

## MARKETING OF TOURISM DESTINATION OF NIŠ \*

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**Abstract.** *Tourism as an economic activity occupies a place of ever-growing importance in the world economy. This trend rises each year and revenue generated from tourism is constantly growing on the worldwide scale. Their participation in GDP is increasing. In the previous decade in Serbia, tourism shared the destiny of the whole economy. Insufficient infrastructural facilities and investments, low economic activity, inadequate economic structure, undeveloped and maladjusted trade network, insufficient valorisation of natural, anthropogenic, material and cultural values have decelerated the growth of tourism not only on the national but also on the local level. The reflection of such a course in the economy and society has affected the city of Nis likewise. The city of Nis as a social, economic, educational, health, cultural and sport centre of the South-East Serbia as well as the crossroads of the most important Balkan and European highway and railway traffic directions, is in possession of excellent potentials for further tourism development. Especially important potentials are those responsible for the development of transitional and spa, as well as other forms of tourism such as cultural, sport and recreation, excursion and hunting tourism. A particularly significant resource that the city of Nis has on its territory is Niška Banja, one of the oldest spa health facilities in Europe. Having in mind the "wellness" programme which represents one of the most important forms of contemporary tourism, Niška Banja could develop further in view of attracting tourists who visit spas not only for healing but also, above all, for prevention, relaxation, beauty and fitness as well as anti-stress programme. The authors of this paper consider necessary application of marketing in the development of tourist destination offers. Special attention is paid to the application and development of integral marketing with the aim to create and successfully manage a brand of a tourist destination with special consideration given to the city of Nis.*

**Key words:** *tourism, destination, marketing, integral marketing.*

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## INTRODUCTION

Tourism as an economic activity occupies a place of ever-growing importance in the world economy. This trend rises each year and revenue generated from tourism is constantly increasing on the worldwide scale. Their participation in GDP is rising. In the previous decade in Serbia, tourism shared the destiny of the whole economy. Insufficient infrastructural facilities and investments, low economic activity, inadequate economic structure, undeveloped and maladjusted trade network, insufficient valorisation of natural, anthropogenic, material and cultural values have decelerated the growth of tourism not only on the national but also on the local level.

Destinations rely on tourism as the major means that will enable their economic development. They can be local, regional and even national: we can speak about America, California or San Francisco with each of them having the possibility of becoming a destination.

Destinations should identify attributes that will attract different marketing segments and enable promotional campaigns to deliver consistent messages. It is necessary to offer characteristic identity or brand, which represents the basis for positioning a tourism place, thus enabling individuality and difference in relation to competition.

The reflection of such a course in the economy and society has affected the city of Nis likewise. The city of Nis as a social, economic, educational, health, cultural and sport centre of the South-East Serbia, as well as the crossroads of the most important Balkan and European highway and railway traffic directions, is in possession of excellent potentials for further tourism development.

Not pointing to the importance of other factors that influence the positioning of a tourism destination, the authors have paid special attention to considering the role of marketing.

## 1. THE DEVELOPMENT OF TOURISM DESTINATION MARKETING

The development of the marketing destination as a separate marketing area bases itself on the results of manifold scientific researches (destination characteristics, image, planning within the destination, tourism offers, tourism demand, promotion effects, marketing competition between destinations and their comparative advantages, environmental protection and the like). Thus, the need for multidisciplinary approach arises and relevant factors on the destination level demand attention because they influence the process of achieving the destination mission, vision and goals.

Destination marketing is a complex of not only the regulations of the tangible physical attributes, such as natural geography, built environment and attractions, accommodation and transport means, but also intangible social and cultural factors.<sup>1</sup> Destination often focuses itself on all the marketing attempts, regardless of whether local, regional or national agency will take over the responsibility for its marketing. It is often the case where organization overburdened by destination marketing has as its basis a narrow scope of

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<sup>1</sup> Cooper, C., Fletcher, J., Fyall A., Gilber, D., Wanhill, S. *Tourism - Principles and Practice*, Prentice Hall, 2005., p. 681.

strong and limiting resources. Traditionally, the public sector is included in the destination marketing through NTO, regional boards such as DMO and the local authorities, but the growing trend emerged in the area where marketing agencies or advisory and visiting bureaus decide on the marketing for the cities. Such agencies obtain funds both from the public and private sector.

The process of destination marketing encompasses the following phases:

- The analysis of the current tourism destination situation,
- Product identification,
- Target market selection,
- Goals,
- Promotion strategy implementation and
- Result evaluation.<sup>2</sup>

Destination marketing covers all the activities and processes needed in order to bridge the gap between buyer and seller. Its focus is on the adaptation to the tourism demand. It represents continual levelled scope of activities directed towards successful distribution to high potential markets. It involves making decisions about products, brand, price, market segmentation, promotion and distribution.<sup>3</sup> Brand is perhaps the most powerful tool available to the contemporary destination marketing. Brands have different powers and value on the market. Some brands are unknown to the majority of consumers whilst some have a high level of familiarity.<sup>4</sup> With its value, brand provides acknowledged, confidential, relevant and distinctive promise to consumers.<sup>5</sup>

## 2. THE APPROACH TO THE CITY OF NIS DESTINATION MARKETING

At present, the tourist destination of the city of Nis faces an ever-increasing business expense growth, competition and tourist requests that are liable to continual changes. The competition grows along with the technology development, and business operations become more complex. Tourists are equipped with bigger amount of information each day and they ask for new happenings and new adventure experience. The classical paradigm 'value for money' transforms into a new paradigm 'value for the applied effort', in other words, the greatest value for the least applied effort. In order to develop the tourism destination of the city of Nis and to reach success under the stated complex conditions, it is necessary to satisfy the level of effectiveness and efficiency continually. This task becomes more and more difficult due to ever-increasing costs and due to the fact that development must pay attention to the tourism resource limitations.

Sustainable tourism development represents the goal we should be striving for on a long-term basis. It is necessary to move in the stated direction gradually but steadily, that being the only thing that ensures purposeful preservation of the basic resource on which tourism development rests – natural, that is to say, living environment. Alongside with the

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<sup>2</sup> [www.unwto.org/regional/europe/PDF/SPEECHES/2004/moscow/Esen\\_Moscow.pdf](http://www.unwto.org/regional/europe/PDF/SPEECHES/2004/moscow/Esen_Moscow.pdf).

<sup>3</sup> Kotler, Ph., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, Prentice Hall, 2006, p.729.

<sup>4</sup> Stanković, Lj., Đukić, S., Marketing istraživanja: studije slučaja, Ekonomski fakultet, Niš, 2006., p. 195.

<sup>5</sup> Michon, Ch., Reflexion d'inspiration lacanienne sur le developement durable d'une marque forte, *Revue francaise du marketing*, No. 189/190, 4-5, 2002., p. 43.

consumer preference changes, the process of adapting tourism destinations to the conditions of turbulence and globalization will last as well. That would be the basis for pre-determining the possibilities of reaching sustainable competition advantages and sustainable development.

In order to realize sustainability, or in other words, to improve the quality of local community life, reaching higher quality experience for visitors and sustaining the living environment quality, on which both local community and visitors depend, three major forms of sustainability are important:

- a) Ecological sustainability - enables development to be compatible with the maintenance of basic ecological processes, biological diversity and biological resources;
- b) Socio-cultural sustainability – enables development to increase the control people have over their own rights, compatibility with culture and people values under the influence of communal identity development, sustainability and strengthening;
- c) Economic sustainability – enables development to be economically efficient and resources to be manageable in such a way that they could support future generations as well.<sup>6</sup>

Marketing has to be a common activity of every subject, especially under the condition of greater number of small and medium-sized companies. The union of their actions is necessary since they individually have neither sufficient knowledge nor other possibilities of successful positioning on the tourism market. Operational application of destination marketing presupposes the respect of the following basic principles:

- Destination marketing should be one of the most important activities of the tourism destination management, whose task is to unite and level marketing positioning of all the participants in the tourism offer structure;
- The subject should always be a unique tourism product of the destination which represents specially and timely connected scope of products and services which represent unity of variety and they carry the markings of each separate locality and other specific traits;
- The destination marketing should perform a complex task of uniting heterogeneous offers of greater number of economic subjects of different power and capability level. They must become aware of the fact that only by synergic process action on the level of tourism destination will they be able to reach the increase of the realized benefits that they would otherwise acquire individually. In order to accomplish that, destination management needs to be positioned and rights and obligations within those frameworks need to be precisely outlined for the tourism destination marketing manager;
- Marketing manager should follow, both in theory and practice, the code according to which the information travels first, and then tourists, which points to the importance of modern information technology;
- The Marketing concept should be based on the vision of tourism destination which will gather all the subjects of the tourism economy of the city of Nis;

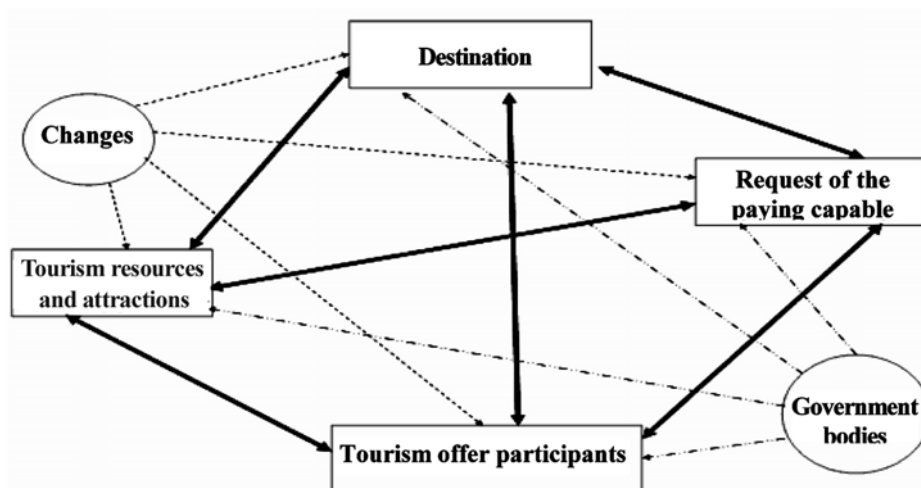
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<sup>6</sup> [http://www.nis.org.yu/info/Okvir\\_strategija.pdf](http://www.nis.org.yu/info/Okvir_strategija.pdf).

- The destination marketing should rely on the possibility to be recognized out of which a message can be drawn and this is a reflection of the tourism destination being specific and of the tourism management being capable of transforming comparative advantages into competition advantages and following the model of competition advantage diamond which emphasizes the complexity of influence, long-standing and innovation which is at the core of the destination marketing concept (Figure No 1).

Real evaluation of the city of Niš tourism destination capability is the most important factor and it will depend on how much the destination management will be in position to use the available natural, cultural, human, historic, social and other resources to enable:

- Maximal use of possibilities and favourable opportunities on the national and worldwide tourism market,
- Avoidance of potential dangers and risks,
- Setting the goals that will be in accordance with the possibilities and available resources for the previously real evaluation of personal strengths and dangers.



**Fig. 1** Porter's model of competition advantage diamond of the tourism destination

Source: [www.uniri.hr/gprt/b/POGLAVLJE\\_6\\_DESTINACIJSKI\\_MARKETING\\_KVARNERA.pdf](http://www.uniri.hr/gprt/b/POGLAVLJE_6_DESTINACIJSKI_MARKETING_KVARNERA.pdf)

The fundamental product in tourism is the experience, and destination management is a necessary and powerful tool for ensuring the quality of such an experience. Key market changes lead to the increased competition which requests positioning of destination with a unique experience ensured by the destination management. For the efficient destination management, cooperation of public and private sector is necessary as well as the flexibility in managing and planning within tourism. The degree of cooperation between public and private sector and planning within tourism is insufficient in the tourism destination of the city of Niš, whereas flexibility in business operations exists in some places.

It is necessary to view marketing strategy as a part of the overall tourism destination strategy and to follow the mission based on:

- Historic heritage,
- Preserved environment,
- Resource basis and attractions,
- Needs and desires of the targeted market customers
- Taking into consideration real possibilities of the destination and
- All partnership forms.

To choose a marketing strategy you should first start the real examination and evaluation of the balanced relation of possibilities that result from the capability of the city of Nis tourism destination, while at the same time following a theoretical basis and practical possibilities of positioning on the national and global tourism market.

Marketing positioning of the city of Nis tourism destination demands real evaluation of its comparative advantages of this whole area destination. Within the context of tourist needs and chosen offer, it should enable the realisation of competitive advantages of unique destination and thus create the tourism destination as a whole system by levelling the hierarchy of goals.

Apart from taking into consideration mega-trends in tourism, advantages, disadvantages, possibilities and threats present in positioning the tourism destination of the city of Nis, it is important also to take into consideration the following:

- Increased competition on the domestic market,
- Tourism demand is inclined to buying so called last-minute packages, which asks for more flexible relation towards that segment of tourism market,
- The pressure to increase the quality of tourism offer is greater and greater which demands larger investments in improving the quality and quantity of accommodation and catering capacities, infrastructure, content, happenings, but also reaching a higher level of organized tourism destination offer.

In order to meet the challenges for the purpose of using new opportunities and avoiding or neutralizing negative influences, the coordination of all the participants in the structure of offer on the level of tourism Nis city destination is necessary. It demands transformation of the classical approach in managing destination, according to which local, regional and national tourism organisation cannot deal only with promotion, PR or consulting services but it also has to participate in merging overall tourism offer according to the demands of the targeted market, with special emphasis given to the following:

- Renewal, protection and more complete valuation of all the tourism potentials of the city of Nis according to the principles of sustainable development;
- Realization of a greater recognition degree of the city of Nis tourism destination by setting a new identity of tourism destination offer and positioning as destination recognizable by the unity of diverse natural and other resources, high quality offer, more educated and professional personnel and the like;
- Necessities to follow measures of planning and control of the achieved results whose basis are regulations and national strategic documents of the tourism development. They represent the starting point for evaluation samples that should be the foundation for efficiency or non-efficiency evaluation of the accepted

strategy. Efficiency i.e. inefficiency of the accepted strategy must be viewed within the system of planning, openness for innovative processes and especially for investing, so that all the starting points must be viewed in interaction.

In order to achieve that, it is necessary for the destination management to force itself as a leader on the level of tourism destination as a whole and thus enable the optimal use of all the available resources and favourable opportunities. From these starting points exactly is the process of repositioning approached with the aim to offer the market comparative advantages of tourism destination as a competition advantage. Destination has many weaknesses that can develop into possibilities.

Tourism economy fights manifold problems. The problem of infrastructure is emphasized (parking problems), as well as the problem of greater number of uncategorised facilities, non-existence of service system according to the ISO 9000 standard with view to raise faster and more quality service, hygiene and better relationship towards tourists. Nis lacks representative hotels that would be included in some multinational groupings. It is necessary to remove misbalance continually in relation to "price-quality" which is significantly present in the structure of offering accommodation.

The basic task is the increase of quality and quantity of tourism offer through the realization of the greater coordination degree and all this with the aim to organize the destination better and clear priorities in removing the infrastructural weaknesses. Having in mind that one of the largest comparative advantages of the city of Nis is its geographic position, tourism economy could realize important revenue from tourists by offering adequate quality content.

What is necessary is a completely new marketing approach of attracting domestic tourists since there comes to a drastic decrease of their participation and they are a dominant marketing segment in tourism circulation of the city of Nis. Beside the stated, what is necessary is also a satisfactory level of information that has to be in the function of ensuring information basis for managing a tourism destination.

The stated implies that implementing marketing strategy on the level of tourism destination demands from the destination management a complete engagement with the aim to bring the plan of optimization regarding the use of the tourism destination resource as well as with the aim to develop tactics for the realization of goals of the tourism destination sustainable development. Having in mind the relation product-market, tourism destination of the city of Nis can follow one of the four possible strategies (Figure 2).

		PRODUCT	
		<i>Existing</i>	<i>New</i>
MARKET	<i>Existing</i>	Market penetration	Product development
	<i>New</i>	Market development	Diversification

Fig. 2 A combination of marketing strategies "product-market"

Successful positioning on the market is possible through continual evaluation of factors that represent the basis of tourism development and the basis for research investigation with the view to direct new products, to use all the possibilities along with the prior accomplishments in optimal relation. That means that it is necessary to manage the destination as a business system. The emphasize should also be on the importance of the integrated marketing which is seen through the coordination of all the participants within the tourism development and which represents important precondition of successful tourism destination development. Overall activity of tourism operation should impregnate the spirit of marketing, which means that all the activities of tourism destination should move towards the goal by enabling simultaneous adaptation to consumers' desire and need changes. Major participants in the development of tourism are public sector (government, local government bodies and quasi-state bodies), tourism economy, different forms of associations (professional association, nongovernmental organization and the like), local community, media and tourists. Right choice of the place and role of every of the stated participants and harmonizing interrelations are crucial for achieving the development of a tourism destination. For the development of tourism of the city of Nis, what is of crucial importance is Tourism organisation Nis (TON), Association of tour guides and over 30 tourist agencies. Unfortunately, Nis agencies do not include bringing domestic and foreign tourists to the city of Nis in their plans.

The city has to invest greatly into the promotion of tourism since there is a great number of tourist attractions and manifestations unfamiliar to domestic and foreign tourists. In addition, local government should apply for funds to the newly founded Fund for Tourism Development with the Ministry of Trade and Tourism of the Republic of Serbia. It is possible to use the means from this Fund for the creation of the tourism development strategy, financing building of tourism infrastructure, financing professional education of personnel within tourism, strengthening local tourist organization of Nis and financing other activities in the field of tourism.<sup>7</sup>

### 3. ADVANCEMENT OF TOURISM PRODUCT

Tourism product of every tourism destination represents a kind of combination of the following most important characteristics:

- a) Accessibility, which presupposes geographic distance of the tourism destination from the most important markets and development of the total traffic infrastructure;
- b) Attraction, which presupposes a scope of natural, cultural-historical and other characteristics;
- c) Staying conditions, which presuppose different services and products provided for domestic and foreign tourists at a destination.<sup>8</sup>

The city of Nis as natural, social, educational, medical, cultural and sports centre in the southeast of Serbia owns also a range of attractions that represent important resource for tourism development. Geographic position of the city of Nis represents one of the

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<sup>7</sup> [http://www.nis.org.yu/info/studija\\_razvoja\\_lokalne\\_ekonomije2.pdf](http://www.nis.org.yu/info/studija_razvoja_lokalne_ekonomije2.pdf).

<sup>8</sup> [http://www.nis.org.yu/info/Okvir\\_strategija.pdf](http://www.nis.org.yu/info/Okvir_strategija.pdf).



largest comparative advantages. Historians, geographers and writers regard the city of Niš as the gate between East and West. The reason for that is that three international road and rail traffic directions dissect it. In order to use this comparative advantage in the greater extent it is necessary to revitalize and build adequate catering and accommodation facilities along the roads with all the adequate services directed for the use by the transiting travellers. By offering adequate quality content such as sightseeing in the city and cultural-historical monuments, organizing various tourism and cultural manifestations, enabling quality and approachable accommodation and catering services and the like, tourism economy could realize significant revenue from tourists transiting through Niš.

Special advantage of the city of Niš is international airport Konstantin Veliki. Since two million residents come to the city of Niš and since numerous residents live abroad temporarily or permanently, it is of great importance to establish airline transport with most important cities in Europe. Niš airport is very significant for establishing international tourism fluctuation towards tourism destinations in the south and southeast Serbia but primarily towards winter centre Kopaonik. Tourism economy could realize significant revenue by offering services to tourists landing on the Niš airport.

In order to increase time that a transiting tourist spends, it is necessary to adjust the offer to their needs (internationalized, specialized and domestic offer of food and drinks and the like).

Business tourism must be present more in the structure of marketing activities of the city of Niš tourism destination. Namely, although viewed tourism destination has a favourable geographic position, until now, not all the possibilities have been exploited with view to developing business tourism. Within the structure of business tourism, those who wish to meet business partners, people who work in the same profession, people who have similar interests, appear as users regardless of whether they want to acquire new knowledge or offer their own knowledge to others. Along with direct users of this form of tourism come also their companions, family, children and the like which means that this form brings direct and indirect benefit. Why is it necessary to meet the needs and desires of these tourists and then adapt marketing activities and offer accordingly? In order to develop this form of tourism it is necessary to adapt the offer through the reconstruction of the old and building the new facilities of high level and higher scope of content.

Business tourists have high paying ability and thus they must have optimal conditions for work and relaxation. Research confirms that corporations put aside more and more funds for the support of the knowledge acquisition in tourism destinations, which will enable reaching creative decisions in a pleasant ambient outside stressful situations of their own business surrounding and this would serve as a justification of the investment.

An especially important resource that the city of Niš possesses on its territory is Niska spa, one of the oldest spa healing facilities in Europe. Apart from the springs of warm and cold water that are used for healing cardio-vascular, rheumatic, neurological and metabolic diseases, Niska spa offers possibilities for developing business and cultural tourism and for organizing sporting and cultural performances. Having in mind „wellness" programmes which represent one of the trends of contemporary tourism demand, Niska spa could further develop in the direction of attracting tourists whose motive for coming to spa is not healing but, above all, prevention, relaxation, or undergoing beauty, fitness and anti-stress programmes.

Private accommodation is a very wide concept that presupposes all the possibilities of accommodating guests from the targeted market who are in search for social interaction with the locals. That target group demands as much authentic environment as possible for resting which would offer them even much greater possibility of getting in touch with the locals. Through different forms of accommodation (rooms, apartments, rest houses and the like), we should be able to offer this targeted market manifold possibilities. They will not only familiarize themselves with the customs of local residents in Niska spa, but they will also be able to actively participate and have the possibilities to meet a special life style, especially the local cuisine and gastronomic specialties which send the principle of „love passing through the stomach“.

Today this represents a more favourable form of accommodation for all those who are in search for something different and individual and this appears to be an answer to a stale offer in the massive tourism. That targeted group is heterogeneous because it is comprised of several different parts. One part of the group is inclined to passive holiday (enjoying the beauty of nature, peace, relaxation, familiarizing with the culture and customs...); the second part welcomes the possibility of active participation within the content (sports, recreation, local activities, competition...); the third part asks for modest offer; the last part wishes a higher comfort with maximal privacy. Thus, the price is not a primary motive in deciding on the type of holiday, but for a narrower part of the market (for example the young, retired) it is of the most important nature.

On the territory of tourism destination Niska spa there is availability of this type of offer, however, not the one of satisfactory quality. Thus, the need arises for more precise implementation of the Regulations on categorizing and for including special marks in the system with the aim for that categorisation to be adapted to new demands and standards of proactive communication with the users. For that heterogeneous group of tourist offer carriers, it is necessary to set a better system of organization and in that way regulate minimal knowledge that the participants have to possess and certificates that should be acquired and licensed in that area.

Apart from Niska spa, the city of Nis surrounding is rich in the preserved natural resources that people insufficiently use as excursion tourism within the tourism offer of Nis. In valorising tourism product of the city of Nis, it is possible to use healthy food produced in this area famous for cultivators and, above all, fruit and vegetable bearing, traditional food preparation preserved in this area, rich tradition of creating hand-made works and cherishing old handicraft, the beauty of folklore and national folk costume. Villages on the outskirts of Nis could find one of their chances for development in organizing rural tourism offer based on the natural and anthropological characteristics of this area.

On the basis of the stated, we can conclude that tourism destination of the city of Nis can offer much more and better (it possesses rich tourism resources and attractions, has rich cultural-historic heritage, valuable natural resources, capable professional and kind personnel...), and thus set about forming a tourism product with new starting points. The success is measured by how much has been experienced in relation to the expectations. That forces a destination management to offer the market a spectrum of possibilities that should creatively fit into the system „package-service“, and to thoroughly bring together material resources, happenings and experiences. A modern guest will choose a tourism destination of the city of Nis only if he or she is offered an enough challenging motive, which are definitely not only high-class hotels or only natural beauty. This is all only a

necessary presumption that should be refined with challenging content, providing guests with numerous possibilities to enable them to feel as if they are making a choice i.e. actively participating in the creation of their own holiday content. Thus, the destination marketing does not appear any more as a scope of „hard“ dimensions, but it must be set as a „flexible“ open system which can be upgraded all the time by indirectly including a tourist. The arrival in Nis, above all the arrival in Serbia, within which it is necessary to promote Nis based on its diversity, integration of natural values and historic characters, unspoilt nature, exceptional happenings, and many other things, which many destinations lack.

### CONCLUSION

The success of companies and other participants in the modern economy, in the conditions of ever-increasing competition, asks for a strong marketing support of every product dedicated to a great number of consumers. Within tourism where the influence of globalization is more vivid in relation to other business areas, the role of marketing is very important. Attracting and keeping tourists is the condition for growth and development of tourism offer carriers. The integral marketing, which presupposes the integration on different levels and different tourism offer carriers, greatly contributes to acquiring competitive advantage of all the participants. The task of the destination marketing is to unite and level marketing positioning of all the participants in the structure of tourism offer.

For the successful positioning of the city of Nis tourism destination, it is necessary to advance the quality of tourism offer continually, by realizing a greater degree of coordination and levelling of clear priorities with the view to remove infrastructural weaknesses. The key marketing activity is the promotion of tourism with the view to inform potential tourists on the large number of tourist attractions and manifestations with which domestic and foreign tourists are unfamiliar. A completely new marketing approach of attracting and winning tourists is necessary which would bring the advancement of business performance of every carrier of tourism offer and better positioning of Nis as a tourism destination.

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## MARKETING TURISTIČKE DESTINACIJE GRADA NIŠA

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*Turizam kao privredna delatnost zauzima sve značajnije mesto u privredi sveta. Taj trend iz godine u godinu raste i prihodi od turizma u svetskim razmerama sve više rastu. Njihovo učešće u GDP se povećava. U prethodnoj deceniji u Srbiji, turizam je delio sudbinu ukupne privrede. Nedovoljna infrastrukturna opremljenost i investiciona ulaganja, niska privredna aktivnost, neadekvatna privredna struktura, nerazvijena i neprilagođena trgovinska mreža, nedovoljna valorizovanost prirodnih, antropogenih, materijalnih i kulturnih vrednosti, usporili su razvoj turizma na nacionalnom ali i na lokalnom nivou. Refleksija ovakvih tokova u privredi i društvu odrazila se i na grad Niš. Grad Niš, kao društveni, privredni, obrazovni, zdravstveni, kulturni i sportski centar jugoistočne Srbije i kao raskrsnica najvažnijih balkanskih i evropskih drumskih i železničkih saobraćajnih pravaca, poseduje izvanredne potencijale za dalji razvoj turizma. Posebno su značajni potencijali za razvoj tranzitnog i banjskog, ali i drugih oblika turizma kao što su kulturni, sportsko-rekreativni, izletnički, lovni turizam. Posebno značajan resurs koji grad Niš ima na svojoj teritoriji jeste Niška Banja, jedno od najstarijih banjskih lečilišta u Evropi. Imajući u vidu „wellness“ programe koji predstavljaju jedan od najznačajnijih oblika savremenog turizma, Niška Banja bi se mogla dalje razvijati u pravcu privlačenja turista koji u banje odlaze ne samo radi lečenja, već, pre svega, radi preventive, odmora, sprovođenja beauty i fitness kao i anti-stres programa. Autori u radu razmatraju neophodnost primene marketinga u razvoju turističke ponude destinacija. Posebana pažnja usmerena je na primenu i razvoj integralnog marketinga u cilju kreiranja i uspešnog upravljanja markom turističke destinacije sa posebnim osvrtom na grad Niš.*

*Ključne reči: turizam, destinacija, marketing, integralni marketing.*