

Monograph review

**ROLE OF MARKETING TOURISM IN DANUBE REGION IN  
REPUBLIC OF SERBIA**

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*Publisher:*

Institute of Agricultural Economics, Belgrade, 2012

*Editor:*

Prof. dr Drago Cvijanović, director

The monograph “*Role of Marketing Tourism in Danube Region in Republic of Serbia*” was published by a renowned scientific-research institution, the Institute of Agricultural Economics Belgrade, 2012. The monograph is a part of the research results at the project III – 46006 “*Sustainable agriculture and rural development in terms of strategic goals implementation of the Republic of Serbia within the Danube region*” funded by Ministry of Education and Science of Republic of Serbia.

The monograph represents a significant contribution in the field of marketing tourism, because it defined conceptual framework for successful positioning and differentiation of tourism products in the region. The authors approach the problem from a theoretical-methodological and practical point of view, offering their insights and solutions.

The monograph was structured in fourteenth chapters. In the first chapter authors explain nature of marketing, gave basic definition of marketing concept, explain role of marketing in service industry. They put special attention to a concept of marketing mix in service industry. At the end of chapter they gave definition of tourism and made connection between marketing and tourism.

In the second chapters is explained micro and macro marketing environment from view of tourism (tourism companies and tourist destinations). The third chapter dealing with the issue of understanding consumer behavior and consumer as tourists. In fourth and fifth chapters authors define process of marketing research and explained need for marketing segmentation, process of making brands. They put special attention on process of making market position and targeting tourist product.

In the remaining seven chapters, authors of the monograph explain in detail each of the tools of marketing mix (product, service, pricing, promotion, sales, and marketing communications

processes). Twelfth chapter is the basis for formulating marketing strategies and plans. It is also a milestone for the practical application of theory to practice.

Thirteenth chapter presents the application of the concept of marketing and management at tourist destinations. Tourist destination with its characteristics represent specific area which need special approach for implementig marketing. The reason lies in the fact that it is viewed from the macro level and the intention is to implement all the marketing instruments and marketing tools from micro levels.

The fourteenth chapter deals with the practical application of theoretical knowledge. Authors put into focus Danube region in the Republic of Serbia. Area is divided into three parts: upper, lower and metropolitan area. They are described in detail tourism resources as well as methods for their market valuation. Throughout all the process the emphasis is on marketing approach. On this way, the reader gets a complete picture of the theory and practice – way how it is possible to make connection between theory and practice.

The issue of marketing in tourism is set as the key to linking the tourism and travel with a demand from the other side. The role of marketing and is precisely to allow easier exchange process. In this way, it highlights the role and importance of marketing in tourism, which can and must have both, today and in the future.

In order marketing in tourism effectively put into practice, based on the current performance in the development of tourism in the Republic of Serbia and the Danube region, the general conclusion of the monograph is tantamount to the statement that the use of the comparative advantages of the Danube region has, the necessary process of transformation of the economy and in all forms of business tourism.

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