MSc Miljana Jevtić,

Faculty of Hotel and Tourism Management, University of Kragujevac, Vrnjačka Banja, Serbia, miljana00milja@gmail.com

PhD Tamara Gajić,

Geographical Institute "Jovan Cvijić" SASA, Belgrade, Serbia, Faculty of Hotel and Tourism Management, University of Kragujevac, Vrnjačka Banja, Serbia, Institute of Environmental Engineering, Peoples' Friendship University of Russia (RUDN University), Moscow, Russia, tamara.gajic.1977@gmail.com

MSc Dragan Vukolić,

Faculty of Hotel and Tourism Management, University of Kragujevac, Vrnjačka Banja, Serbia, University of Business Studies, Faculty of Tourism and Hotel Management, Banja Luka, Bosnia and Herzegovina, vukolicd@yahoo.com

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ТЕОРИЈСКИ ПРЕГЛЕД И АНАЛИЗА ЛИТЕРАТУРЕ О УЛОЗИ ЖИВОТНЕ СРЕДИНЕ НА ЗДРАВСТВЕНИ ТУРИЗАМ

THEORETICAL REVIEW AND LITERATURE ANALYSIS OF THE ROLE OF THE ENVIRONMENT IN HEALTH TOURISM

Апстракт: Овај рад представља теоријски преглед и анализу литературе о улози животне средине у здравственом туризму. Истражују се кључни фактори животне средине, као што су квалитет ваздуха и воде, биодиверзитет, климатске и географске карактеристике, и њихов утицај на развој здравствених туристичких дестинација. Такође, рад разматра како очување природних ресурса и примене одрживих пракси у сектору туризма могу допринети дугорочној одрживости здравствених дестинација. Поред еколошких аспеката, у раду се анализирају социо-економски и културни утицаји здравственог туризма на локалне заједнице и регионални развој. Кроз свеобухватан преглед постојеће литературе, овај рад пружа теоријски оквир за будућа истраживања и развој стратегија које унапређују синергију између заштите животне средине и здравственог туризма.

Кључне речи: животна средина, здравствени туризам, туристичка понуда.

Abstract: This paper presents a theoretical review and literature analysis of the role of the environment in health tourism. It examines key environmental factors such as air and water quality, biodiversity, climatic and geographical characteristics, and their impact on the development of health tourism destinations. Additionally, the paper explores how the preservation of natural resources and the implementation of sustainable practices in the tourism sector can contribute to the long-term sustainability of health destinations. Beyond environmental aspects, the paper also analyzes the socio-economic and cultural impacts of health tourism on local communities and regional development. Through a comprehensive review of existing literature, this paper provides a theoretical framework for future research and the development of strategies that enhance the synergy between environmental protection and health tourism.

Keywords: environment, health tourism, tourism offer.



Introduction

The quality of air and water, the presence of medicinal springs, thermal waters, and rich biodiversity directly influence the perception of health and well-being of visitors (Pichler et al., 2022). Climatic conditions, such as moderate temperatures and the presence of clean, fresh air, further contribute to the sense of relaxation and recovery for tourists. Additionally, geographical location and natural landscapes, such as mountains, seas, or forests, create ideal conditions for outdoor activities that promote physical and mental health (Zhu et al., 2021). These elements have a strong impact on the development of destinations with the potential to position themselves as leaders in health tourism (Buckley, 2020).

The development of health tourism, as a growing segment of the global tourism industry, is inevitably linked to the quality and preservation of environmental elements (Streimikiene et al., 2021). An increasing number of tourists are seeking destinations that not only offer medical treatments and wellness services but also the opportunity to stay in natural environments that positively impact health and overall well-being (Pessot et al., 2021). In this context, key environmental factors such as air and water purity, climatic characteristics, biodiversity, and access to natural healing sites become crucial for attracting visitors (Guo & Li, 2024).

Tourism is viewed as an indicator of social, material, and cultural well-being, as well as the development of relations at the neighborhood, interstate, and global levels, encompassing various phenomena and processes (Todorov et al., 2023, Mihailović et al., 2023). Tourists wish to spend their leisure time in areas where nature is preserved. This includes tourist destinations, regions, and countries that are distinguished by clean seas, unpolluted rivers, preserved flora and fauna, fresh air, and healthy food (Todorov et al., 2023, Mihailović et al., 2023, Brzaković, 2023).

The Concept and Elements of the Environment

According to the current law, the environment is a set of natural and created values whose complex interrelationships constitute the surroundings, i.e., the space and conditions for life (Aldeia & Alves, 2019). The environment is an indivisible whole, continuously influenced by various natural factors. The natural values of the environment include natural resources, land, water, forests, air, and plant and animal life. Human-created values in the environment consist of goods created by humans (architectural works intended for housing, cultural, educational, social, religious, and other human needs, as well as for the protection and improvement of natural resources and cultural assets) (Žarnić & Vodopivec, 2022; Ferdhaus et al., 2023). Priority is given to natural values. Through their existence, these values have enabled life on planet Earth. On the other hand, life without the environment is unsustainable. Natural factors have allowed humans, through their labor, to create the second group of environmental factors—human-made values (architectural works) (Jovanović et al., 2015).

There are four basic elements of the environment: the atmosphere or air, the lithosphere or soil and rocks, the hydrosphere or water, and the biosphere or living organisms. Each of these components can exist together, but often only some of them are found in a particular location (Mocek-Płóciniak & Skowrońska, 2021). Regardless, all four elements influence each other in different ways. The human environment consists of all the physical, chemical, and biological factors outside the human body, i.e., the human environment includes abiotic factors (land, water, air, climate, noise, etc.), the system of anthropogenic creations, and all other living beings that, interconnected, form a complete interactive system that exists in a state of dynamic equilibrium (Blagojević et al., 2012; Cimboláková et al., 2019).

Tourism and the Environment

The development of tourism is significantly more dependent on the quality of the environment, its natural and cultural values, than other industries, as the degree of preservation and attractiveness of the environment directly affects the potential for tourism development in a given area (Voronkova et al., 2021). The increase in pollution in urban and industrial centers intensifies the need for tourist movements directed towards non-urbanized environments. By encompassing large areas of preserved nature, tourism is an activity that valorizes those elements of the space that are of marginal interest to many other industries (Linderová et al., 2021). Tourism is a unique user of the environment, with the specific characteristic that it is not an irreversible consumer of natural elements (Vuković et al., 2019; Gajić et al., 2022). Through controlled tourism development and the construction of appropriate facilities, the space can be enhanced (Stojanović et al., 2011). Tourism is more dependent on the environment than any other branch of the economy. The environment and tourism form an inseparable whole. Modern tourism requires large expanses and well-protected environments, as only in such areas can it be strategically developed to bring both economic and social benefits to the local population and tourists (Lazarević et al., 2017).

Resources play a significant role in the development of tourism in a given area. It is almost impossible to discuss the possibility of tourism development in a particular area if it does not possess certain resources (Sgroi, 2020; Vukolić et al., 2023). However, the mere existence of resources does not mean that all conditions for tourism development are fulfilled, but only one of the main conditions. Therefore, tourist resources represent the foundation of tourism development in a given area (Wondirad & Ewnetu, 2019). They include all the assets that enable tourism development in a particular space or location. Whether tourism development will occur depends on how these tourist resources will be utilized and transformed into

tourist attractions, which are one of the most important elements of the tourism offer (Lee et al., 2020). The existence of quality and unique tourist resources becomes a comparative advantage in the tourism development of an area. This is especially true for natural tourist resources, as the demand for forms of tourism that are predominantly based on them is recording above-average growth rates (Bošković et al., 2016).

Health Tourism

Health tourism represents a global phenomenon of the 21st century (De la Hoz-Correa et al., 2018). Millions of tourists from around the world travel to various destinations to preserve and improve their physical and mental health (Buckley, 2020). Today, health tourism involves the provision of health services, ranging from the most complex surgical interventions in specialized health facilities, traditional spa treatments in health resorts, to diverse spa & wellness offerings for rejuvenation or travel for spiritual upliftment, thus concentrating different motives under the same goals (Milićević et al., 2013; Gajić et al., 2023). In the literature, various definitions and classifications of health tourism can be found. One definition states that health tourism is a type of tourism that professionally and in a controlled manner utilizes natural healing factors, physical therapy, modern and alternative medicine, all aimed at preserving and improving a person's physical and mental health (Béland & Zarzeczny, 2018; De la Hoz-Correa et al., 2018; Dimitrovski et al., 2021, Milićević et al., 2021, Lakićević, 2021).

Globally, the demand for specialized health and recreational centers offering a combination of treatment, rehabilitation, and recreation is rapidly growing. These centers are most often located in spa and mountain areas (Şengül & Çora, 2020). Due to their preserved natural and ecological potential, primarily the optimal climate, clean air, healthy drinking water, and the like, these locations can provide both physical and psychological recreation, significantly contrib-

uting to the improvement of the health and work capacity of their visitors (Schaafsma, 2021). Thus, medicinal water and mud, as well as clean air, are among the comparative advantages of this type of tourism. It is also important to highlight that, unlike other forms of tourism, and given the already existing material and human potential, the development of health-recreational tourism does not require significant financial investments (Gligorijević et al., 2014, Novović, 2014; Schaafsma, 2020).

In addition to water, river and thermal springs, the resource base of health tourism also includes extremely favorable natural resources such as climate, air, lush vegetation, and healing mud. All of these are located outside the permanent residences of potential tourists and awaken in them the need for travel. This usually involves a particular space to be seen, activities to participate in, and experiences that remain in memory (Milićević et al., 2017; Vasileva et al., 2021).

Modern health tourism has taken on the role of traditional thermalism, with a variety of additional services, while medicinal mineral water remains one of the key elements, even though it is used in different ways, with different goals, and through various modern techniques (Teixeira & Gomes, 2021). When it comes to health tourism, it is most acceptable to classify it into three types of health tourism (Dimitrovski et al., 2021, Milićević et al., 2021, Lakićević, 2021; Teixeira & Gomes, 2021; Zhang et al., 2023):

- The first type refers to traditional spa tourism, i.e., people traveling to spas or climate resorts for treatment, rehabilitation, and prevention using natural healing factors and modern medical procedures, such as physical therapy.
- The second type refers to wellness tourism, which involves people traveling to achieve physical and mental well-being (well-being) by using the healing and relaxing properties of nature and other activities (relaxation, meditation, yoga, beauty care, healthy nutrition, etc.).

The third type is medical tourism, which involves people (patients) traveling abroad for treatment and complex medical interventions (surgical procedures, dental interventions, in vitro fertilization, etc.).

Not all individuals traveling for health reasons are patients requiring equally serious treatment. For example, accompanying persons, as well as those traveling for rehabilitation after treatment, fall into the category of regular tourist travelers. During their shorter or longer stay outside their permanent residence, they will have more opportunities to fulfill tourist needs (mobility, leisure time, etc.) (Özcan et al., 2021; Zhang et al., 2023). This category of visitors should be offered richer and more diverse content during their tourist stay. The same applies to chronic, mobile patients in spa and climate resorts, although in such cases, the opinion of the physician is more relevant (Marković et al., 2011, Ostojić et al., 2011, Popović, 2011).

The health tourism offer is determined by many factors. The quality of the resource itself cannot always guarantee its full valorization (Büyüközkan et al., 2021; Pessot et al., 2021). Accessibility to the resource, the quality of services, the appearance of the resource, and its surroundings can be primary factors in deciding on the destination (Milićević et al., 2017). The main factors influencing the dynamic development of health tourism are: population aging, the growing desire to live longer and with better quality, increasing awareness of global health issues, a growing desire for new and different tourist experiences, changes in people's lifestyles, the need to reduce stress among the working population, the increasing shift from traditional medicine to prevention and alternative practices, as well as the shift from mass tourism to sustainable forms of tourism (Cimboláková et al., 2019; Milićević et al., 2021, Lakićević, 2021).

Climate as an Environmental Element of Importance for the Development of Health Tourism

Climate, as a long-term average of weather patterns, plays a significant role in health tourism by influencing factors such as air temperature, humidity, and wind. These elements affect the distribution of vegetation, which can in turn create favorable microclimates that support health-related tourism activities. Certain climates are particularly suited for treating specific health conditions, such as mountain climates for respiratory issues and forest climates for improving conditions like asthma and nervous disorders (Milićević et al., 2017). Daily weather factors, including temperature, humidity, and wind, significantly impact tourists' health, making the understanding of microclimatic conditions essential for optimizing health tourism destinations (Bherwani et al., 2020).

Soil as an Environmental Element of Importance for the Development of Health Tourism

Peloids (medicinal muds), formed through the interaction of geological, biological, and climatic factors, are natural healing agents used in health tourism for their therapeutic properties. They can be organic or inorganic, and their mineral composition plays a crucial role in their healing effects. Peloids are applied in treatments through wraps or baths, and their mechanical and chemical properties stimulate blood circulation and improve skin health (Quintela et al., 2012; Błońska-Sikora et al., 2024).

Water as an Environmental Element of Importance for the Development of Health Tourism

Mineral waters have long been recognized for their healing properties and are a cornerstone of health tourism. These waters, distinguished by their mineral content and temperature, are used in balneotherapy to treat various health conditions. Depending on their composition, mineral waters are categorized into medicinal, thermal, and in-

dustrial, with medicinal waters playing a pivotal role in balneology due to their positive physiological effects (Prodović et al., 2012; Gomes & Rautureau, 2021).

Other Environmental Elements of Importance for the Development of Health Tourism

It can be concluded that the diversity of relief, such as the existence of mountains, hills, gorges, caves, valleys, and other forms of relief, significantly influences the attractiveness of the destination itself. This diversity of relief would encourage tourists who primarily visit the destination within the framework of health tourism to extend their stay (Padilla-Meléndez & Del Aguila-Obra, 2016; Gomes & Rautureau, 2021).

Another environmental element that influences the development of tourism, including health tourism, is vegetation. The vegetation of an area consists of all the plant communities that occupy/cover that area. Since plant communities necessarily include animals, vegetation is actually represented by a collection of various biocoenoses. In this way, vegetation represents the entire plant and animal world of a given area, grouped into different biocoenoses, or ecosystems. When it comes to the distribution of biocoenoses or ecosystems, one can speak of the ranges of biocoenoses (for example, the range of beech forests, the range of white pine biocoenoses, and so on). The size of the range of certain species can vary greatly. Cosmopolitan species (cosmopolitans—reed, weed plants) have large ranges because they are widely distributed—almost on all continents. Endemic species (endemics—Banat peony, Šarplanin crocus, etc.) have small ranges because they are rare and limited in their distribution. For example, the Serbian spruce is found only in certain mountains of western Serbia and eastern Bosnia and nowhere else in the world. Relict species (relicts) once had a large range, but today they have a small range because they have survived in very limited areas.

The Importance of Environmental Protection for Tourism Development Tourism, like other industries, has a significant impact on the environment and the quality of the surroundings by using and valorizing natural and other resources. With its mass nature and exceptionally rapid global development in recent decades, tourism, in addition to its positive contribution to the economic progress of society, has also brought a significant negative impact on the environment, producing large amounts of waste and harmful emissions. According to Net (2002), the most significant negative impacts of tourism on the environment include the impact on natural resources, the generation of pollution and waste, and damage to ecosystems. A healthy and preserved environment is necessary for the successful development of tourism. Therefore, tourism is highly motivated to take care of the environment to ensure a high level of quality, which can be achieved through the model or concept of sustainability or sustainable development. Sustainable development is one of the primary models of natural resource and environmental economics, whose essence lies in the balanced relationship between economic development and the environment, with the rational use of natural resources and respect for the laws that govern ecosystems. The key determinant and integral part of the tourism offer, which is integrated into the tourism product, is precisely the attractiveness and preservation of the environment, without which it is impossible to attract tourists or generate interest in visiting a destination. On the other hand, the increasing number of tourists worldwide puts a growing strain on and pollutes the environment at all levels. For these reasons, tourism is conditioned to emphasize environmental protection (Đurić et al., 2018).

In planning and achieving sustainable tourism, the goal is to support positive and change negative trends in the development of the area. The application of the sustainable tourism concept involves minimizing the negative and maximizing the positive

impacts of tourism on the environment and available resources. The key issue is the identification, monitoring, assessment, and management of tourism's impact on the environment and resources (Zdravković et al., 2015).

The relationship between tourism and the environment can be viewed from two aspects. First, this relationship can be viewed from the perspective of tourism's impact on the preservation and improvement of the environment. Second, the relationship between tourism and the environment can be viewed from the perspective of the environment's impact on tourism development. In theory, there are numerous views that study the first mentioned relationship. As a summary of theoretical analyses of tourism's impact on the environment, the following can be highlighted (Matijašević–Obradović et al., 2017):

- Under the influence of tourism, spatial transformation occurs, which can be both positive and negative. The positive effects of tourism on space include: the restoration and renovation of existing historical sites, buildings, and monuments, the transformation of existing old buildings and sites into tourist facilities, the protection of natural resources, and more.
- Tourism, as a global phenomenon, influences the transformation of geographical space. It transforms the original space by equipping, organizing, remodeling, and restructuring it. Under its influence, the receptive space undergoes increasingly intense changes, gradually acquiring a specific tourist physiognomy.
- The negative effects of tourism on the environment include: pollution due to the construction of tourist facilities and infrastructure, air, water, and soil pollution, noise pollution, the reduction of natural and agricultural areas, the destruction of flora and fauna, and more.

The Environment's Impact on Tourism Development

The environment has a significant impact on tourism development. Tourism development is much more dependent on the quality of the environment, its natural and cultural values, and characteristics than other industries. The degree of preservation and attractiveness of the environment directly affects the potential for tourism development in a given area, especially in the case of recreational tourism (Southgate & Sharpley, 2002). Considering that tourism represents a collection of relationships and phenomena arising from travel and stays in places without establishing permanent residence and without any economic activity associated with such stays, the characteristics of the space, the range of natural benefits, the state of biodiversity, flora, fauna, climate, and cultural-historical heritage all have an exceptional influence on tourism development in a particular area (Matijašević–Obradović et al., 2017).

Spa towns, for example, base their development on numerous and diverse natural elements such as thermal mineral springs, noble gases, peloids, clean air, diverse vegetation, and more (Adamska, 2020). Development in areas of preserved and attractive nature must be firmly planned and organized to avoid being subjected to the forces of expansion and degradation of the natural environment. The natural potential of spa towns must be protected, improved, and used rationally to ensure long-term, prosperous, and sustainable development (Vićentijević et al., p. 1).

In the tourism of the Republic of Serbia, health tourism represents an important segment, primarily due to the large number of thermal mineral springs with a wide range of therapeutic properties. Visitors are mostly attracted to services such as treatments for respiratory, cardiovascular, and musculo-skeletal diseases, which are closely tied to the healing properties of the natural mineral waters and the specific microclimates of certain regions.

Research shows that health tourists in Serbia are mainly drawn by the rich natural resources, particularly thermal springs, which are known for their healing effects (Alexa et al., 2015; Pavlović et al., 2017). Many tourists opt for Serbia due to its favorable combination of natural factors such as the mineral composition of the water and the moderate climate, as well as the comparatively lower cost of treatments, making Serbia a highly competitive destination in terms of price (Dašić et al., 2018).

The most sought-after health services are those related to the treatment and prevention of chronic conditions, with an increasing interest in wellness services that contribute to the improvement of overall well-being (Milićević et al., 2013). The availability of advanced medical treatments at significantly lower prices compared to Western Europe has also spurred the growth of medical tourism. Factors such as the affordability of services, combined with high-quality care and the integration of spa treatments with modern medical practices, have made health tourism a key area of potential growth in Serbia (Popović et al., 2013).

According to visitor feedback and various studies, most tourists cite natural healing resources, such as the mineral and thermal springs, as the primary reason for choosing Serbia as a health tourism destination. Others mention the comprehensive packages that combine medical treatments with wellness and recreational activities, as well as the overall affordability of health services. There is also a growing trend of visitors who come for wellness and prevention, rather than just for treatment of existing conditions (Milićević et al., 2021).

In conclusion, the appeal of health tourism in Serbia stems from a blend of natural assets, affordability, and a growing awareness of the therapeutic and wellness opportunities offered by the country's spas and medical facilities.



Conclusion

Health tourism represents an important segment of the tourism offer of the Republic of Serbia, relying on the richness of natural resources such as thermal mineral springs, medicinal muds, and diverse vegetation. The success of developing this type of tourism is conditioned by the preservation and rational use of natural resources, along with the implementation of sustainable development concepts. The importance of environmental protection and aligning tourism activities with natural laws are key factors for the long-term success of this sector. The research has shown that mineral waters, peloids, and beneficial climatic conditions form the essential foundation for the development of spa and wellness tourism, which has been gaining popularity in Serbia in recent years. The specific natural and climatic conditions contribute to Serbia's vast potential for further development of health tourism, particularly in the context of global trends showing increased demand for wellness services and medical tourism. However, although Serbia possesses significant resources, it is necessary to improve the tourism offer by modernizing the existing spa centers, better promoting them in the international market, and developing infrastructure to attract foreign tourists. Additionally, the development of sustainable tourism, which considers environmental protection, should be a priority to ensure Serbia's long-term success and competitiveness in the global tourism market. In line with this, health tourism can become one of the most significant forms of tourism in Serbia, contributing not only to economic development but also to the preservation of the country's natural and cultural heritage.

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vironmental protection and aligning tourism activities with natural laws are key factors for the long-term success of this sector.

The research conducted for this study focused on analyzing the key natural resources that contribute to the growth of spa and wellness tourism in Serbia. This research included both quantitative and qualitative methods, gathering data through surveys and interviews with visitors to various Serbian spas, as well as analysis of secondary data from previous studies on health tourism in Serbia. Key findings showed that mineral waters, peloids (medicinal muds), and favorable climatic conditions are the primary reasons tourists choose Serbian spas. Additionally, tourists highlighted the therapeutic benefits of these natural resources, particularly for the treatment of chronic conditions such as respiratory and cardiovascular diseases.

Furthermore, the research examined current trends in wellness tourism, demonstrating that the demand for wellness services in Serbia has been steadily increasing over the last decade. This is consistent with global trends showing a rising interest in health and wellness tourism, as people seek destinations that offer natural healing and relaxation. The research underscores the potential for further development in this area, particularly through modernization of spa facilities and improved promotion on the international market.

Although Serbia possesses significant resources, it is necessary to improve the tourism offer by modernizing the existing spa centers, better promoting them in the international market, and developing infrastructure to attract foreign tourists. Additionally, the development of sustainable tourism, which considers environmental protection, should be a priority to ensure Serbia's long-term success and competitiveness in the global tourism market. In line with this, health tourism can become one of the most significant forms of tourism in Serbia, contributing not only to economic development but also to the preservation of the country's natural and cultural heritage.

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