

## TRAVEL CONSTRAINTS TO CITY BREAK TRAVEL – CASE STUDY: NOVI SAD, VOJVODINA, SERBIA

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Travel constraints in general can be described as barriers or blockages that inhibit continued use of recreation service, but maybe a better definition was given by Jackson (1991) which described them as factors that “limit the formation of leisure preferences and ... inhibit or prohibit participation and enjoyment in leisure”. Most researchers distinguish three categories of constraints: interpersonal (attributes of the individual) intrapersonal (social interaction) and structural (characteristics of the physical environment).

In recent times cities emerged as principal centres of human activity and can be perceived as places that facilitate a diverse range of social, cultural and economic activities and where tourism and entertainment form major service components. Novi Sad is the second largest city of Serbia, the capital of the autonomous province of Vojvodina and the administrative centre of the South Bačka District. This research deals with limitations for city break travel, for tourists who visit Novi Sad. The authors used the analytical hierarchy process (AHP) method with the aim to rank constraints in city break travel. Preliminary results indicate that structural constraints (0.633) are most dominant, followed by intrapersonal (0.199) and that the least dominant are interpersonal constraints (0.169). The synthesis of results, 22 items in total, indicate that the most dominant constraints are:

- Travel is too expensive (0.078)
- Business obligations limit my travel (0.072)
- Travel involves too much risk (0.060)

and the least dominant are:

- I don't have time to travel (0.017)
- Too much traffic on destination (0.022)
- I don't have enough information about a place I plan to visit (0.029)

This research showed that most dominant constraint factors are structural in nature, as shown by criteria weights on first level of hierarchy and the synergy of the results of criteria weights which acknowledge that fact. The study showed that the consistency ratio (CR), according to

the AHP method, is 0.07 ( $CR < 0.1$ ), indicating that the study is reliable and accurate and that therefore there is no need for adjustments in the comparison between criteria.

**Key words:** Travel constraints, city break, Novi Sad, analytical hierarchy process