism market.

Keywords: hospitality facilities, salaš farms, sustainable development, ecotourism, green economy.