

SAME-DAY TRIPS: A CHANCE OF URBAN DESTINATION DEVELOPMENT

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Abstract:

The global economic crisis, the decline of standard and climatic factors influence the allocation of tourism trends at the global level. Certain types of tourist movements start up and develop; they have been present, but not sufficiently studied by authors. They also include a short trip or visit to a particular destination. Considering their characteristics, they do not require a lot of money and they make an increasingly important segment of the tourism market. Therefore, the importance of same-day trips should not be neglected on today's tourism market. Although in practice this part of the tourist offers and demand has not often been attached enough importance, same day trip can achieve a very significant inflow of funds and encourage the development of many potential tourist destinations. For all the reasons mentioned above, and because of its importance, the organization of same day-trips should be the fundamental basis and essential focus for tourism development. Taking into consideration that inbound tourist agencies show special interest for same-day trips, we have tried to give a starting point for further research in this part of the tourism market.

Key words: same-day trips, economic crisis, tourism, urban destinations, development.

INTRODUCTION

Same-day trips are characterized by travelling to closer tourist destinations in a relatively short period of time, considering that normally they do not last longer than 24 hours. This means that unlike other forms and types of tourist traffic they often do not include overnight services. Although in terms of duration they can take half a day, full day, or a few hours (or days, if excursion tourist movements are observed), same-day trips can be purely recreational or purely cultural, but in their form and essence they are a combined type of tourist movements.

They are distinguished from other forms of tourist types and movements primarily by their duration, and not less by their radius. Specifically, these are short-term movements in the immediate and extended environment of tourist dispersion. The radius and size of dispersion-excursion zone cannot be solid criteria for differentiating this type of tourist movements. These are extremely reliable indicators that show not only the impact of economic opportunities and speed of transportation means, but also

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the richness and diversity of tourist motifs, which promote the development of excursion tourism in a complex synthesis.

The role of excursion tourism in supply tourism market is not satisfactory, which is a consequence of a number of different factors. Conditions for the excursion tourism development in tourist offer are far from ideal, they are discriminated and limited precisely by quantitative psychological, economic, historical, socio-cultural and other components (lack of awareness of the tourism opulence, undeveloped habit for going on short trips as opposed to going to the sea annually, unsatisfactory infrastructure, low standard of living, poor promotion of tourism wealth and beauties).

Excursion tourism in its specific fields (such as youth or school tourism) has recorded constant tourist traffic in recent decades despite a number of negative limiting factors. These are: organizational deficiencies, obsolete offer, inadequate infrastructure in the country and other weaknesses subjective in their nature, in addition to objective difficulties related to the political-security and socio-economic instability in the region in the past. Due to the consequences of the global economic crisis, and the existence of negative aspects brought by civilization (noise, stress, fatigue, unhealthy life, fast pace of living, tiredness ...), same-day trips that follow the world trend of taking several short vacations throughout the year are also excellent solution. With minimal investment in tourism offer they will meet tourist demand, and thus contribute to the development of tourism in general. Scientific justification of this thesis is based on the fact that the topic is up-to-date, which is a consequence of the increasingly significant share of excursion tourism in the tourism market in general. Obviously, excursion destinations represent a great development opportunity and it is necessary to lay out paths for future development properly.

THE CONCEPT OF EXCURSION TRENDS

The term **excursion** comes from the Latin word "*excursio*", meaning a trip, a short travel for fun (Vujaklija 1970). It is connected with the idea of group travel, where the purpose of the trip is educational or simply leisure activities. Both, a trip and an excursion are often used as a supplement during a longer trip, visit or stay in a particular place.

A similar meaning has the term **picnic**. In contemporary use, picnic can be defined as a pleasure on an excursion, which is a hallmark of a meal eaten outdoors, in the open. An ideal space for a picnic is a natural landscape, whether a city park, the surrounding of a lake or the space by a river. The first use of the term picnic dates back from 1692 in French, and it describes a group of people who were having lunch together in a restaurant, where they brought their own wine. For a long time the term retained the connotation of a common meal in which everybody contributed something. In English, the term first appeared in a letter to Lord Chesterfield in 1748. An interesting story says that, after the French Bourgeois Revolution in 1789, going on a trip or a picnic in the royal parks (then opened to the public for the first time) became a very popular activity among French citizens.

There are various definitions of the terms excursion, excursion tourism and excursionist. In Croatian literature (Perko et al. 2002), visitors are deemed to be any travellers who travel for tourism purposes, and they can be divided into two categories: tourists as visitors who spend the night in the visited place and excursionists as one-day

visitors. According to the same authors, the term **excursionist** is defined as a person who travels and stays outside his/her usual environment, but does not spend the night in the place he/she visits, as opposed to a tourist as any registered visitor who spends at least one night in the visited place. Also, the term **excursion tourism** for Croatian authors implies tourism which takes place on the basis of tourists' short trips and their visit to natural attractions and cultural and historical values. This type of tourism is developed in coastal destinations, near industrial centres, as well as near the state border (Galicic 1999). According to the same authors, an **excursion** is defined as a specially organized visit to a place out of the tourist's temporary residence, usually organized by travel agencies with the purpose (besides profit) to get guests more closely familiarized with the environment in which they occasionally stay. An excursion programme is a combination of two specific services that take less than 24 hours and do not include overnight stay or accommodation, while an excursionist is a consumer of an excursion programme, hence a one-day visitor to a place, but without overnight stay or accommodation in it.

The above mentioned definitions are characterized by terminological and methodological inconsistencies and incompleteness. Namely, if excursion movements are treated as strictly one-day trips (without overnights), they must be excluded from the aforementioned groups. And since the sheer idea of an excursion indicates precisely the term trip, the differentiation of the above mentioned categories of movements are not logical. The authors of this paper believe that excursion movements include organization of all kinds of short trips arranged for fun and pleasure. In this regard, excursion movements are part of the excursion tourist travel, which are typically used for multi-day excursion tours under that name, and include an obligatory group of participants, as well as thematic travel content prepared in advance.

THE SPECIFIC FEATURES OF EXCURSION TOURISM

Same-day trips represent the kind of package tours whose most essential features are trips to closer destinations in a relatively short period of time. Usually the trips do not last longer than 24 hours, which means that, unlike other forms of travel packages, they do not include services of overnight stays. From the aspect of the duration, trips can take half a day, full day or only a few hours. Depending on the group size and characteristics of the destination itself, a specific mode of transportation is adjusted to the realization of the trip. Same-day movements can be purely recreational and purely cultural, but in their form and essence they are a type of combined movements. However, as a form of tourist movements, excursions have recreational and cultural features at the same time; they are recreational because they are short (half-day, up to two days at the most), thus they basically have a sense of respite, and they are cultural, because they reflect comprehension of the significance of such a movement.

Same-day movements are distinguished from others mainly by their duration, and less by their radius. Specifically, these are short-term movements in the immediate and extended environment of tourist dispersion. The most common types of same-day trips are half-day (where the working hours are straight 7 or 8 hours) and two-day trips (where the workweek lasts for five days). These movements are closely associated with working hours during a day or during a week. The movements that last for more than two days cannot be classified as same-day trips, not because their radius may greatly be

increased, but because they are less common cases (holidays of three to four days) or because it is a basic need, and thus an entirely new form of tourist movements can be talked about. The radius and size of a dispersion-excursion zone cannot be solid criteria for differentiating this type of tourist movements. These are extremely reliable indicators that show not only the impact of economic opportunities and speed of transportation means, but also the richness and diversity of tourist motifs.

The issue of tourist recreation, as a factor of productivity, is more successfully solved in the conception and organization of same-day movements. A trip as an integral element of tourist stay is a significant component that considerably increases tourist consumption. Otherwise, same-day movements as a whole are economically the most unstable category, because they are sensitive to different kinds of factors: climatic, psychological, cultural, organizational, and so on. Therefore, the ratio of elastic demand and rigid offer is more expressed in same-day than in any other tourist movements.

As regards several-day excursions, they imply a travel to a tourist destination, where tourists stay a considerable part of time, but from where it is possible to arrange shorter trips to closer or further surroundings. The other option is a round trip, i.e. a tour, when it comes to constant visits and changes of the place of stay, provided that they are accompanied by a meaningful enough and thereby interesting programme. Weekends or state holidays are best suited for several-day trips. Same-day trips are probably distinguished from all other types of travel in that it features guests connected with something in common. For example, they are students or athletes, scouts, members of a youth hotel association, mountaineers, or workers often from the same staff or profession, members of the same trade unions, organizations, societies or associations.

Mostly a homogeneous or so called closed group, which differs from a heterogeneous or so called open group, is considered here. An essential characteristic of a homogeneous or closed group is that guests more or less know each other or that the same affinities and similar interests bring them together (Stetic 2003). A full-swing pace of civilization and its harmful consequences (fatigue, noise, air-pollution, etc.), point out the need for tourist recreation. Given that the problem of fatigue accumulated during a day or working week is solved with recreation, it is understandable that this can be achieved by going on a trip.

Tourist recreation is closely connected to the same-day movements, since more developed traffic expands the zone of excursion movements and allows you to visit distant motifs. Seasonal concentricity and smaller radius are also specific features of the same-day movements. The first feature is associated with optimal climatic conditions of tourist mobility, regardless of whether changes of cold and hot, rainy and dry or humid and hot periods and at various latitudes are considered. Some of the excursion or recreation motifs are most attractive in the shorter period of the year, which determines the season for this kind of movements. Also, good elementary opportunities for travel are a basic prerequisite for the development of excursion tourism. Precipitation as snow, hail or rain, cloudy or stormy weather as well as excessive heat, are not suited to the development of same-day trips.

A short break or weekend tour as part of excursion tourism is becoming increasingly popular on the world tourism market of supply and demand. It arises from the lack of free time of the largest percent of the employed population, namely the potential tourism market. A short break usually lasts between one and four days (sometimes even longer), and it makes up the second, third or fourth holiday within a

year. The main motives for short breaks, which are usually organized in the form of weekend tours, are hiding in the natural atmosphere and escaping from everyday life. Mainly couples opt for this type of travel, although both, individual guests and less organized groups, homogeneous or heterogeneous, may decide in its favour. Numerous travel agencies base their tourism offer in the period of weaker season (spring and autumn, i.e. the period after winter and summer holidays) precisely on creating as interesting and comprehensive weekend trips as possible.

Weekend tours or trips can be linked to the job, i.e. they can be related to a particular seminar or to an educational and incentive travel for some business collective. Also, they can be organized for a family with entertainment, cultural or other contents. This tourism product does not have a seasonal character but it is very flexible as regards the price. Short breaks or weekend tours as the forms of excursion offer have opportunities to develop in even more significant scope owing to the following:

- the worldwide trend of having more short holidays, in average 2 - 4 a year, from 2 to 4 days;
- it is the fastest growing tourism product;
- it comes to the high revenues per guest;
- it is a quick and easy way of putting an urban destination on regional excursion map;
- the desire of business people for a short break and relaxation in a pleasant atmosphere and
- Healthy nature ...

This type of Tourism have the characteristics manifested through the way in which material factors, the arrivals of visitors and their activities impact on the natural elements of inbound regions. On excursion sites the essential kinds of inbound, communicative, infrastructural and suprastructural bases are made of: traffic access, facilities for water supply, wastewater and atmospheric water drainage, green and recreational areas landscaping, public baths, restaurant buildings, infirmaries, shops, etc. Since these facilities are typical for well-established and regulated sites, the functioning of these facilities should have an effect on the state of the natural environment in them.

The nature of disreputable sites is exposed to the impact of visitors and possibly to the initial unsystematic actions of material equipping in those cases where the implementation of preliminary projects has begun, where there are attempts of illegal and, therefore, usually chaotic construction, etc. Understandably, like other forms, excursion-recreational tourism trends are also ambivalent in their character, and their development entails a whole series of parallel positive and negative effects. As positive effects they are manifested in the following way: together with the expansion of these movements and the emergence of new resorts, regeneration and restoration of old and abandoned excursion sites (which have been used for nothing for a time) are made; measures are taken up to protect natural resources, especially vulnerable ones, because, without their preservation opportunities for weekend recreation of the local population would be lost; excursion areas are protected from other activities; their aesthetic quality improves; the accessibility to the excursion sites gets better; an evaluation of the excursion destinations is conducted, etc. Negative effects have the character of the phenomena that are characteristic for these forms of movements in other environments, such as pollution and land degradation with a very prominent denudation, landscape

degradation, destruction of sensitive areas that are under protection, banality of natural base of high aesthetic values, etc (Romelic and Plavska 1998).

In identifying excursion destinations (excursion sites) as fundamental elements of the development of excursion tourism, already established excursion sites that have the appropriate attributes such as recreational, curious and aesthetic ones are defined. Besides them, excursion sites that mainly have only recreational or only aesthetic attributes are sorted out, while other tourism offer factors are poorly expressed. Notwithstanding the above mentioned disadvantages, such excursion sites are commonly characterized by extremely high seasonal traffic, while excursionists themselves practice recreation in the quality, scope and degree of diversity as they are offered not only by an abundance of the resources, but also by a relatively modest financial basis. It can be stated that the condition of attractive tourist potential in disreputable excursion areas is largely caused by a low state of its external segment (external potential), or by the volume and character of tourist demand.

THE ORGANIZATION OF EXCURSION TOURISM

Same-day trips are the type of travel arrangement whose hallmark is a trip to closer destinations in a relatively short period of time, i.e. the trips usually last no longer than 24 hours, and unlike other travel arrangements, they do not include an overnight stay. From the standpoint of organization and placement, a distinction can be made between the trips that are part of travels organized by tour operators themselves and those which are "final products" of the agencies at a destination. The latter type of trips is a particularly significant income source of inbound travel agencies, but their role in improving tourist offer in a destination and the increase in total tourism spending is also important. Large world metropolises and important cultural and historic centres are characterized by a specific type of trips for which the English term "sightseeing" is used in tourism practice.

The concept of a trip is very complex, and it also represents one of the main categories of travel agency's business. However, here again, as with transport, it is necessary to make a distinction between a trip organized within so-called inbound arrangements, and a trip which is a "final product" of travel agency's initiative activities. A trip that is organized in residential tourist places is aimed at enriching tourist offer and increasing tourist traffic. For some agencies, trips are the most important item of their total realized income. These trips are organized as a continuous and planned content and fixed form of travel for shorter routes. Travel agencies connect transport services, professional guidance, sightseeing of cultural and historical monuments, natural beauties, nutrition, attendance to folklore and other events in the unique arrangement, as a half- or full-day trip, advertise and sell them to tourists during their stay at the destination (Stetic and Salov 2000).

Business operations related to the organization of the trip itself consist of: determining the excursion destination and itinerary, determining the trip content, contracting planned services, pricing, publishing the trip programme, organizing sales and the realization of a concrete trip. The programme of a trip consists of transportation services, a guide, sightseeing of cultural-historical, natural and other attractions and activities, catering services, etc.

Trips can have very different contents, which affects their attractiveness to visitors of certain destinations. To perform the trip different means of transport can be used (cars, buses, minibuses, boats, even smaller planes), depending on the group size and characteristics of a tourist destination. In larger inbound agencies, the organization is entrusted to a special organizational unit – excursion department. Basic problems in the operational work of this department are related to the relatively short period that is available for the operational organization of the trip realization.

The data on the sold tickets are a source of information for determining the size of excursion groups, as well as the data on the participants' ethnicity. On the basis of the received data, the excursion department records sold trips. Sold tickets, i.e. control coupons answer the excursion department to the basic questions (such as the date of trip, the number of visitors, participants' group language, etc) how the trips should be managed. Based on that, the decisions on the means of transportation (whether there is a possibility to include vehicles of different capacities) and on the travel guide with language knowledge according to speaking area of the participants on the trip. The decision which means of transportation travel agency will use depends on the importance and cost of transportation. Certainly, their own means of transportation provide greater security and better service, because they are subject to agency control. Therefore, operative staff uses borrowed (rented) means of transportation where their use does not mean the reduction in service volume and quality (Stetic and Salov 2000).

The main operational problems in excursion tourism realization are: harmonization of the size of excursion groups with the available capacities of the vehicle or catering capacity to provide food service (or accommodation capacity if it is a day trip with overnight stays); the selection of quality performers or realizers of the trip (such as a guide and driver, which can particularly occur in the peak season, when their engagement may cause difficulty for the excursion organizer); then, short time to form an itinerary and sales, which always pose problems in tourism because if the actual trip is sold it is needless to talk about guides, restaurants, drivers, etc.

When appointing a tourist guide, we should be careful that one guide does not lead too large group of excursionists at the same time, that the group is monolingual if possible and finally that the person has quality of a good guide. This is especially important for the organization of sightseeing of Belgrade and other cities for foreign tourists who come by boats or other means of transportation and stay in Belgrade a very short time (a few hours or one day), since their perception and experience that they take from our country depends on the chosen tourist guide.

Operational service keeps the central evidence booklet which outlines each trip. It contains a points-of-sale list and their realization (sales), and serves as a final statement of monthly business, as well as of charge, i.e. validation of individual items in bookkeeping. The complexity in solving these problems is greater taking into account that the evidence booklet with information about tickets sold for individual trips in the season is concluded at the end of the working day for the next day, when the trip will be performed. This greatly shortens the period within which it is necessary to reach an optimal decision on the allocation of their own vehicles, drivers, guides, as well as to employ additional staff and somebody else's means of transportation, when they are needed.

It is particularly important to ensure quality of service that is provided in the excursion programme. Travel agents as most frequent organizers of same-day trips provide most of the services by establishing business cooperation with particular

business entities. Their relationship is regulated by concluding contracts, which may have different modalities. Thereby, basic services - accommodation and food are provided by concluding contracts with hotel companies, while transport is provided by transportation companies. If accommodation or transportation capacities are at their disposal, in formatting an excursion organizers will strive to use their own capacities in most cases. Otherwise, with the aim to obtain transportation services, business cooperation with transportation companies will be defined by a contract of passengers' transportation or a contract of leasing or chartering transportation capacities.

POSITION, OBJECTIVES AND PERSPECTIVES OF EXCURSION TOURISM DEVELOPMENT IN TOURISM OFFER OF URBAN DESTINATIONS

Numerous natural and anthropogenic potential is an opportunity for the development of different forms of tourism such as rural, spa, winter and summer, residential, sports, hunting, transit, health, event and finally excursion tourism. Rural tourism may well be supplemented with excursion tourism. Specifically, the existing tourism capacities of rural tourism can be used as an excursion destination, where visitors experience the opportunity to familiarize with rural environment, the way how rural households function and to taste traditional home-made products.

On the other side, to enrich the offer to tourists who stay overnight in a particular rural household, it is possible to organize a trip into the surroundings (e.g. visiting monasteries, cultural and historical monuments, etc.). A relatedness of rural and excursion tourism to school or pupils' tourism is especially interesting (the opportunity to create trips for school children from large urban centers aimed at familiarizing with the life in the country). In this context, trips to the farms are increasingly popular.

The development of spa tourism represents a significant contribution to excursion tourism. Spa tourist centres are long-known tourist destinations for which excursionists opt gladly (e.g. Vrnjacka spa). On the other side, organization of a trip is intended to guests who stay longer in a spa is often used to extend and enrich the content of their stay.

Winter residential or stationary tourism can be correlated with excursion tourism. On the popular winter ski destinations it is possible to organize a weekend ski-trip, where the cost of excursion arrangement will include transportation and the use of ski-lifts (overnight stay and meals on request). In this regard great significance is attached to the mountains in the vicinity of larger cities. Regardless of low altitudes as limiting factors for the development of winter ski tourism, with building mini-ski runs for beginners, slopes for sledding, mini-lifts, night lighting and supporting infrastructure, and including marketing activities, it is certain that mountain resorts in the surrounding of major cities would encourage the development of excursion tourism during the winter months. On the other side, for the guests who stay overnight longer in already traditional winter tourist destinations it is possible to organize short trips with the aim to visit cultural and historical monuments in the region.

Summer residential or stationary tourism can be combined with excursion tourism. Instead of going to the mountain, lake, river, on canyons and gorge tour, to spas, hidden villages, remote and forgotten cities and to familiarize with cultural and historical tourism treasures, every potential tourist will rather spend his summer vacation anywhere at sea. Therefore, organizing excursion tourism is necessary,

because every excursionist also represents the actual potential tourist of a particular destination. Namely, if he likes a tourist place or region that he visits on his trip, he might decide to spend his summer vacation right there. Also, for the guests who stay in a tourist destination during the summer months of the year, organization of a trip with the aim to enrich the offer, breaking up the monotony of rest and pleasure to introduce new content always comes in handy.

Sport tourism can be extraordinary complement to the excursion tourism. Sports and recreation are appropriate additional elements of every excursion trip in terms of its participants' relaxation. On the other side, for the participants of sports competitions it is possible to organize excursion trips as a break from training.

Hunting is very well complemented with excursion tourism. Numerous hunting grounds become interesting excursion destinations. Also, familiarizing with the life of animal world is a very popular excursion content in the field of youth and children tourism, i.e. pupils' and school tourism. On the other hand, to the participants in hunting tourism it is interesting to offer a trip in order to familiarize with cultural, historical and natural treasures in the surrounding of hunting grounds.

It is especially necessary to connect transit and excursion tourism in order to develop other types of tourism. Namely, the existence of tourist offer designed for the participants of transit tourism and passengers in transit through a particular country initiates exploration of regional beauty and probably repeated visits. Also, excursion trips are featured by a transit element, often in terms of rapid passage through the region to meet its tourism potential and values.

Health tourism can be related to the excursion tourism in two ways. Creating an excursion offer for the participants in health tourism contributes to the popularization of excursion potential in the country, as well as to the increase of excursion tourist traffic. Organization of excursion trips whose purpose is to raise the level of participants' health status is becoming more and more popular in the world.

Event tourism is developing very well in correlation with excursion tourism. The basis of numerous excursions organized from year to year is precisely an attendance on a tourist event, both for domestic and foreign participants. Obviously, tourist excursion offer of a specific region seems crucially important for the proper development of event tourism.

Although still a little neglected in comparison with the development of other types, excursion tourism belong to its more important forms. Trips can be combined with visits to a spa, sports preparation, a hunting break, before, after or during certain events; they may come out of transit and journeys through a particular country; they can supplement the content of a scientific debate, school excursions, summer and winter visits and stays on a mountain; they can be used as part of health tourism programme.

On the other side, a participant of a trip can very easily fall in love at first sight with the region he is visiting and may decide to renew or extend his stay. In today's conditions of global economic crisis, declining standard, sharp division into those who "have" and those who "do not have", a short trip or a visit to a particular destination does not require a lot of money, and therefore appears to be an increasingly important segment of tourism offer and demand. That is exactly why the importance of excursion tourism should not be neglected in today's tourism market. Although in practice it has not been attached enough significance, excursion tourism can make a good inflow of funds and encourage the development of numerous regions.

1. From the aspect of excursion tourism development, it is necessary to accomplish the following fundamental objectives:

- building the required number of accommodation facilities for certain categories, such as hotels, motels, guest houses, bungalows, etc., and associated catering facilities (pubs, restaurants, cafes, pastry shops, etc), with a mandatory focus on forms of traditional folk architecture, in order to preserve the spirit of national creativity;

2. building open courts for eleven-men and five-men football, basketball, handball, volleyball, tennis and other sports, as well as swimming pools, ski slopes, trails of health, small indoor halls and other facilities that are necessary to provide adequate services to sportsmen and somebody doing recreation during the four seasons;

3. building all other supporting facilities, as well as reconstruction and repair of the existing facilities necessary in tourist places of certain rank (health, cultural, entertainment, shopping, trade, service, etc.)

- precisely defining the most attractive excursion sites related to cultural and historical events, archaeological sites, natural monuments, records, or other interesting areas, which may be the motives for trips and excursions;

- organizing new characteristic events, which would connect traditional, cultural, historical and modern values of excursion tourist destinations;

4. organizing local professional information and guiding services, stationed as tourist associations in places of particular excursion destinations in surrounding cities, with day-long working hours, qualified to promote, organize and immediately present all interesting items that can be motifs for these visits.

Conditionally, a significant advantage of excursion tourism as an increasingly important opportunity for urban destinations development is that this type of tourism is the least expensive. Namely, excursion tourism does not require the construction of special accommodation facilities and expensive tourism offer contents (as is the case with winter stationary tourism based on winter sports), but only limited catering and cultural-entertainment facilities.

Also, excursion tourism can take advantage of all the existing facilities, which are in operation or those who need a little reconstruction or change of use features. This means that it is easier to develop this type of tourism, since it takes fewer resources than when it comes to other forms of tourism. In addition, excursion tourism is not limited by the season, because a trip can be organized in spring as well as in autumn, in summer as well as in winter. Besides, in living conditions in cities with ever-faster advances in technology, mobile phones, computers, Internet and other benefits that have made progress to our civilization, life generally accelerates the pace, and people do not have much time to spend on leisure and pleasure. Therefore, the demand for trips and short forms of relaxation and stay of potential tourists in natural regions slightly increases. Potential excursionists rather opt for a destination in the "neighborhood" because they do not lose much time travelling.

CONCLUSION

Human need for sojourn and relaxation in natural environment initiated by negative consequences of the rapid progress of civilization and technology, with minimal financial investment due to poor living standard, finds a solution in activating

excursion tourism. The former development of excursion tourism was mainly characterized by complete domination of domestic over international tourists' traffic. Nevertheless, international tourism has to be one of the preferred directions in the further development of excursion tourism. It is necessary to inform domestic and international tourists about the quality and opportunities offered by excursion tourist destinations on tourism market.

Permanent marketing and popularization of excursion destinations is also one of the basic tasks of the holders of tourism development at the state level. Since world trends suggest further growth and development of excursion tourism, excursion sites are indicated as a great development potential for the future. In addition to exceptional natural conditions, what is necessary in order to activate urban destinations are the plan and development strategy to build excursion tourist centres that will attract more and more tourists and people who not only want to rest and relax in nature each year, but also to familiarize with cultural-historical and other tourist contents.

This indirectly affects the expansion of both domestic and international tourism demand, as well as familiarization with tourism potential, which contributes to the increase in tourism revenue. Historically speaking, in the period between the world wars, excursion tourism products in the initial stage of tourism development were also an important part of life. Same-day trips contributed to the creation of tourist travel habits and raised the general cultural and tourist level of the population. The consequences are visible just in the sheer tourist destinations. Specifically, on the sites where more than half a century ago the first weekend cottages were built, today there are mostly well-known tourist destinations.

For a high-quality presentation of numerous and various excursion sites, located in the vicinity of major cities as increasingly important excursion destinations, it is necessary to thoroughly define their areas, with all the amenities that they offer to potential visitors. Thus, at the same time basic recognizability is created, actually positioning of the particular excursion sites, important tourist destinations for excursion tourism on tourism market, both domestically and abroad. Finally, when you possess the right information about all tourism potential and opportunities of an excursion site, a potential excursionist will choose exactly this excursion destination, thus achieving the main goal.

Consequently, for the proper development and management of excursion sites, it is very important to be familiarized with all aspects of their position. Great importance of the development of excursion tourism highlights the connotation of increasing negative economic and limiting factors in tourism. Namely, the unstable political and economic situation in the region has negative impact on tourism in general. It is logical that people first meet primary needs, and that under the circumstances where it is common for the family that only one member earns (and more often even none), the need for a tourist travel cannot be realized. Since the excursion tourism is conditionally the "cheapest", i.e. its organization and realization do not require a lot of money compared to other forms of tourism such as winter ski tourism and summer coastal tourism, nowadays this kind of tourism is becoming an increasingly important chance for urban destinations' development.

As already noted above, a trip includes a travel up to a maximum of 24 hours, i.e. it implies the absence of overnight stay (except excursions and weekend tours), it means that the pricing itself is lower for the cost of overnight accommodation. Therefore, the excursion is available for a very wide audience, and its customers are not only clients,

tourists with high purchasing power. This opens the possibility of including a larger number of participants, in this case excursionists, to its consummation, i.e. tourist spending and making profit are increased by the development of excursion tourism.

Today's tourist offer is characterized by insufficient promotion and popularization of excursion tourist treasure. While tourism demand is featured by outdated habit of going to a tourist travel once a year, exclusively as a vacation at the seaside, as well as slow and difficult accepting new ideas of an annual leave in parts owing to the possibility of several short trips to be completed in the surroundings.

The negative effects of the pervasive global economic crisis, budget cuts in tourist travel, the need to change the established habits and customs of tourist travel through the demand of some different tourism products, long tradition when it comes to excursion tourism and relatively easy way of its development by using the existing, and by repairing and replacing dilapidated infrastructure, highlights precisely the significance and importance of excursion tourism as a great opportunity for urban destination development, especially from the aspect of compression, connection and coordination with other types and forms of tourism.

The future of the proper development direction of excursion tourism largely depends precisely on joint and united efforts of both, state regulations and private initiative. These efforts should affect the change of the existing bad habits into adopting positive ones, as well as their prompt implementation as regards excursion tourism development. Finally, the development of excursion tourism contributes to the promotion and popularization of a country and region and by attracting domestic and international tourists the opportunities to develop other forms of tourism and regional development of certain less developed areas as well as foreign exchange earnings from tourism are increased, which is a fundamental objective of each country's tourism development.

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