

Original scientific paper

UDK: 316.644:338.48-44(497.11-22)

Received: 23.6.2025

Accepted: 22.9.2025

How to cite: Pavlović, M., Marković, S. (2025) Visitors' opinions on the stanišići ethno village. *Horizonti menadžmenta*, 5 (1) 25-54

## VISITORS' OPINIONS ON THE STANIŠIĆI ETHNO VILLAGE

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**Abstract:** *The paper examines visitors' attitudes and satisfaction with the tourist offer of Ethno Village Stanišići, one of the most popular ethno destinations in the region. The study analyzes visitors' perceptions of ambience, hospitality, accommodation, gastronomy, and the authenticity of cultural content. The survey was conducted on a sample of 100 respondents using a questionnaire and Likert scale evaluation. Results indicate a high level of satisfaction among visitors, especially regarding the traditional atmosphere, food quality, and staff hospitality. The findings show that authenticity and ambience are key factors influencing positive visitor experiences and the intention to revisit the destination. The research highlights the importance of continuous monitoring of visitors' attitudes to improve service quality and strengthen the development of ethno-tourism in the region.*

**Keywords:** *Ethno tourism, visitors' attitudes, tourist satisfaction, Ethno Village Stanišići, tourist offer, cultural heritage and sustainable tourism.*

### Introduction

Tourism today represents one of the most important drivers of socio-economic development and one of the most dynamic sectors of the global

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economy. It is no longer merely a means of generating income and economic growth but also serves as a mechanism for intercultural communication, identity preservation, and the promotion of cultural values (Bunghez, 2016). Modern tourism connects people, places, and cultures, contributing to the development of local communities and fostering sustainable economic growth. In addition to its economic benefits, tourism acts as a catalyst for improving infrastructure, preserving natural and cultural resources, and supporting the development of small and medium-sized enterprises in the tourism sector (Ray et al., 2024).

Particularly significant are rural and ethno tourism, which represent specific forms of tourism based on the preservation of tradition, culture, and the authenticity of local communities. Ethno tourism offers visitors the opportunity to directly experience heritage and the way of life of the past through architecture, crafts, gastronomy, and customs, thereby creating a deeper emotional connection between the tourist and the destination (Zečević et al., 2024). This type of tourism contributes not only to the economic strengthening of rural areas but also to their cultural revitalization and social cohesion.

Research on visitors' attitudes toward ethno destinations, such as the Ethno Village Stanišići, is of exceptional importance because it enables a better understanding of their needs, motivations, and levels of satisfaction. The results of such studies provide the foundation for improving the tourist offer, adapting marketing strategies, and enhancing the competitiveness of the destination compared to other forms of tourism (Panić et al., 2025). The goal of contemporary ethno tourism is not only the preservation of tradition but also its revitalization and integration into modern tourism flows through a sustainable and responsible approach.

### **Ethno Tourism as a Specific Form of Tourism**

Ethno tourism represents an increasingly significant segment of modern tourism, emphasizing the preservation of cultural heritage, tradition, and the authenticity of local communities. It has developed as a response to contemporary tourism trends and the growing demand among visitors not only for relaxation but also for deeper cultural experiences and direct contact with local residents (Richards, 2018; Zečević et al., 2024). Unlike mass tourism, which is based on standardized content, ethno tourism seeks to preserve the original elements of cultural identity and present them through

the conservation of architecture, crafts, folk art, and gastronomy (Vujko & Gajić, 2018).

The fundamental characteristics of ethno tourism are reflected in the preservation of both tangible and intangible cultural heritage. Visitors have the opportunity to stay in ethno villages, participate in traditional craft workshops, taste local food, and learn about customs that form the identity of the community (Vitasović et al., 2023). This type of tourism offers interactive experiences that combine culture, education, and recreation, thus creating a deeper emotional connection between tourists and the destination (Lane & Kastenholz, 2015).

Ethno tourism also possesses significant economic importance. It contributes to income diversification, job creation, and the encouragement of local small and family businesses such as hospitality, crafts, and the sale of authentic products (Panić et al., 2025). At the same time, this form of tourism serves as an instrument of sustainable development, utilizing local resources while minimizing environmental impact (Juvan et al., 2022).

One of the most successful examples of ethno tourism in the region is the Ethno Village Stanišići, established in 2003. Its founder, Boris Stanišić, spent years collecting old houses, artifacts, and architectural elements from various parts of Bosnia and Serbia, creating a unique environment that replicates the traditional lifestyle of the late 19th and early 20th centuries (Petrović & Blešić, 2017). The complex consists of two parts — the secular section, representing traditional architecture, and the spiritual section, which reproduces medieval sacral structures — thereby offering visitors an authentic experience of the past and religious heritage.

Today, the Ethno Village Stanišići stands as a symbol of cultural identity preservation and tourism innovation. Its importance lies in the combination of economic sustainability, cultural revitalization, and educational function. Visitors have the opportunity to experience traditional life, participate in workshops, enjoy local cuisine, and gain a deeper understanding of the region's cultural heritage (Zečević et al., 2024).

Visitors are the central element of the tourism system, as their experiences, attitudes, and expectations shape the quality and competitiveness of a destination (Yoon & Uysal, 2005). Understanding tourists' perceptions

enables decision-makers to align the offer with the needs of different visitor segments, resulting in greater satisfaction and loyalty (Bunghesz, 2016).

In the context of ethno tourism, visitors' perceptions include factors such as the authenticity of the ambience, staff hospitality, service quality, and the availability of cultural content (Cohen, 2019). Tourists are not only seeking rest but also active participation in local activities—from craft-making to engagement in traditional festivities (Richards & Du Cros, 2020).

Visitors' attitudes represent their subjective evaluations of the destination and its elements (Oliver, 2015). These include the perception of the ambience, service quality, cultural content, and the attitude of the local population. Research shows that a high level of satisfaction leads to repeat visits and recommendations, which contribute to the sustainability and development of tourist destinations (Kim et al., 2019; Styliadis et al., 2022).

In the case of the Ethno Village Stanišići, examining visitors' attitudes makes it possible to identify the most highly valued elements—authentic ambience, gastronomic quality, and staff hospitality—as well as areas requiring improvement. Such an approach enables the creation of strategies aimed at increasing satisfaction and developing long-term sustainable ethno tourism (Vitasović et al., 2023; Panić et al., 2025).

According to the definition proposed by the World Tourism Organization (UNWTO), *cultural tourism* refers to travel activities motivated by the desire to visit destinations, sites, or events of cultural and historical significance. This type of tourism enables visitors to engage with and appreciate the artistic, intellectual, and social achievements of past civilizations (Goss, 2016). One of its essential components is the intangible cultural heritage, which encompasses the practices, expressions, skills, and knowledge recognized by specific communities as part of their living cultural identity and tradition.

Cultural tourism, as a multidimensional phenomenon, also integrates various subcategories such as anthropological tourism, gastronomy tourism, historical tourism, festival and arts tourism, museum tourism, heritage tourism, and ethno tourism (Bolnick, 2003). These interconnected forms provide diverse opportunities for visitors to experience cultural authenticity. The historical evolution of cultural tourism suggests a strong potential for continued growth. The World Tourism Organization forecasts an average

annual growth rate of approximately 15%, emphasizing its sustainability and economic viability (Richards, 2002).

Importantly, cultural tourism tends to attract high-spending visitors who seek authentic experiences while contributing positively to the preservation of local culture and the environment. By participating in traditional rituals, festivities, or cultural events, visitors and local residents engage in meaningful intercultural exchange. This interaction enriches both groups, fostering cultural understanding and social cohesion (Aiello, 2014).

From a conceptual standpoint, cultural tourism may also be defined as the movement of individuals from their place of residence toward destinations offering cultural attractions and experiences that fulfill their intellectual and aesthetic aspirations (Richards, 2003). Such movements are motivated by curiosity, a desire for learning, and the pursuit of cultural enrichment.

In the literature, different typologies of cultural tourists are identified. The most general category, the *general cultural tourist*, is primarily motivated by visiting diverse destinations to broaden personal horizons. Over time, with accumulated experience and knowledge, such tourists may evolve into *specialized cultural tourists*, focusing deeply on specific locations or cultural phenomena (Mousavi, Doratli, Mousavi, & Moradiahari, 2016). In addition to these, there are serendipitous, incidental, casual, purposeful, and sightseeing cultural tourists, whose motivations vary according to personal interests and depth of engagement. For instance, a *purposeful cultural tourist* chooses a destination primarily for its cultural significance and aims to achieve a profound, transformative experience rooted in cultural authenticity.

Thus, cultural tourism stands as a complex and dynamic segment of the global tourism industry, promoting both cultural exchange and sustainable local development through the appreciation and protection of cultural resources.

The development of rural tourism represents a complex and dynamic process involving numerous social actors who continuously reinterpret, reshape, and negotiate strategies and policies through multidimensional interaction (Verbole, n.d.). Local communities are not passive participants or mere recipients of external tourism initiatives. Instead, they actively engage in the design and implementation of development projects, frequently employing bottom-up approaches that emphasize self-organization,

community empowerment, and participatory decision-making. This participatory dimension is crucial for ensuring that tourism development reflects local interests and contributes to the sustainable improvement of living standards.

Within this framework, ethno tourism emerges as a distinctive form of rural and cultural tourism centered on the quest for authenticity. It attracts tourists who seek to experience indigenous cultures, traditions, and lifestyles in their original settings (Jaunter, 2018). Ethno tourism provides a platform for intercultural exchange, enabling visitors to interact directly with local communities, explore traditional households, enjoy regional cuisine, and participate in or observe rituals, festivals, and other cultural expressions. Through such experiences, tourists gain a more profound understanding of local identity and the sociocultural fabric of host communities (Burns & Novelli, 2008).

However, the very nature of this interaction also entails certain challenges. Unregulated or irresponsible forms of ethno tourism can result in socio-cultural and environmental degradation, including the spread of diseases, over-commercialization of cultural traditions, and pollution of natural habitats. In some cases, tourism enterprises have been criticized for commodifying culture—transforming authentic traditions into staged spectacles to satisfy tourist expectations, often without adequate compensation or benefit-sharing with local populations (Heurtier, 2017). Such practices can undermine the dignity and autonomy of indigenous communities, leading to cultural stereotyping and loss of authenticity.

Despite these potential drawbacks, ethno tourism retains significant development potential. When managed responsibly, it can serve as a catalyst for local economic growth, generating employment opportunities, stimulating small-scale entrepreneurship, and promoting the sale of traditional handicrafts and locally produced goods (Bolnick, 2003). The economic advantages of ethno tourism include rapid revenue generation, low cost of job creation, and diversification of rural economies through tourism-related activities. Moreover, by encouraging the preservation of tangible and intangible heritage, ethno tourism contributes to the long-term sustainability of both cultural and natural resources.

Nevertheless, effective governance, community participation, and ethical management are essential prerequisites for achieving a balanced

relationship between tourism development and cultural preservation. Without these elements, ethno tourism risks reinforcing dependency structures and exacerbating inequalities between local communities and external stakeholders. Sustainable ethno tourism therefore requires a holistic approach—one that integrates social, cultural, economic, and environmental objectives into a coherent and equitable model of development.

## **Research Methodology**

The research methodology provides the fundamental framework that enables the systematic collection and analysis of data, ensuring the formulation of valid and reliable conclusions. In this study, the investigation of visitors' attitudes and satisfaction regarding the *Ethno Village Stanišići* was conducted using a *survey method*. The survey was carried out during the last month, encompassing a representative sample of visitors from different age groups, with the aim of obtaining objective and accurate results. The motivation for conducting this research stems from the growing interest in *ethno tourism* as a distinctive form of tourism that offers authentic visitor experiences and represents a significant segment of the cultural and economic development of local communities. As one of the most prominent destinations of this type in the region, Ethno Village Stanišići provides an opportunity for visitors to experience local traditions, customs, and interaction with the host community. The *primary purpose* of this research was to identify visitors' attitudes and perceptions toward the tourist offer of Ethno Village Stanišići. This includes an analysis of the key factors influencing visitor satisfaction—such as the overall ambience, cultural content, service quality, and available activities—as well as the extent to which visitors' expectations were fulfilled during their stay.

**Research Subject:** The subject of this research is the analysis of visitors' attitudes and satisfaction with the tourist offer of the Ethno Village Stanišići, with particular emphasis on the perception of authenticity, service quality, gastronomy, hospitality, and infrastructure. The study examines the factors influencing the overall satisfaction of visitors, their willingness to revisit the destination, and their likelihood of recommending it to others.

**Research Aim:** The main aim of the research is to determine the level of visitor satisfaction with the Ethno Village Stanišići and to identify the key elements that contribute to a positive tourist experience. Special attention is devoted to the impact of cultural authenticity, accommodation quality, staff

hospitality, and traditional cuisine on the formation of overall visitor impressions.

An additional aim is to provide recommendations for improving the tourist offer, enhancing service quality, and strengthening the competitiveness of the Ethno Village Stanišići within the framework of ethno and rural tourism.

## **Research Hypotheses**

Based on the defined subject and aim, the research is grounded in the following hypotheses:

- H0: Visitors to the Ethno Village Stanišići express a high level of satisfaction with the overall tourist offer of the destination.
- H1: The authenticity of the ambience and cultural content significantly influences visitors' positive perceptions and their intention to revisit the destination.
- H2: The quality of traditional food and the hospitality of the staff are key determinants of visitor satisfaction.
- H3: There is a positive correlation between visitors' satisfaction levels and their willingness to recommend the Ethno Village Stanišići to others.
- H4: There is room for improvement in certain aspects of the offer, such as accessibility for elderly visitors, accommodation facilities, and international promotion of the destination.

Understanding visitors' attitudes and levels of satisfaction is of particular importance, as it provides direct insight into the overall tourist experience and serves as a foundation for designing effective strategies aimed at improving the quality of tourism services and destination management.

Finally, conducting this type of research enables a deeper understanding of the impact of ethno tourism on the local community, economy, and cultural promotion, highlighting the importance of continuously monitoring tourist perceptions as a crucial element in planning and managing sustainable destinations.

The field research was conducted from August 1 to August 10, 2025, using the survey method, specifically through a structured interview with visitors.

## RESEARCH RESULTS

**Table 1.** Sample structure in relation to respondents' gender

Gender	f	%
Male	40	38%
Female	65	62%
Total ( $\Sigma$ )	105	100%

The analysis of the gender structure reveals that the sample is balanced, with a slight predominance of male respondents (38%), while females make up 62% of the total number of participants. This distribution enables a comparative analysis of attitudes and responses by gender, and also contributes to the validity and reliability of the results, given that neither gender group is significantly overrepresented or underrepresented. The results show that the majority of the sample consists of respondents with completed secondary education (64%), while respondents with higher education or a college degree make up 19%, and those with a university degree account for 18%. This distribution indicates that the sample is predominantly composed of individuals with secondary education, which may influence the interpretation of certain results, especially when analyzing attitudes toward topics that are correlated with the level of formal education (e.g., digital literacy, trust in institutions, awareness of specific issues, etc.). Table 2 presents the distribution of respondents according to their employment status. The sample includes both economically active individuals, as well as students and unemployed persons, which contributes to the diversity of the sample and enables the analysis of potential differences in perceptions and attitudes depending on professional engagement.

Table 2 shows the age structure of respondents, illustrating a clear concentration within younger and middle-aged groups, which reflects the demographic profile of typical visitors to ethno-tourism destinations.

**Table 2.** Sample structure in relation to respondents' gender

Gender	f	%
from 18 to 25	10	10%
from 26 to 35	50	48%
from 36 to 45	15	14%
from 46 to 55	3	3%
from 56 to 65	15	14%
over 65 years	12	11%
Total	105	100%

The largest share of participants (48%) belongs to the 26–35 age group, indicating that younger adults represent the most active segment of visitors to the Ethno Village Stanišiči. This group is characterized by higher mobility, openness to new experiences, and a particular interest in culture and authenticity.

Respondents aged 36–45 and 56–65 each make up 14% of the total sample, showing a balanced representation of middle-aged visitors who are often motivated by family-oriented or cultural travel. The youngest group, aged 18–25, accounts for 10%, suggesting that younger tourists are less represented, possibly due to limited financial means or different travel preferences.

A smaller portion (3%) of respondents belongs to the 46–55 age group, while 11% are over 65 years old, indicating that senior tourists also show interest in ethno-tourism experiences, largely due to their appreciation of tradition, cultural heritage, and tranquil rural environments.

Overall, the data indicate that the majority of visitors (62%) are between 26 and 45 years old, confirming that the Ethno Village Stanišiči primarily

attracts economically active individuals in their prime working years, which is favorable for sustainable destination development and market positioning.

According to the research results, the largest proportion of respondents 43%, have a monthly income ranging from 70,001 to 120,000 RSD, representing the dominant income group among visitors to the Ethno Village Stanišići. This indicates that the majority of visitors belong to the middle-income category, which suggests that the ethno village attracts individuals with stable economic status who are willing to invest in leisure and cultural experiences.

The second largest group, comprising 33% of respondents, reported earnings above 120,001 RSD per month. This segment represents visitors with higher purchasing power, which is particularly relevant for tourism management and marketing, as this category is typically more inclined toward cultural, authentic, and higher-quality tourist offers.

Finally, 24% of participants have a monthly income up to 70,000 RSD, indicating the presence of visitors from lower-income categories who still perceive this destination as accessible and attractive. Their participation reflects the inclusive nature of ethno tourism, which manages to attract a diverse socio-economic audience.

Overall, the data show a balanced distribution of income categories, with a predominance of the middle-income group. This structure confirms that ethno tourism in the Stanišići village appeals to a wide range of visitors and supports its role as a form of tourism that combines cultural value, affordability, and authenticity, while simultaneously contributing to local economic development.

The analysis of respondents' place of residence indicates a clear predominance of visitors from Serbia (46%), which highlights the strong domestic interest in ethno-tourism and the Ethno Village Stanišići as one of the most recognizable destinations of this type in the region. Such dominance of visitors from Serbia is expected, given the geographical proximity, cultural and linguistic similarities, and favorable travel connections between the two countries. Respondents from Slovenia (15%) and Montenegro (13%) represent the next most numerous groups, reflecting the growing regional appeal of ethno-tourism within the Western Balkans. The participation of visitors from Bosnia and Herzegovina (11%) and Croatia

(11%) further illustrates cross-border mobility and the existence of shared cultural and traditional ties among neighboring countries. A smaller proportion of respondents (3%) originates from European Union countries, suggesting that while international awareness of the Ethno Village Stanišići exists, it remains relatively limited. This indicates an opportunity for future development of targeted marketing strategies aimed at attracting international tourists interested in authentic cultural, historical, and rural experiences. Overall, the results demonstrate that the Ethno Village Stanišići primarily attracts visitors from the Western Balkan region, with Serbia as its main source market. Such a regional orientation provides a solid foundation for the further internationalization of the destination through enhanced promotional activities and the development of sustainable cultural tourism initiatives.

The analysis of respondents' opinions regarding the statement "The visit to the Ethno Village Stanišići met my expectations" reveals a very high level of visitor satisfaction. The majority of respondents, a total of 86%, either completely agree (43%) or mostly agree (43%) with the statement. This clearly indicates that the Ethno Village Stanišići successfully meets the expectations of most tourists in terms of authenticity, quality of service, and overall visitor experience. A smaller share of respondents (12%) expressed uncertainty, which may suggest neutral impressions or minor discrepancies between expectations and the actual experience. Only 2% of participants *disagreed* with the statement, which demonstrates that dissatisfaction is minimal and statistically insignificant in relation to the total sample. These results confirm that the Ethno Village Stanišići achieves a high level of visitor satisfaction and that its tourist offer aligns well with the needs and expectations of its guests. The data also underline the importance of maintaining the current quality of services, while continuous improvement in certain aspects (such as additional activities, interpretative programs, or accessibility) could further enhance the overall tourist experience.

The analysis of respondents' attitudes toward the statement "*The Ethno Village Stanišići offers a unique tourist experience*" indicates that most visitors perceive this destination as distinctive and memorable. A total of 75% of respondents expressed agreement with the statement — 36% *completely agree* and 39% *mostly agree*. This high level of positive evaluation suggests that the Ethno Village Stanišići successfully provides an

authentic and differentiated tourism product, based on cultural heritage, traditional architecture, and a strong sense of identity.

A notable 21% of respondents reported uncertainty, which may reflect partial expectations or the need for additional elements that would further enhance the sense of uniqueness — such as interactive workshops, storytelling, or improved interpretation of cultural content. Only 4% of respondents disagreed (2% *disagree* and 2% *completely disagree*), indicating a very low level of dissatisfaction.

These findings confirm that the Ethno Village Stanišići is widely recognized as a distinctive and attractive destination in the context of ethno and cultural tourism. However, the results also suggest that investing in innovative forms of visitor engagement and interpretative programs could further strengthen the perception of uniqueness and improve the overall competitiveness of the destination.

The survey results indicate that the majority of respondents perceive the village environment as authentically reflecting the traditions of a Serbian village. Specifically, 85% of participants expressed agreement—either strong or moderate—with the statement, suggesting that the architectural design, traditional interiors, and overall ambiance effectively convey the cultural heritage of rural Serbia.

A small proportion of respondents (7%) expressed uncertainty, which may reflect limited exposure to traditional elements or a lack of detailed knowledge about the cultural features presented. An additional 9% of participants disagreed with the statement, indicating that a minority of visitors may perceive the environment as less authentic or may have had different expectations regarding traditional representation.

Overall, the findings suggest that the village environment successfully communicates the essence of Serbian rural tradition to most visitors. At the same time, the presence of neutral and negative responses highlights the potential to further emphasize specific cultural elements, enhancing the experience and reinforcing the perception of authenticity among all visitors. The survey results indicate that the majority of respondents perceive the ethno-village as highly suitable for family tourism. A substantial 86% of participants expressed agreement—either strongly or mostly—with this

statement, reflecting a positive evaluation of the village's facilities, environment, and activities as family-friendly.

A smaller proportion of respondents (9%) were unsure, which may suggest limited personal experience with family visits or uncertainty about the suitability of certain amenities for children or multi-generational groups. Interestingly, 6% of participants strongly disagreed with the statement, while no respondents selected a moderate disagreement, indicating that only a very small minority perceives the village as unsuitable for family tourism. Overall, the findings suggest that the ethno-village is widely recognized as a family-oriented destination, with an environment and offerings that appeal to a broad range of visitors. The presence of minor neutral and negative responses points to potential opportunities for further enhancing facilities or activities to fully meet the expectations of all family visitors.

The survey results suggest that the ethno-village is perceived as highly attractive to international tourists. A significant majority of respondents (89%) expressed agreement—either strongly or mostly—with this statement, indicating that the village's cultural, architectural, and experiential offerings appeal not only to domestic visitors but also to those from abroad.

A small portion of respondents (9%) were unsure, which may reflect limited exposure to international tourism or uncertainty about the village's appeal to foreign visitors. Only 3% of participants strongly disagreed with the statement, and no respondents selected moderate disagreement, indicating that very few perceive the village as lacking international appeal.

Overall, the findings highlight that the ethno-village is widely recognized as an attractive destination for international tourists. At the same time, minor neutral and negative responses suggest potential for further enhancement of services, information, and experiences to better cater to international visitors' expectations. The survey results indicate that a majority of respondents perceive the accommodation facilities in the ethno-village as comfortable and well-equipped. Specifically, 67% of participants expressed agreement—either strongly or mostly—with this statement, suggesting a generally positive evaluation of the quality, comfort, and amenities provided.

However, a notable portion of respondents (28%) were unsure, which may reflect limited personal experience with the accommodations or uncertainty regarding specific facilities and services offered. A small minority (6%)

disagreed—either moderately or strongly—with the statement, indicating that for a few visitors, the accommodation standards did not fully meet expectations.

Overall, the findings suggest that the accommodations are largely regarded as satisfactory and adequately equipped for visitors. At the same time, the presence of a substantial proportion of neutral responses points to opportunities for further improvement, particularly in enhancing comfort and clearly communicating the range of available amenities. The survey results suggest that respondents generally perceive the hygiene standards in the accommodation units as high. A total of 61% of participants expressed agreement—either strongly or mostly—with this statement, indicating a positive assessment of cleanliness and sanitary conditions.

However, a considerable portion of respondents (26%) were unsure, which may reflect limited experience with the facilities or uncertainty regarding specific aspects of hygiene. Additionally, 14% of participants disagreed—either moderately or strongly—indicating that a minority of visitors found hygiene standards below their expectations. Overall, the findings suggest that the ethno-village maintains a generally satisfactory level of hygiene in its accommodations. At the same time, the presence of neutral and negative responses points to potential areas for improvement, emphasizing the need for consistent cleanliness and effective communication of hygiene practices to all visitors. The survey results indicate that respondents have a mixed perception regarding the value-for-money of the accommodation in the ethno-village. A total of 53% of participants expressed agreement—either strongly or mostly—with the statement, suggesting that over half of the visitors find the price-quality ratio satisfactory. However, a substantial proportion of respondents (28%) were unsure, indicating uncertainty or lack of direct experience regarding the perceived value. Additionally, 20% of participants disagreed—either moderately or strongly—suggesting that a notable minority perceives the accommodations as not fully justifying their cost. Overall, the findings suggest that while the majority of visitors consider the accommodation pricing reasonable relative to quality, there is a significant proportion of visitors whose expectations are not fully met. This highlights opportunities for the ethno-village to better align accommodation offerings with visitor expectations and to communicate the value of the services more clearly. The survey results indicate that respondents generally perceive the staff in the accommodation facilities as polite and professional.

A majority of 79% of participants expressed agreement—either strongly or mostly—with this statement, reflecting a positive evaluation of the staff's behavior, professionalism, and visitor interaction. A smaller portion of respondents (19%) were unsure, which may reflect limited direct interaction with the staff or uncertainty about certain aspects of service quality. Only 2% of participants strongly disagreed, and no respondents selected moderate disagreement, indicating that very few visitors had negative experiences regarding staff conduct. Overall, the findings suggest that the staff in the accommodation facilities contribute positively to the visitor experience, providing courteous and professional service. The presence of neutral responses indicates potential to further enhance visitor-staff interactions to ensure a consistently high-quality service experience for all guests. The survey results suggest that staying overnight in the ethno-village enhances the overall tourist experience. A majority of 69% of respondents expressed agreement—either strongly or mostly—with this statement, indicating that overnight visits positively influence visitors' perception, engagement, and enjoyment of the cultural and environmental offerings. A significant portion of respondents (22%) were unsure, which may reflect limited personal experience with overnight stays or uncertainty about the benefits of extended visits. Additionally, 9% of participants disagreed—either moderately or strongly—indicating that a small minority did not perceive overnight stays as enhancing their tourist experience. Overall, the findings suggest that overnight accommodation in the ethno-village generally contributes to a richer and more immersive tourist experience. The presence of neutral and negative responses highlights potential areas for improvement, such as enhancing comfort, amenities, or activities during overnight visits to ensure a consistently positive experience for all guests. The survey results indicate that respondents generally perceive the traditional food offered in the restaurant as high-quality and tasty. A majority of 70% of participants expressed agreement—either strongly or mostly—with this statement, reflecting a positive evaluation of the flavor, presentation, and overall culinary experience. A notable portion of respondents (19%) were unsure, which may suggest limited dining experience, personal taste preferences, or uncertainty about certain dishes. Additionally, 11% of participants disagreed—either moderately or strongly—indicating that a small minority did not find the food fully satisfying in terms of quality or taste. Overall, the findings suggest that the restaurant successfully delivers a generally satisfying traditional culinary experience. The presence

of neutral and negative responses highlights opportunities for further refinement, such as diversifying the menu, improving presentation, or tailoring flavors to meet a broader range of visitor preferences. The survey results suggest that respondents generally perceive the restaurant menu as diverse and satisfying for different tastes. A total of 73% of participants expressed agreement—either strongly or mostly—with this statement, indicating that the menu offers a variety of options that appeal to a wide range of visitor preferences. A notable portion of respondents (24%) were unsure, which may reflect limited experience with the full menu or uncertainty about its suitability for various tastes. Only 3% of participants strongly disagreed, and no respondents selected moderate disagreement, suggesting that very few visitors found the menu lacking in variety or appeal. Overall, the findings indicate that the restaurant successfully provides a varied menu capable of meeting diverse visitor preferences. The presence of neutral responses highlights potential opportunities to further enhance the menu variety or to better communicate the range of available options to visitors. The survey results indicate that respondents generally perceive the food as reflecting the authenticity of the local cuisine. A total of 71% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the dishes successfully convey traditional flavors, ingredients, and culinary practices of the region. A notable portion of respondents (19%) were unsure, which may reflect limited familiarity with authentic local cuisine or uncertainty about the degree of authenticity in certain dishes. Additionally, 10% of participants disagreed—either moderately or strongly—indicating that a small minority did not perceive the food as fully representative of local culinary traditions. Overall, the findings suggest that the restaurant largely succeeds in offering an authentic culinary experience. The presence of neutral and negative responses highlights opportunities for further refinement, such as emphasizing traditional cooking methods or ingredients to reinforce the authenticity of the menu. The survey results indicate that respondents generally perceive the restaurant staff as polite and professional. A strong majority of 88% of participants expressed agreement—either strongly or mostly—with this statement, reflecting a positive evaluation of staff behavior, professionalism, and quality of service. A small portion of respondents (10%) were unsure, which may indicate limited direct interaction with the staff or uncertainty regarding certain service aspects. Only 2% of participants disagreed, and no respondents strongly disagreed, suggesting that negative experiences with the staff are

very rare. Overall, the findings suggest that the restaurant staff contributes significantly to a positive dining experience, providing courteous and professional service that enhances visitors' overall satisfaction. The presence of neutral responses indicates a minor opportunity to further improve consistency and communication in service quality. The survey results indicate that respondents have a generally positive perception of the pricing in the restaurant relative to the quality of the offerings. A total of 64% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the majority considers the prices reasonable for the food and service provided.

A significant portion of respondents (26%) were unsure, which may reflect limited experience with the full range of menu items or uncertainty about whether the prices fairly match the quality. Additionally, 10% of participants disagreed—either moderately or strongly—indicating that a small minority perceive the pricing as less justified relative to the quality of the offerings. Overall, the findings suggest that the restaurant generally maintains pricing that aligns with visitor expectations of quality. The presence of neutral and negative responses highlights opportunities to communicate value more clearly or adjust offerings to better meet visitor perceptions of fairness and quality. The survey results indicate that respondents generally perceive access to the ethno-village, including roads and parking, as well organized. A majority of 83% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that most visitors find transportation and parking facilities convenient and well-arranged. A small portion of respondents (7%) were unsure, which may reflect limited experience with arriving at the village or uncertainty about certain access points. Additionally, 11% of participants disagreed—either moderately or strongly—indicating that a minority of visitors encountered difficulties or perceived some shortcomings in access or parking arrangements.

Overall, the findings suggest that access to the ethno-village is generally well-managed, contributing to a positive visitor experience. The presence of neutral and negative responses points to potential areas for improvement, such as clearer signage, better parking organization, or more detailed visitor information. The survey results indicate that respondents generally perceive the internal infrastructure of the ethno-village—including pathways, lighting, and facilities—as high quality. A strong majority of 86% of participants expressed agreement—either strongly or mostly—with this statement,

suggesting that visitors recognize the well-maintained and thoughtfully designed infrastructure. A smaller portion of respondents (13%) were unsure, which may reflect limited experience with all areas of the village or uncertainty about certain infrastructure elements. No participants disagreed with the statement, indicating that negative perceptions of infrastructure quality are virtually nonexistent. Overall, the findings suggest that the ethno-village provides a well-developed and high-quality internal infrastructure, contributing positively to the overall visitor experience. The presence of neutral responses highlights minor opportunities to further enhance certain areas or communicate the quality of facilities more clearly to visitors. The survey results indicate that respondents generally perceive the layout of the ethno-village as clear and logically organized for visitors. A total of 84% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the village’s spatial arrangement allows for easy navigation and a coherent visitor experience. A smaller portion of respondents (9%) were unsure, which may reflect limited familiarity with the village or uncertainty regarding the overall organization. Additionally, 8% of participants disagreed—either moderately or strongly—indicating that a minority of visitors experienced some difficulty or found certain areas less intuitively organized. Overall, the findings suggest that the ethno-village is largely well-organized, contributing to visitor satisfaction and ease of movement. The presence of neutral and negative responses highlights minor opportunities to improve signage, pathways, or information points to ensure all visitors can navigate the village comfortably. The survey results indicate that respondents generally perceive the ethno-village as providing clear informational signs and guidance. A total of 86% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that most visitors find the signage and instructions helpful for navigating the village and understanding its features.

A small portion of respondents (7%) were unsure, which may reflect limited interaction with the signs or uncertainty about their clarity in certain areas. Additionally, 7% of participants disagreed moderately, indicating that a minority of visitors found the informational materials insufficient or unclear. No respondents strongly disagreed, suggesting that negative perceptions are minimal. Overall, the findings suggest that the village largely succeeds in offering clear and useful information to visitors. The presence of neutral and minor negative responses highlights opportunities for further improvement,

such as enhancing visibility, content clarity, or multilingual guidance. The survey results indicate that respondents have a moderately positive perception of accessibility for elderly visitors and those with disabilities in the ethno-village. A total of 56% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that more than half of the visitors consider the facilities reasonably accessible. However, a significant portion of respondents (32%) were unsure, which may reflect limited personal experience with accessibility features or uncertainty about the adequacy of accommodations for specific needs. Additionally, 12% of participants disagreed—either moderately or strongly—indicating that a minority of visitors encountered difficulties or perceived accessibility as insufficient.

Overall, the findings suggest that while the ethno-village provides a generally acceptable level of accessibility, there are opportunities for improvement. Enhancements such as clearer pathways, ramps, signage, or tailored support services could help ensure that all visitors, including those with mobility challenges, can fully enjoy the experience. The survey results indicate that respondents generally find it easy to access information about the Ethno-village Stanišić online. A strong majority of 84% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that online resources, websites, and digital presence effectively provide visitors with the necessary information. A smaller portion of respondents (15%) were unsure, which may reflect limited use of online sources or uncertainty about the comprehensiveness of the available information. Notably, no participants disagreed with the statement, indicating that negative perceptions regarding online accessibility are virtually nonexistent.

Overall, the findings suggest that the ethno-village maintains a strong and accessible online presence, facilitating visitor planning and enhancing overall tourist engagement. The presence of neutral responses highlights minor opportunities to further improve online visibility, clarity, and content comprehensiveness.

The survey results indicate that respondents have a generally positive perception of the official website and social media accounts of the ethno-village, although some uncertainty exists. A total of 68% of participants expressed agreement—either strongly or mostly—with this statement,

suggesting that the digital platforms are largely seen as informative and reasonably up-to-date. A notable portion of respondents (22%) were unsure, which may reflect limited engagement with the online resources or uncertainty regarding the timeliness and accuracy of the information. Additionally, 10% of participants disagreed moderately, indicating that a small minority of visitors perceive the website and social media content as insufficiently informative or not fully updated. No respondents strongly disagreed, suggesting the absence of extreme negative perceptions.

Overall, the findings suggest that the ethno-village's digital presence generally meets visitor expectations. The presence of neutral and minor negative responses highlights opportunities to further enhance content clarity, update frequency, and interactive features to fully satisfy all users. The survey results indicate that respondents generally perceive the visual identity of Ethno-village Stanišići as distinctive and authentic. A strong majority of 85% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the village's branding, design elements, and overall presentation effectively convey its unique cultural character.

A smaller portion of respondents (12%) were unsure, which may reflect limited attention to visual branding or uncertainty about the distinctiveness of certain design elements. Only 3% of participants disagreed moderately, and no respondents strongly disagreed, indicating that negative perceptions of the visual identity are minimal.

Overall, the findings suggest that the ethno-village has successfully established a recognizable and authentic visual identity, contributing positively to its image and visitor recognition. The presence of neutral responses points to minor opportunities for further strengthening the consistency and visibility of visual branding across all platforms and touchpoints. The survey results indicate that respondents generally perceive the Ethno-village as successfully promoted at fairs and tourism events. A total of 74% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the village's presence at promotional events is effective in attracting attention and enhancing its visibility.

A notable portion of respondents (24%) were unsure, which may reflect limited awareness of promotional activities or infrequent participation in such

events. Only 3% of participants strongly disagreed, and no respondents disagreed moderately, indicating that negative perceptions regarding promotional effectiveness are minimal. Overall, the findings suggest that the ethno-village achieves a satisfactory level of promotion through fairs and tourism events. The presence of neutral responses highlights minor opportunities to increase awareness, expand participation, or communicate promotional efforts more clearly to visitors.

The survey results indicate that respondents have a mixed perception regarding the influence of advertisements and promotional activities on their decision to visit the ethno-village. A total of 52% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that promotional efforts successfully motivated over half of the visitors. A significant portion of respondents (26%) were unsure, which may reflect limited attention to or engagement with advertising campaigns. Additionally, 22% of participants disagreed—either moderately or strongly—indicating that for a notable minority, promotional activities did not significantly influence their decision to visit. Overall, the findings suggest that while promotional efforts have a positive impact on a portion of potential visitors, there is considerable room for improvement. Enhancing the reach, appeal, and clarity of advertisements and promotional campaigns could further increase their effectiveness in attracting new visitors. The survey results indicate that respondents generally perceive the Ethno-village as contributing to the development of the local economy. A total of 75% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the village is recognized as a positive driver for economic activity, including tourism-related business and employment opportunities.

A notable portion of respondents (22%) were unsure, which may reflect limited awareness of the village's economic impact or indirect experience with local economic benefits. Only 4% of participants disagreed—either moderately or strongly—indicating that a very small minority does not perceive the village as contributing significantly to the local economy. Overall, the findings suggest that the ethno-village plays an important role in supporting local economic development. The presence of neutral responses highlights opportunities to further communicate its economic benefits and strengthen the perceived value of the village for the local community.

The survey results indicate that respondents generally perceive the Ethno-village as employing local residents. A total of 80% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the village is recognized for providing employment opportunities to the local community.

A smaller portion of respondents (10%) were unsure, which may reflect limited knowledge of employment practices or indirect experience with local hiring. Additionally, 10% of participants disagreed—either moderately or strongly—indicating that a minority of respondents did not perceive the village as sufficiently engaging local labor. Overall, the findings suggest that the ethno-village plays a significant role in local employment. The presence of neutral and negative responses highlights opportunities for the village to more effectively communicate its hiring practices or further increase employment of local residents.

The survey results indicate that respondents generally perceive the Ethno-village as having a positive impact on the development of rural tourism in the region. A total of 73% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the village is recognized as a significant contributor to promoting regional tourism and attracting visitors. A notable portion of respondents (21%) were unsure, which may reflect limited awareness of the village's role in regional tourism or indirect experience with its influence. Additionally, 7% of participants disagreed—either moderately or strongly—indicating that a small minority does not perceive the village as significantly affecting rural tourism development.

Overall, the findings suggest that the ethno-village plays an important role in supporting and enhancing rural tourism in the region. The presence of neutral and minor negative responses highlights opportunities to further communicate and demonstrate the village's contribution to local tourism growth. The survey results indicate that respondents generally believe the Ethno-village should receive greater support from local government. A total of 67% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the majority of visitors recognize the potential benefits of increased municipal backing for the village's development and sustainability.

A significant portion of respondents (22%) were unsure, which may reflect limited knowledge of local government involvement or uncertainty about the

current level of support. Additionally, 12% of participants disagreed—either moderately or strongly—indicating that a minority of respondents do not perceive additional local government support as necessary. Overall, the findings suggest that there is broad recognition among visitors of the value of enhanced support from local authorities. The presence of neutral and minority negative responses highlights opportunities for increased communication about existing support initiatives and potential collaborations to further develop the ethno-village.

The survey results indicate that respondents generally perceive the overall quality of the offerings at the ethno-village as justifying the cost of the visit. A total of 72% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that most visitors feel the experiences, services, and attractions provided are worth the price. A notable portion of respondents (22%) were unsure, which may reflect limited personal experience or uncertainty about whether the value aligns with individual expectations. Additionally, 6% of participants disagreed—either moderately or strongly—indicating that a small minority of visitors perceived the visit as not fully worth the cost. Overall, the findings suggest that the ethno-village delivers value that meets visitor expectations, with most participants finding the quality of the experience appropriate for the price. The presence of neutral and minor negative responses highlights opportunities for further enhancing perceived value through service improvements, added experiences, or clearer communication of what the visit includes. The survey results indicate that respondents are generally satisfied with the service and overall experience at the Ethno-village. A strong majority of 84% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that most visitors found the combination of hospitality, amenities, and activities to meet or exceed their expectations. A smaller portion of respondents (9%) were unsure, which may reflect limited interaction with certain services or variability in individual experiences. Additionally, 7% of participants disagreed—either moderately or strongly—indicating that a small minority did not find the service or experience fully satisfying.

Overall, the findings suggest that the Ethno-village provides a high level of visitor satisfaction, delivering enjoyable and well-received experiences. The presence of neutral and minor negative responses highlights opportunities

for fine-tuning services and experiences to ensure consistent satisfaction for all visitors.

The survey results indicate that respondents are highly likely to recommend the Ethno-village to friends and family. A strong majority of 88% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that the overall experience, service quality, and attractions leave a positive impression on visitors. A smaller portion of respondents (9%) were unsure, which may reflect limited personal experience or uncertainty about recommending the village to others. Only 4% of participants disagreed moderately, and no respondents strongly disagreed, indicating that very few visitors would not recommend the village.

Overall, the findings suggest that the Ethno-village enjoys a high level of visitor satisfaction and word-of-mouth endorsement. The presence of neutral responses highlights minor opportunities to further strengthen visitor experiences to maximize recommendations and positive reputation. The survey results indicate that respondents generally intend to revisit the Ethno-village Stanišić. A strong majority of 86% of participants expressed agreement—either strongly or mostly—with this statement, suggesting that most visitors had a positive experience and are motivated to return. A small portion of respondents (5%) were unsure, which may reflect uncertainty about future plans or factors such as time, travel, or personal circumstances. Additionally, 10% of participants disagreed—either moderately or strongly—indicating that a minority of visitors are unlikely to revisit. Overall, the findings suggest that the Ethno-village succeeds in encouraging repeat visits, reflecting a high level of satisfaction with the overall experience. The presence of neutral and minority negative responses highlights opportunities to further enhance the visitor experience to maintain and increase repeat visitation.

## **Discussion of Results**

The findings of this research confirm that Ethno Village Stanišići provides a high level of visitor satisfaction, primarily due to the authenticity of its ambiance, the quality of traditional food, and the professionalism of staff. The results indicate that the village successfully preserves and presents elements of traditional Serbian culture, which significantly influences visitors' positive perceptions and their intention to revisit. These outcomes are consistent with previous studies emphasizing that authenticity, service

quality, and emotional engagement are critical determinants of tourist satisfaction and loyalty (Stylidis et al., 2022; Oliver, 2015).

The demographic analysis revealed that the largest visitor group consisted of individuals aged 26–45, with middle-income levels, indicating that the destination appeals most to economically active adults who value cultural and authentic experiences. This demographic structure aligns with broader regional trends in rural and cultural tourism (Panić et al., 2025).

Visitors' evaluations of infrastructure, accessibility, and digital presence demonstrate that the ethno-village maintains a strong reputation as a well-organized and visitor-friendly destination. The high level of satisfaction regarding staff hospitality and traditional gastronomy confirms that human interaction and cultural authenticity are decisive factors shaping the overall visitor experience. However, moderate uncertainty among some respondents regarding accommodation value, accessibility for the elderly, and international promotion suggests potential areas for improvement. Overall, the results highlight the balance between cultural preservation and tourism development achieved by the Ethno Village Stanišići, while also emphasizing the need for continuous innovation in interpretation, inclusivity, and international visibility.

### **Recommendations for Future Research**

Future studies should include a larger and more diverse sample of respondents, particularly international tourists, to enable cross-cultural comparison of perceptions and motivations. It would also be valuable to apply mixed-method approaches combining quantitative surveys with qualitative interviews or focus groups to obtain deeper insights into visitor experiences. Longitudinal research could explore how visitors' attitudes evolve over time and how repeat visits influence destination loyalty. Moreover, comparative studies involving other ethno villages or rural tourism destinations in the Western Balkans would allow identification of regional patterns and best practices. Future research may also examine the impact of digital communication, storytelling, and interactive technologies on the perception of authenticity and visitor engagement in ethno-tourism contexts.

### **Methodological Limitations**

This study is subject to several methodological limitations. First, the sample size of 105 respondents limits the generalizability of results, particularly

regarding international visitors. Second, the use of self-reported data may introduce bias, as respondents could overstate or understate their satisfaction due to social desirability or subjective impressions. Third, the research was conducted over a relatively short period, which may not fully capture seasonal variations in visitor structure and attitudes. Additionally, the questionnaire-based method, while efficient for quantitative analysis, may lack the depth required to fully understand emotional and experiential aspects of the visit. Future studies should therefore employ triangulation methods to enhance data reliability and validity.

## **Conclusion**

The research confirms that Ethno Village Stanišići represents a successful model of ethno and cultural tourism based on authenticity, tradition, and visitor satisfaction. The destination's strengths lie in its cultural atmosphere, quality gastronomy, and hospitality, which together create a memorable and emotionally rich experience. The high level of satisfaction and the strong intention to revisit highlight the village's potential for sustainable tourism development and regional competitiveness. To ensure long-term sustainability, continuous monitoring of visitor attitudes, investment in infrastructure accessibility, and expansion of international promotional efforts are essential. The Ethno Village Stanišići stands as a model of how the preservation of cultural heritage can coexist with modern tourism development, contributing simultaneously to local economic growth and cultural revitalization. Based on the conducted empirical research and the analysis of survey results, the following conclusions regarding the verification of hypotheses can be made: **H0:** *Visitors to the Ethno Village Stanišići express a high level of satisfaction with the overall tourist offer of the destination. Confirmed.* The majority of respondents (over 80%) expressed satisfaction with the services, ambience, and overall experience, confirming that the destination meets visitors' expectations. **H1:** *The authenticity of the ambience and cultural content significantly influences visitors' positive perceptions and their intention to revisit the destination. Confirmed.* The findings show that authenticity and traditional atmosphere were among the most highly rated aspects, strongly affecting the intention to revisit. **H2:** *The quality of traditional food and the hospitality of the staff are key determinants of visitor satisfaction. Confirmed.* Respondents rated food quality and staff politeness as some of the highest-scoring elements, clearly supporting this hypothesis. **H3:** *There is a positive correlation between*

visitors' satisfaction levels and their willingness to recommend the Ethno Village Stanišići to others. **Confirmed.** The data indicate that 88% of respondents would recommend the destination to friends and family, showing a direct link between satisfaction and word-of-mouth promotion. **H4:** *There is room for improvement in certain aspects of the offer, such as accessibility for elderly visitors, accommodation facilities, and international promotion of the destination.* **Partially confirmed.** While the overall evaluations were positive, a notable share of respondents expressed uncertainty regarding accessibility and perceived accommodation value, suggesting areas for future enhancement.

### **Author Contributions**

The authors declare no conflict of interest.

**Conceptualization:** M.P., S.M. **Investigation:** M.P., **Theoretical framework:** S.M. **Data curation:** A.L. **Resources:** M.P., S.M. **Writing – original draft:** M.P., S.M. **Writing – review & editing:** M.P., S.M.

All authors have read and agreed to the published version of the manuscript.

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## MIŠLJENJA POSETILACA O ETNO SELU STANIŠIĆI

**Sažetak:** Rad ispituje stavove posetilaca i njihovo zadovoljstvo turističkom ponudom Etno sela Stanišići, jedne od najpopularnijih etno-turističkih destinacija u regionu. Istraživanje analizira percepcije posetilaca o ambijentu, gostoljubivosti, smeštaju, gastronomiji i autentičnosti kulturnih sadržaja. Anketno istraživanje sprovedeno je na uzorku od 100 ispitanika, uz upotrebu upitnika i Likertove skale. Rezultati ukazuju na visok nivo zadovoljstva posetilaca, posebno u pogledu tradicionalne atmosfere, kvaliteta hrane i ljubaznosti osoblja. Nalazi pokazuju da su autentičnost i ambijent ključni faktori koji utiču na pozitivno iskustvo posetilaca i njihovu nameru da ponovo posete destinaciju. Istraživanje naglašava značaj kontinuiranog praćenja stavova posetilaca radi unapređenja kvaliteta usluga i jačanja razvoja etno-turizma u regionu.

**Ključne reči:** etno-turizam, stavovi posetilaca, turističko zadovoljstvo, Etno selo Stanišići, turistička ponuda, kulturno nasleđe, održivi turizam.