

ISSN: 2219-8229

E-ISSN: 2224-0136

Founder: Academic Publishing House *Researcher*

DOI: 10.13187/issn.2219-8229

Has been issued since 2010.



European Researcher. International Multidisciplinary Journal

Economic Sciences

ЭКОНОМИЧЕСКИЕ НАУКИ

Belgrade (Serbia) as an Alternative Site or City of Fashion Tourism

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Abstract. Fashion in Western civilization is one of the most influential phenomena. In many parts of the world fashion tourists are growing in number. It is worldwide known that the “Big Five” “Fashion Capitals” are Paris, London, Milan, New York and Tokyo, but throughout the 20th Century, and in particular from the 1980s onwards, smaller cities, or “Style Centers” such as Vienna, Amsterdam, Delhi or Shanghai, have sought to develop their own influence through fashion culture. Could Belgrade be that city?

The focus of the paper was to investigate the link between fashion and tourism in Belgrade (Serbia) and its tourism potentials. This paper has revealed a number of challenges in the fashion industry that may be a stumbling block to the development of fashion as a tourist attraction. The conclusion emphasized the fact that Belgrade is not a destination for fashion tourism and will not be in the near future, but there is room for the fashion industry to make a vital contribution to tourism. The research however will also attempt to provide preliminary recommendations for the development of fashion tourist attraction.

Keywords: Fashion; tourism; fashion tourism; Belgrade; Serbia.

1. Introduction

In the 21st century, fashion is a significant part of the creative industries and an important contributor to the economical development of cities (Jedras, 2011). Fashion is a phenomenon that cuts across every area of life from generation to generation. Bada (2013) stated that: „tourism is a sector that inputs several industries and fashion is one of them as fashion week are popular among designers and trendy fashion lovers and even the media who travel from far and wide to attend”. Because of the importance of fashion, city planners attempt to implement branding strategies in order to enhance a city “fashionable” reputation and contribute to the city’s economical development (Jedras, 2011; Gibert, 2000).

Acclaimed fashion capitals of the world like New York, Paris, Milan and London have thrived in the fashion industry. Yet, throughout the 20th century, and in particular from the 1980s onwards, smaller cities, or "Style Centres" such as Moscow, Vienna, Berlin, Sao Paolo, Kuwait City, Cape Town, Barcelona, Antwerp, Delhi, Melbourne, Sydney, Shanghai, Hong Kong, Mumbai and others have sought to develop their own influence through fashion culture (Beward, 2010; Bada, 2013; Berry, 2011; Skov and Riegels, 2011). This suggests that the fashion city itself is subject to the fashion cycle, which has real cultural and economic consequences. Belgrade as a modern city with important fashion event(s), fashion district, creative and vibrant fashion scene can find its chance in these changes on global fashion scene.

The aim of this research is to identify the importance of fashion in tourism of Belgrade and how the Serbian government can benefit from its numerous potentials. Belgrade has been a city of various culture and talents, which have produced big names in the fashion industry. They left marks on the world map. The success of these people opened the doors of opportunity and the ideas of improving tourist socio economic activities through fashion. The research however will also attempt to provide preliminary recommendations for the development of fashion tourist attraction.

2. Materials and methods

In this study, authors used, mostly, foreign expert literature about fashion, fashion industry and its impact on tourism in a form of fashion tourism. Due to the problem of limited updated books, the research was done using also web pages, articles and blogs of fashion analysts or fashion designers themselves. Domestic literature was very modest, but it helped in a way of better understanding history and development of Belgrade fashion. Based on this data and data that were collected in the field through observation (visiting fashion district, attendance on fashion shows) and interviews with fashion designers, organizers of fashion events and employees in government institution, authors were able to present the current state of fashion industry and its connection and usage in tourism industry.

The field base analysis shows that using potentials of fashion industry and individuals is very sporadic, without strategic approach for development and adequate support. The research was supposed to determine how fashion industry is currently being used by the tourism industry and to anticipate the largest potential to be taken into account while planning future tourism development of Belgrade. One of the aims is also to show how and for what purposes fashion industry can be used in the tourism by fully exploiting potentials and values of all participants.

3. Fashion tourism

Fashion is increasingly understood as a global phenomenon based on the changes in the organization of garment production across the globe as well as the huge economic significance of garment production in world trade (Hansen, 2004). Cosmopolitan cities like Paris, Milan, New York, Tokyo and London have a long history of a thriving fashion industry which has contributed significantly to urban development. In Italy the fashion industry is second only to the mechanical engineering sector in terms of financial turnover. Paris, in particular, is globally renowned for its fashion prowess and has been dubbed the "Fashion Capital of the World" (Gatawa, 2006). Additionally, fashion has contributed to urban tourism development by attracting "fashionistas" to particular cities. In Los Angeles, for example, the central garment manufacturing area was transformed from a collection of old factory buildings into a "fashion district" that is now a centre of upscale production and showroom activities (Scott, 2004).

For some time now there has been an evolution of the "new tourist" who requires and is willing to pay for more than the regular package of sun, sea and sand, the typical tourism packages. Destinations worldwide are beginning to diversify in repackaging their tourism product by introducing niche market and alternative forms of tourism such as fashion tourism.

There is no „official" definition of fashion tourism. According to Cabrera (2012) who writes a fashion blog, fashion tourism is defined as: the phenomenon of people travelling to and staying in places outside their usual environment to enjoy experiment and possibly consume fashion. The phenomenon of fashion tourism is often called „Fashion travel" or "Shopping tourism". Organizing and visiting fashion events (Fashion week), attending seminars, roundtables, workshops bringing together most important fashion experts, travelling abroad to shop, visiting fashion museums, even staying in hotels labelled as "fashionable" can be called fashion tourism.

Fashion has been closely linked to the development of shopping tourism in the developed world. Shopping can be viewed as a part of the travel experience or the primary focus of destination travel, which can be the major motivation for a leisure trip. Leisure tourists or tourists who travel for the main purpose of shopping look for exciting opportunities to shop while travelling. According to the tourism statistical data of the U.S. office of travel and tourism industries on tourism performance matters, shopping ranking is at the top participation activity for Asian (90%) and Western Europeans (86%) (Tom, 2012). In the city of Florence on a typical shopping tour visitors were taken to famous fashion stores like Gucci, Prada and others specializing in gold, cashmere, leisure and silk. They also got the opportunity to visit the homes of famous designers and dine with them (Timothy, 2005).

There are a number of shopping festivals that cater to the different needs of the tourist shoppers from different part of the world. Shopping festivals are created by countries to increase the economic growth by providing good quality products and services usually from their respective culture. Tourists from various parts of the world come for shopping festivals in Hong Kong, Dubai and some other places, shopping festivals have therefore become big attractions of tourist destinations. One clear example of the growth of shopping tourism is Dubai, which holds a 'Dubai Summer Surprises' shopping festival for ten weeks each year. This festival has grown from attracting 1.6 million visitors who spent AED 2.15 billion in shopping during the festival 1996 to over 3.35 million tourist arrivals with tourist spending at AED 9.8 billion in 2009 (Saleem 2010).

Even in some cases, shopping malls (retail tourism enhanced by entertainment facilities) attract much more visitors than traditional tourist attractions (Southall, 2009) indicating importance of shopping tourism for economy (Table 1)

Table 1: Approximate visitor numbers in 2008 to retail attractions and traditional attractions

ATTRACTION (retail)	VISITOR NUMBERS	ATTRACTION	VISITOR NUMBERS
Trafford Centre	30 million	Chester Zoo	1.25 million
Meadowhall	30 million	British Museum	5.9 million
Bluewater	27 million	Kew Gardens	1.3 million
		Cadbury World	0.5 million

Source: Southall, 2009

Travelling for fashion purposes is done in different style (for example, visiting Fashion week, enjoying fashion tour in Milan or New York). Fashion week is an event in the fashion industry that lasts for about one week. This event showcases fashion designers or brand names in fashion to come out and display their latest collection on runway shows. Buyers and various media houses attend this event to take a first look at the latest trends in fashion and most importantly this event gives an opportunity for the industry to know what is trendy in the fashion world for the season. The most important fashion weeks take place in the four most popular fashion capitals of the world, New York, London, Milan and Paris (Bada, 2013). Most recently Los Angeles, Madrid, Toronto, Istanbul, Dubai, Berlin, Copenhagen, Australia, and Dallas are some of the other places in the world where important fashion shows are being held.

Connection between fashion and tourism is sometimes presented in a very unusual way, like the fashion show of famous designer Karl Lagerfeld on Chinese wall in 2007* or 200 models of French designer Pierre Cardin in Chinese desert presented in 2008†. Not only these events promote fashion designers and their work, but also contribute to tourism promotion of destinations and countries in which they are held. Today, fashion designers or fashion houses seem to be dissatisfied with "mere" designing clothes, jewellery, furniture etc., they have seen their opportunity in joining tourism industry (Louis Vuitton published its own collection of travel guide for more than 25 cities; Bvlgari owns hotels and resorts in Milan, Bali, London and is planning to open new one in Shanghai in 2015; famous Italian designer Roberto Cavalli hosts fashion lovers in

* http://www.wmagazine.com/fashion/2007/12/fendi_china/

† <http://www.china.org.cn/english/entertainment/229219.htm>

specially designed restaurants and clubs in Milan, Dubai, Delhi, Beirut, Kuwait, Florence and St. Tropez while French designer Pierre Cardin owns few buildings for different events such as parties, conferences, fashion shows etc. and fashion museum “Past, Present, Future” devoted to his 40 years in fashion design business).

Fashion has become an increasing global phenomenon and new linkages between fashion and other economic sectors such as tourism are constantly emerging.

4. The “birth” of Belgrade fashion

Belgrade is the capital of the Republic of Serbia. It is located in South-eastern Europe, the Balkan Peninsula on 116.57 m altitude. Its urban part covers the area of 36 km², and its total area is 322 km². The population of the area is about 2 million in 16 urban and suburban municipalities (Ćorović, 2007). Fashion has always been an important segment in not only history of Belgrade, but also in its present and future.

The book “Clothing in Belgrade in 19th and 20th centuries” * highlights the period between the two world wars, when Belgrade became the capital of the Kingdom of Serbs, Croats and Slovenes and resembled a metropolitan city in every segment. During the mid 19th century, Belgrade started accepting Parisian fashion that was arriving from the neighbouring Austria-Hungary, which at that time held the monopoly over the fashion market in Belgrade. Craftsmen from Vojvodina, Vienna and Pest were arriving to Belgrade due to huge interest of Belgrade elite in fashion products from European magazines. It was the birth of Belgrade fashion.

At the same time when the Karađorđević dynasty started its rule in 1903, the fashion paper “Nedeljne ilustracije” was started and dressmaker studios in Belgrade progressed with time in their originality and fashion trends which contributed that Belgrade becomes the real fashion centre between the two wars (Prošić – Dvornić, 2006).

After the World War I, the owners of Belgrade dressmaker studios were well-informed from fashion magazines; they also attended the new fashion collection shows and were able to offer excellent copies or interpretations of new models to their customers. One of the most talented fashion designers was Lenka Lam Majer. The world of Belgrade fashion between the two wars was an authentic one in its own way. The most prominent figure was dressmaker Voja Jeremić, who founded the Academy of dressmaking supported by the Ministry of trade (Popović, 2000).

Definitely, the survival of fashion in Belgrade was contributed by long-cherished cosmopolitan spirit of the Belgrade people, who have always had excellent taste in clothing and wanted to look nice. Belgrade is said to be an elegant city, with tradition and sophisticated lifestyle.

5. Characteristics of Belgrade fashion and its use in tourism

Serbia is the country with unfailing creative source of partly used potential. In 1996, when the first Fashion week was launched on the initiative of Nenad Radujević, there were only a few who predicted blissful future for it. Instead of showing recognition and support for the great economic potential of domestic fashion industry (such as Spain did), the state left the domestic fashion to the initiative of individuals with the vision and strong nerves.

In Belgrade, education of future professionals in fashion industry is possible at the Faculty of applied arts and French higher education school for fashion and fashion management “Mod’Art”. Many students continue their education abroad in certain prestigious fashion centres. What emerges as one of the problems is the lack of fashion criticism and fashion journalist schools which further leads to the fact that fashion in Serbia is deprived of social, prestigious status.

5.1. The state’s role in fashion and fashion tourism promotion

Participation of the state in fashion sector development is perceived in activities of The Serbia Investment and Export Promotion Agency (SIEPA) as the separate organisation of the government of the Republic of Serbia. SIEPA offers the support and help to small and medium businesses from all sectors. Its textile sector started cooperation with fashion designers in 2008 at the fair of designers and agents in New York. The help was offered in sending nine models to New York and communication with the fair representatives, but unfortunately the validation of models failed and the designers were not given the licence to exhibit at the fair. However, SIEPA intensified cooperation with designers and fashion sector and with Nenad Radujević from fashion studio

* Prošić-Dvornić, M., (2006). Clothing in Belgrade in the 19th century and at the beginning of 20th. Stubovi kulture, Belgrade.

“Click”. The first event was the participation of Serbian designers at the fair “Rendez-Vous Femme” in Paris at national stand of Serbia - Showroom Serbia with seven designers participating twice.

SIEPA was the sponsor of Belgrade Fashion Week in April and October 2008. Journalists from Spain, Germany, Greece, etc. were invited to promote the event among foreign clients. Moreover, the workshop with a consultant from Paris was organised for 25 designers from all over Serbia to train them about activities in world fashion business (price formation, collection selection, new trends in fashion business, etc.). The economic crisis influenced the work of the agency and the smaller budget contributed to cancellation of the participation at the fair in Paris the following year. However, successful participation at previous fairs and contacts helped Serbian designers to export their collections, to be represented in fashion media, internet portals for customers (buyers) and other professional clients. In addition, the consultant was employed to help in creating the recognizable national brand and connect them with clients (data obtained by Jelena Radoičić, SIEPA).

5.2. Fashion tourism in Belgrade

Fashion tourism in Belgrade develops through several key fashion events, projects and presentation of the parts of the town as potential tourist destinations for fashion tourists:

1. Fashion events. Several fashion events visited by domestic and foreign visitors in Belgrade:

- Belgrade Fashion Week is a commercial, promotional and artistic festival of fashion, having the concept of similar events in the world, but unique in Serbia. It has been held since 1996 twice a year in mid April and end of October by the fashion studio “Click”. Domestic companies and designers, young designers, students and also international brands and creators participate at this event. Adequate presentation of domestic fashion regains the confidence of professionals and public in creativity and quality production from Serbia. Special importance and attractiveness is assigned to visits of foreign designers. They arrive to Belgrade owing to professional consultants from world fashion centres (Milan, Paris, London, Lisbon, Toronto, Mexico, etc.) the fashion shows are organised at several venues in Belgrade; some of them are tourist attractions as well. Additional programmes parallel to the main event are exhibitions of fashion accessories, other artistic exhibitions to attract more artists and venues (exhibitions of photography’s, drawings, jewellery, unique clothing items, student works, design, etc.).

This event is the gathering place for debates, lectures and round tables on fashion phenomenon and domestic fashion market development with participation of competent professionals. It is estimated that the Fashion Week is visited by 15,000 people every year. The visitors are mainly from Belgrade, but some also come from abroad (designers, journalists and other experts in fashion industry). There are no data on the exact number of the visitors by days (data obtained by Nataša Višnjić, fashion studio “Click”).

- Fashion Selection – Another fashion week show organized by fashion agency “Select”. The concept of this event is similar to Belgrade Fashion Week, but the prizes are awarded in 11 categories and the event is famous for the Fashion travel for only the invited guests to visit a different destination every year (Kavala, Greece; Pecs, Hungary; Thermal spa Olympia, Slovenia; etc.), where the newest Serbian fashion collection of a Serbian brand is presented each year.

- Fashion festival “Catapult” is designed by “Pero Art” centre as a cultural, artistic event aimed at promotion of artists from fashion design and applied arts (unique jewellery, fashion accessories, unique clothing and shoes). The festival is held in shopping centre “Delta city”.

- Fashion fair in Belgrade comprises two international events: Fair of textile, clothes and equipment and Fair of leather, shoes and equipment. It is held at Belgrade fair in cooperation with the Union of textile, clothes, leather and shoes producers sponsored by Ministry of economy. The fair gathers about 200 exhibitors, about 40 foreign from 12 countries. Additional programmes are fashion shows, lectures and workshops. The Fashion fair is not in the calendar schedule of the Belgrade fair for the year 2013.

2. Belgrade shopping guide. Tourist organisation of Belgrade and fashion studio “Click” created and presented the first Belgrade shopping guide in 2012 which is the fashion market of the capital with three brand segments: Serbian, Belgrade and international. Belgrade brands are highlighted as well as “Belgrade Design District” –where young designers exhibit. In addition, there

is a joint venture of Tourist organisation and Tehnicom Computers, i.e. a mobile application *City guide Android* which introduces tourist to sights and shopping spots*.

3. Belgrade (Čumić) Design District was founded in 2010 in the place of a former first market and crafts centre and it is now a fashion corner. As a well known concept in bigger European cities, design district is a mixture of design, fashion, art and space for promoting innovative Serbian fashion designers. Design district has its website: www.belgradedesigndistrict.blogspot.com.

4. Shopping tourism. Belgrade is the city where a buyer can find brand shops sold all over the world. Majority of large trading companies have already arrived or announced the arrival for the near future. There are several large shopping centres in the city (Table 2) with shops of the most famous brands, and two streets – Knez Mihajlova and Boulevar of the King Alexander are the most famous shopping zones. Within the “Strategy of trade development in the city of Belgrade”†, the recommendation for modernisation policy and revitalisation of shopping centres and other modern retails is given with the special emphasis on the contribution of these objects to the development of the city and its image of a modern city at international level.

Table 2 The biggest shopping centres in BelgradeName	Year of opening	Total area (m ²)	Total number of shops, boutiques and restaurants
Delta city‡	2007	85,000	130
Stadium shopping centre §	2013	75,000	80
Merkator centre**	2002	52,000	78
UŠĆE shopping centre††	2009	50,000	137
ZIRA shopping centre‡‡	2007	40,738	over 30

6. Discussion

Talent and creativity of designers in Serbia or Belgrade do not lag behind the world to a large extent. Sometimes the problems Serbian designers face may become their advantage in terms of creativity, due to the fact that they are forced to count on their own creativity more than to technological support. The problems are visible in business activities, sale and managerial approach. There are numerous options for quality production of clothes and accessories, which is essential for future designers and investors. Still there are people who make needlework, crochet, embroider, and knit. That is invaluable since the old crafts are slowly vanishing.

Fashion has to be observed in a much broader sense than the two weeks of fashion show a year may offer. Other important aspects should be taken into account, such as production that would be done in Belgrade or its surroundings. Huge opportunity is perceived in organisation of small factories and ateliers that would offer foreign designers the possibility to produce their fashion lines in Serbia. What makes Serbian brands different from foreign at the domestic market is primarily the assortment. Foreign brands are present with larger selection of models, which renders higher possibility of combinations and more interesting shopping experience for the fastidious customers.

The question arises about the difference between the Fashion Week in Belgrade and in some of the fashion capitals. In terms of organizational issues, it is similar to any other fashion week in the world, which is witnessed by foreign fashion journalists who had the opportunity to compare Serbian fashion scene to others and they described it as vivid and exotic. Also, Belgrade Fashion Week is among the best 40 in the world and received an invitation to participate at the first World Fashion Week in New York in 2012§§. On the other hand, it is impossible to compare this event

* <http://www.beoclick.com/clanak/Beogradski-vodic-za-kupovinu>

† More in Faculty of Economics (2008) “Strategy for trade development in Belgrade”, page 386.

‡ <http://www.deltaholding.rs/code/navigate.php?Id=103>

§ <http://stadionsc.rs/o-nama/>

** <http://www.mercator.rs/sr/prodajna-mesta/detail.html?pm=112712>

†† <http://www.usceshoppingcenter.com/en/page/1/o-nama>

‡‡ <http://www.verano.rs/sr/?page=ziracentar> (Center include: Zira shopping center, Zira business place and Zira hotel)

§§ http://www.worldfashionweek.tv/WFW/participating_countries.html

with the fashion weeks in Milan, Paris, London and New York, because these are the places which dictate the trends and where the most prominent people in the world of fashion work. The tribute to Belgrade (Serbian) fashion scene seems to be the programme World Fashion of French satellite channel FTV (Fashion TV) where Belgrade Fashion Week is together with Madrid, Barcelona, Moscow, Sao Paolo, Sydney, etc. *

The most famous world designers participate in fashion weeks since it is the place where they are treated as celebrities by both the media and audience. Fashion week is intended also for the audience and the buyers. Fashion in Serbia is more popular in media than it is real situation. The main problem is the living standard, since fashion depends on purchasing power and it is a huge business in the west. When the purchasing power improves in Serbia, it might be compared with other countries.

It is necessary that Belgrade Fashion Week ceases its role of the local event but starts presenting itself all over the world and bring foreign customers and journalists to make estimations of the future of Serbian fashion. The support of the authorities, Ministry of culture and economy is inevitable at this point. Numerous countries support their designers by providing ateliers and financial aid for them, ore export-import subsidies. In Serbia there is still the old system running that should be changed in order to let fashion cross the boundaries of the local community. Belgrade Fashion Week should also attract the larger number of high quality participants to improve its renown In that sense, business actions referring to favouring domestic designers' collections, connecting participants to improve quality, possibilities of fashion debate at roundtables, creation of funds for young designers, cooperation between journalists and designers should be performed. Participants should also attempt to present collections for the following season as it is done in world fashion centres (spring-summer collection is to be presented in autumn) in order to enable clients to order in time. Thus, producers may produce the exact ordered number of items, avoiding experiments and excessive storage of goods.

Project "Zone 45" has shown that there is the need of joint presentation and acting at the market, since individual markets (Serbian, Croatian, and Slovenian) seem to lack enough strength for success. The project is aimed at gathering and presentation of the most famous regional fashion designers within local fashion week shows and in such way supporting the development of regional fashion scene[†].

Support of the state is needed primarily in promotion of Serbian designers first in Serbia since a few people know about designers and their retails. Then, well planned support promotion of domestic fashion at the foreign market. Moreover, the cooperation between organizers of the event and Tourist organization of Belgrade should be improved (TOB). Currently the cooperation is limited to giving the promotional material about Belgrade by TOB to the organizers of the event who distribute it to the visitors and organize the sightseeing tours on their own. Also the tourist guides might introduce foreigners to Serbian fashion and include the visit to Dorćol as a potential fashion quarter into sightseeing tours. Not only should the positive image of Belgrade be achieved, but also special attention should be devoted to designing commercial catalogues, internet presentations, finding customers, and training the staff. It is only the well formed and complete joint offer that will represent domestic textile industry at both local and foreign markets in a quality, secure and more successful way.

Belgrade is still unattractive shopping destination for foreign tourists. It has been shown in the results of the research conducted by the Global Blue company[‡] that makes transactions between globe shoppers, merchants and banks and has introduced "The Globe Shopper Index" that enables both the comparison of 33 European and 25 Asia Pacific cities, according to their shopping advantages and disadvantages, as well as a dynamic. According to this research, Belgrade occupies the following positions within several categories (marked as priorities):

1. In the category "Convenience"[§], Belgrade is at the 25th position with index 45.3;

* <http://www.fashiontv.com/videos/fashion-weeks>

† <http://www.belgradefashionweek.com/srpski/aktuelnosti.php>

‡ Global Blue (2011). The Globe Shopper Index – Europe. Global Blue, Switzerland.

§ 1. Use of foreign languages (convenience of using a UN language in the principal shopping areas);
2. Shopping hours (number of hours major shops open on Sundays (or equivalent), and the average

2. In the category “Hotels and transport”*, Belgrade is at the 32nd position with index 34.9;
3. In the category “Culture and climate”†, Belgrade is at the last 33rd place with index 30.2;
4. In the category “Affordability”‡, Belgrade is at the 5th position with index 75.9;
5. In the category “Shops”§, Belgrade is at the 31st position with index 32.0.

In support of the fact that Belgrade is not the destination for shopping tourism stands the research of Jones Lang LaSalle Agency according to which Belgrade occupies the 44th place out of 57 towns in 2012**. The results of Strategy of trade development in Belgrade show that the primary motive for arrival to Belgrade for shopping purposes is valid for domestic tourists only and their reasons for shopping are the following: attractive ambience and wide range of products of highest interest, as well as the need to buy a present or a product ordered by partners, relatives or friends††. Although the Strategy defines shopping as one of key elements for a city break, shopping tourism in Belgrade will remain underdeveloped for a long period, excluding domestic, daily consumers. Development of purchasing habits as the part of attractiveness during the tourist visit to Belgrade may generate tourism and trade, only in case the two sectors recognise the importance of cooperation and collaboration.

7. Conclusion

Fashion has become an integral part of tourism, and is a tourism activity in its own right. Unless fashion is incorporated within a destination’s tourism offer, through marketing and stakeholder collaboration, it is unlikely that the growth potential will be achieved.

Belgrade is represented in the fashion industry through a lot of elements (for example Belgrade Fashion Week, Belgrade Design district, shopping tourism etc.) that may be involved in the tourist offer of the city. Fashion, as a universal, accessible language, is certainly one of the most attractive ways to present another, more beautiful side. It might be a good opportunity to promote Serbian fashion and tourism abroad and improve the image of Serbia abroad.

Although Belgrade is on the list of European fashion tourism destinations among the last, the fact is that it will take more time and effort to improve this position, but this "mission" should be completed. The mission success will depend on the development of a separate framework for fashion tourism in Belgrade, better marketing, cooperation, support and efforts in promotion by all stakeholders. The offer should be quantitatively and qualitatively improved with appropriate value

number of hours high street shops are open Monday–Saturday); 3. Price negotiation (likelihood of negotiating a discount at a department store, a boutique store and a market stall) 4. Safety (qualitative assessment of the prevalence of violence and petty crime, as well as the threat of military conflict, political unrest and terrorist attacks)

* Luxury hotels, a choice of flights and efficient transport are, for most, welcome aspects of any international shopping trip.

† Major cities offer a wealth of cultural experiences and sightseeing opportunities, although climate can vary, so it is best to be well prepared for the shopping season according to destination (Attractions & UNESCO sites, International cuisine, Popular events, Strictness of visa regulations, Agreeability of climate)

‡ For any shopper, whether they are looking for the latest fashions, a high-end camera or a handcrafted souvenir, getting the most for one’s budget will always be a high priority (Exchange-rate stability, Dining, Hotels, Shopper favourites, City transport).

§ The number and variety of shops and brands to be found at any destination are essential criteria for the serious shopper.

** This report examines the expansion and presence of international retailers in the key, leading European retail cities adding two new retail markets in Eastern Europe (Belgrade and Bratislava). More in: Jones Lang LaSalle (2013). Destination Europe 2013 - The 250 most renowned retailer brands and their presence across the key European cities. Jones Lang LaSalle, Chicago.

†† Other reasons for tourists to spend their money on shopping: 1. Better prices in terms of quality compared to the place/country of origin; 2. Stress free environment and plenty of time for shopping compared to the daily routine at home; 3. The need to buy items that remind of the visit, either as tourist experience or planned shopping of souvenirs as proofs of the visit. Additional reading in “Strategy of trade development in Serbia” published by the Faculty of economics in Belgrade in 2008.

for the money. The economic importance of fashion tourism cannot be underestimated. The presentation of the fashion tourism on local and foreign markets will be better, safer and more prosperous if produced by joint efforts.

Acknowledgements

The authors wish to thank Jelena Radoičić from government agency SIEPA and Nataša Višnjić, PR manager of fashion studio "Click" for providing all necessary data.

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Белград (Сербия) в качестве альтернативного месторасположения или города модный туризм

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Аннотация. Мода в западной цивилизации является одним из самых важных явлений. Во многих частях мира число модных туристов растет. Хорошо известно, что "великих пять", "столиц моды" являются Париж, Лондон, Милан, Нью-Йорк и Токио. В 20-ом веке, а особенно после 1980-ых годов, небольшие города, "центры стиля", такие как Вены, Амстердам, Делхи и Копенгаген пытаются развивать собственное влияние через модную культуру. Может ли, город Белград быть таким городом?

В центре внимания этой работы является исследование между модой и туризмом в Белграде (Сербия) и туристическими потенциалами, которые мода может иметь. В этой работе выделяется то, что существует много вызовов в индустрии моды, которые могут быть препятствием в развитии моды, как туристического аттракциона. В заключении подчеркнута, что Белград, в настоящее время, не место для модного туризма, и он не будет в ближайшем будущем, но существует достаточно места для индустрии моды, чтобы осуществить значительный вклад в туризм. В работе также подчеркиваются рекомендации для развития модного туризма Белграда.

Ключевые слова: Мода; туризм; модный туризм; Белград; Сербия.