

p-ISSN 2300-4088
e-ISSN 2391-5951

Progress in Economic Sciences

**Czasopismo Naukowe Instytutu Ekonomicznego
Państwowej Wyższej Szkoły Zawodowej im. Stanisława Staszica
w Pile**

Nr 4 (2017)

RADA NAUKOWA

Ismail Aktar, Yalova University, Turcja

Lidia Antoshkina, Berdiansk University of Management and Business, Ukraina

Peter Čajka, Matej Bel University, Słowacja

Marek Chrzanowski, Szkoła Główna Handlowa w Warszawie Polska

Andrzej Czyżewski, Uniwersytet Ekonomiczny w Poznaniu, Polska

Dan Danuletiu, "1 Decembrie 1918" University in Alba Iulia, Rumunia

Jolanta Drożdż, Lietuvos agrarinės ekonomikos institutas, Litwa

Wojciech Drożdż, Uniwersytet Szczeciński, Polska

Mariola Dźwigoł-Barosz, Politechnika Śląska, Polska

Camelia M. Gheorghe, Romanian-American University Bucharest, Rumunia

Alexandru Ionescu, Romanian-American University Bucharest, Rumunia

Sergij Ivanov, Prydniprowska Państwowa Akademia Budownictwa i Architektury, Ukraina

Ana Jurcic, John Naisbitt University Belgrade, Serbia

Branislav Kováčik, Matej Bel University, Słowacja

Grażyna Krzyminiewska, Uniwersytet Ekonomiczny w Poznaniu Polska

Oleksandr Melnychenko, Uniwersytet Bankowy w Kijowie, Ukraina

Donat Jerzy Mierzejewski, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile, Polska

Dragan Mihajlovic, John Naisbitt University Belgrade, Serbia

Algirdas Miškinis, Vilnius University, Litwa

Radosław Miśkiewicz, Luma Investment S.A., Łaziska Górne, Polska

Ranka Mitrovic, John Naisbitt University Belgrade, Serbia

Elvira Nica, The Academy of Economic Studies Bucharest, Rumunia

Peter Ondria, Danubius University, Słowacja

Kazimierz Pająk, Uniwersytet Ekonomiczny w Poznaniu, Polska

Ionela Gavriła Paven, "1 Decembrie 1918" University in Alba Iulia, Rumunia

Marian Podstawka, Szkoła Główna Gospodarstwa Wiejskiego w Warszawie, Polska

Maria Popa, "1 Decembrie 1918" University in Alba Iulia, Rumunia

Gheoghe H. Popescu, Dimitrie Cantemir University Bucharest, Rumunia

Tadeusz Stryjakiewicz, Uniwersytet Adama Mickiewicza w Poznaniu, Polska

Andrzej Wiatrak, Uniwersytet Warszawski, Polska

KOMITET REDAKCYJNY

Redaktor naczelny

Jan Polcyn, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile, Polska

Sekretarz redakcji

Michał Bania, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile, Polska

Redaktorzy

Paweł Błaszczyk, Uniwersytet Ekonomiczny w Poznaniu, Polska

Agnieszka Brelik, Zachodniopomorski Uniwersytet Technologiczny w Szczecinie, Polska

Bazyli Czyżewski, Uniwersytet Ekonomiczny w Poznaniu, Polska

Krzysztof Firlej, Uniwersytet Ekonomiczny w Krakowie, Polska

Anna Hnatyzyn-Dzikowska, Uniwersytet Mikołaja Kopernika w Toruniu, Polska

Grzegorz Kinelski, Stowarzyszenie na rzecz Gospodarki Energetycznej Polski, IAEE, Polska

Joanna Kryza, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile, Polska

Emilia Lewicka-Kalka, Dolnośląska Szkoła Wyższa, Polska
Sebastian Stępień, Uniwersytet Ekonomiczny w Poznaniu, Polska
Anna Turczak, Zachodniopomorska Szkoła Biznesu w Szczecinie, Polska
Zofia Wyszowska, Uniwersytet Technologiczno-Przyrodniczy im. J.J. Śniadeckich
w Bydgoszczy, Polska

Redaktorzy tematyczni

Wawrzyniec Czubak, Uniwersytet Przyrodniczy w Poznaniu, Polska
Iulian Dobra, "1 Decembrie 1918" University in Alba Iulia, Rumunia
Silvia Maican, "1 Decembrie 1918" University in Alba Iulia, Rumunia
Andreea Muntean, "1 Decembrie 1918" University in Alba Iulia, Rumunia
Eugeniusz Wszołkowski, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile

Redaktor statystyczny

Grzegorz Przekota, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile

Redaktorzy językowi

Lyn James Atterbury, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile,
Polska
Ludmiła Jeżewska, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile,
Polska
Marek Kulec, Państwowa Wyższa Szkoła Zawodowa im. Stanisława Staszica w Pile, Polska

ZESPÓŁ RECENZENTÓW

Madalina Balau, Universitatea Danubius Galati, Rumunia
Piotr Bórawski, Uniwersytet Warmińsko-Mazurski w Olsztynie
Elena Druica, University of Bucharest, Rumunia
Anna Dziadkiewicz, Uniwersytet Gdański
Barbara Fura, Uniwersytet Rzeszowski
Agnieszka Głodowska, Uniwersytet Ekonomiczny w Krakowie
Justyna Góral, Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej – PIB w Warszawie
Brygida Klemens, Politechnika Opolska
Andrzej Klimczuk, Szkoła Główna Handlowa w Warszawie
Patrycja Kowalczyk-Rólczyńska, Uniwersytet Ekonomiczny we Wrocławiu
Olive McCarthy, University College Cork, Irlandia
Anna Maria Moisello, University of Pavia, Włochy
Michał Moszyński, Uniwersytet Mikołaja Kopernika w Toruniu
Aklilu Nigussie, Ethiopian Institutes of Agricultural Research, Etiopia
Jarosław Olejniczak, Uniwersytet Ekonomiczny we Wrocławiu
Grzegorz Paluszak, Uniwersytet Warszawski
Arkadiusz Piwowar, Uniwersytet Ekonomiczny we Wrocławiu
Beata Przyborowska, Uniwersytet Mikołaja Kopernika w Toruniu
Diana Rokita-Poskart, Politechnika Opolska
Oksana Ruzha, Daugavpils University, Litwa
Joanna Smoluk-Sikorska, Uniwersytet Przyrodniczy w Poznaniu
Marzena Szewczuk-Stępień, Politechnika Opolska
Mirosława Szewczyk, Politechnika Opolska
Piotr Szukalski, Uniwersytet Łódzki
Joanna Wiśniewska-Paluszak, Uniwersytet Przyrodniczy w Poznaniu

Wersja elektroniczna czasopisma jest wersją pierwotną.



© Copyright by Państwowa Wyższa Szkoła Zawodowa
im. Stanisława Staszica w Piła

Piła 2017

p-ISSN 2300-4088

e-ISSN 2391-5951

Projekt realizowany
z Narodowym Bankiem Polskim
w ramach programu edukacji ekonomicznej



Poglądy autorów publikacji nie mogą być utożsamiane ze stanowiskiem
Narodowego Banku Polskiego.

Publikacja współfinansowana przez



Adres Redakcji: Instytut Ekonomiczny
Państwowa Wyższa Szkoła Zawodowa
im. Stanisława Staszica w Piła
ul. Podchorążych 10
64-920 Piła
tel. (067) 352 26 11
<http://pes.pwsz.pila.pl>
pne@pwsz.pila.pl

Czasopismo jest indeksowane w następujących bazach:
BazEcon, BazHum, CEJSH, DOAJ, Index Copernicus, ERIH Plus

Przygotowanie i druk:
KUNKE POLIGRAFIA, Inowrocław

Spis treści

ARTYKUŁY

Andrzej CZYŻEWSKI, Joanna STROŃSKA-ZIEMANN , Determinanty zmian w rolnictwie i na obszarach wiejskich w podregionie piłskim w świetle analizy czynnikowej.....	11
Marcin BORUTA , Gerontechnologia jako narzędzie w procesie zaspokajania potrzeb mieszkaniowych seniorów.....	25
Ryszard DZIEKAN, Magdalena KONIECZNY , Wykształcenie konsumentów żywności ekologicznej z województwa podkarpackiego a czynniki wpływające na jej zakup	37
Łukasz KRYSZAK, Jakub STANISZEWSKI , Czy mieszkając na wsi warto się kształcić? Kapitał ludzki jako determinanta dochodów na wsi i w mieście	51
Piotr KUŁYK, Łukasz AUGUSTOWSKI , Rozwój regionalny w kierunku trwale równoważonej gospodarki niskoemisyjnej	69
Milda Maria BURZAŁA , Synchronizacja aktywności gospodarczej Polski i Niemiec. Kilka uwag na temat przyczynowości.....	85
Joanna NUCIŃSKA , Uwarunkowania pomiaru efektywności finansowania edukacji – zarys problemu	103
Silvia Ștefania MAICAN, Ionela GAVRILĂ-PAVEN, Carmen Adina PAȘTIU , Skuteczna komunikacja i lepsze wyniki edukacyjne dla studentów specjalizacji ekonomicznych.....	119
Agnieszka POCZTA-WAJDA, Agnieszka SAPA , Paradygmat rozwoju zrównoważonego – ujęcie krytyczne	131
Grzegorz PRZEKOTA , Cenowe konsekwencje zróżnicowania rozwoju regionalnego w Polsce	143
Rafał KLÓSKA , Rozwój zrównoważony regionów w Polsce w ujęciu statystycznym	159
Zuzanna RATAJ, Katarzyna SUSZYŃSKA , Znaczenie społecznego budownictwa mieszkaniowego w zrównoważonym rozwoju	177
Dragan Ž. DJURDJEVIC, Miroslav D. STEVANOVIC , Problem wartości w postrzeganiu zrównoważonego rozwoju w międzynarodowym prawie publicznym	193

Dragica STOJANOVIC, Bojan DJORDJEVIC , Rozwój rynku węglowego i wydajności energetycznej w Republice Serbskiej	213
Biljana ILIĆ, Aleksandar MANIĆ, Dragan MIHAJLOVIĆ , Zarządzanie odnawialnymi źródłami energii i wybieranie projektów zrównoważonego rozwoju we wschodniej Serbii – metody MCDM	223
Marijana JOKSIMOVIC, Biljana GRUJIC, Dusan JOKSIMOVIC , Bezpośrednie inwestycje zagraniczne i ich wpływ na kraje rozwijające się ekonomicznie w trakcie przemian	239
Gabrijela POPOVIĆ, Dragiša STANUJKIĆ, Vesna PAŠIĆ TOMIĆ , Wybór projektu ośrodka przy użyciu programowania kompromisowego.....	247
Dragan KOSTIC, Aleksandar SIMONOVIC, Vladan STOJANOVIC , Zrównoważony rozwój regionu: przypadek Centrum Logistycznego w Pirot ...	257
Marija KERKEZ, Vladimir GAJOVIĆ, Goran PUZIĆ , Model oceny ryzyka powodzi przy użyciu rozmytego analitycznego procesu hierarchicznego	271
Katarzyna SMĘDZIK-AMBROŻY , Polityka rolna UE a zrównoważony rozwój rolnictwa w regionie wielkopolskim	283
Monika ŚPIEWAK-SZYJKA , Senior na rynku pracy	295
Sebastian STĘPIEŃ, Dawid DOBROWOLSKI , Straty i marnotrawstwo w łańcuchu dostaw żywności – propedeutyka problemu	305
Anna SZCZEPAŃSKA-PRZEKOTA , Identyfikacja wahań koniunkturalnych na rynku kontraktów terminowych na produkty rolne	317
Anna TURCZAK , Zatrudnienie w działalności badawczo-rozwojowej w wybranych krajach Unii Europejskiej i świata	333
Grzegorz KINELSKI, Kazimierz PAJĄK , Rynek konkurencyjny i źródła jego przewagi w subsektorze elektroenergetycznym	347
Agnieszka WLAZŁY , Wpływ zasobów środowiskowych na rozwój gospodarczy obszarów wiejskich na przykładzie Gminy Stare Miasto.....	361
Marta GUTH, Michał BORYCHOWSKI , Zrównoważony rozwój obszarów wiejskich w Polsce w polityce Unii Europejskiej w perspektywach finansowych na lata 2007–2013 i 2014–2020	387
Ranka MITROVIC, Ana JURCIC, Marijana JOKSIMOVIC , Wpływ bezpośrednich inwestycji zagranicznych na rozwój ekonomiczny Serbii i Polski	405
Radosław MIŚKIEWICZ , Wiedza w procesie pozyskiwania przedsiębiorstw	415
Andreea CIPRIANA MUNTEAN, Iulian BOGDAN DOBRA , Związek między satysfakcją turystów i lojalnością wobec kierunku podróży.....	433
Kodeks etyczny czasopisma „Progress in Economic Sciences”	455

Table of contents

ARTICLES

Andrzej CZYŻEWSKI, Joanna STROŃSKA-ZIEMANN, Determinants of changes in agriculture and rural areas in the Piła sub-region in the light of factor analysis	11
Marcin BORUTA, Gerontechnology in providing for the housing needs of the elderly	25
Ryszard DZIEKAN, Magdalena KONIECZNY, The education level of organic food consumers from the Podkarpackie province versus factors impacting its purchase	37
Łukasz KRYSZAK, Jakub STANISZEWSKI, Does education pay off for those living in the countryside? Human capital as a determinant of rural and urban workers' incomes	51
Piotr KUŁYK, Łukasz AUGUSTOWSKI, Regional development towards sustainable low-carbon economy	69
Milda Maria BURZAŁA, Synchronization of business activities between Poland and Germany. A few comments on causality	85
Joanna NUCIŃSKA, Conditions for measuring the efficiency of education funding: an outline of the problem	103
Silvia Ștefania MAICAN, Ionela GAVRILĂ-PAVEN, Carmen Adina PAȘTIU, Effective Communication and Improved Educational Results for Students in Economic Specializations	119
Agnieszka POCZTA-WAJDA, Agnieszka SAPA, The paradigm of sustainable development: a critical approach	131
Grzegorz PRZEKOTA, The consequences of price differentiation for regional development in Poland	143
Rafał KLÓSKA, Sustainable development of individual regions in Poland in terms of statistics	159
Zuzanna RATAJ, Katarzyna SUSZYŃSKA, The importance of social housing in sustainable development	177
Dragan Ž. DJURDJEVIC, Miroslav D. STEVANOVIC, Value problem in perception of sustainable development in international public law	193

Dragica STOJANOVIC, Bojan DJORDJEVIC, Carbon Market Development and Energy Efficiency in the Republic of Serbia	213
Biljana ILIĆ, Aleksandar MANIĆ, Dragan MIHAJLOVIĆ, Managing renewable energy resources choosing the sustainable development projects in Eastern Serbia – MCDM methods	223
Marijana JOKSIMOVIC, Biljana GRUJIC, Dusan JOKSIMOVIC, Foreign direct investment and their impact on economic development countries in transition	239
Gabrijela POPOVIĆ, Dragiša STANUJKIĆ, Vesna PAŠIĆ TOMIĆ, Resort Project Selection by Using Compromise Programming	247
Dragan KOSTIC, Aleksandar SIMONOVIC, Vladan STOJANOVIC, Sustainable development of the region: the case of Logistic Centre Pirot	257
Marija KERKEZ, Vladimir GAJOVIĆ, Goran PUZIĆ, Flood risk assessment model using the fuzzy analytic hierarchy process	271
Katarzyna SMĘDZIK-AMBROŻY, The European Union’s (EU) agricultural policy and the sustainable development of agriculture in the Wielkopolska region	283
Monika ŚPIEWAK-SZYJKA, The elderly on the labour market	295
Sebastian STĘPIEŃ, Dawid DOBROWOLSKI, Loss and waste in the food supply chain: an introduction to the problem	305
Anna SZCZEPAŃSKA-PRZEKOTA, Fluctuations in the futures market for agricultural products	317
Anna TURCZAK, Employment in the research and development sector in selected countries of the European Union and the world	333
Grzegorz KINELSKI, Kazimierz PAJAŁ, Competitive market and sources of its advantages in the electric energy subsector	347
Agnieszka WLAZŁY, The impact of environmental resources on the economic development of rural areas using the example of the Stare Miasto municipality	361
Marta GUTH, Michał BORYCHOWSKI, Sustainable development of rural areas in Poland in the European Union policy and the financial perspectives for 2007–2013 and 2014–2020	387
Ranka MITROVIC, Ana JURCIC, Marijana JOKSIMOVIC, Impact of FDI on the Economic Development of Serbia and Poland	405
Radosław MIŚKIEWICZ, Knowledge in the process of enterprise acquisition	415
Andreea CIPRIANA MUNTEAN, Iulian BOGDAN DOBRA, Considerations regarding relationship between tourists satisfaction and destination loyalty ..	433
‘Progress in Economic Sciences’ – Code of Ethics	461

Gabrijela POPOVIĆ*
Dragiša STANUJKIĆ**
Vesna PAŠIĆ TOMIĆ***

Resort Project Selection by Using Compromise Programming

Introduction

The tourism industry is an important part of every national economy and contributes to local and regional growth and development [Komppula 2014]; [De Vita and Kyaw 2016]. As a landlocked country, Serbia is deprived of the possibility of developing maritime tourism, but still has the resources suitable for developing and improving other types of tourism. In the period 2007–2010, the Serbian Ministry of Trade, Tourism and Telecommunications ordered that masterplans for the development of several tourism destinations involving spas, mountains and routes should be produced. The masterplans have been finished and the planned projects should be realised in the future.

Tourists' requirements have changed over time and have become more demanding, especially where the quality of accommodation and the offered tourism content are concerned. The number and quality of the accommodation facilities in Serbia are not satisfactory and there is sufficient room for its improvement, which has been confirmed by the above-mentioned masterplans. In order to respond to the demand placed by the tourist market, the existing accommodation facilities should be supplemented by new ones that would have supporting facilities in order to satisfy tourists' different tastes.

A decision on the type of the facility that should be constructed and its location is a very delicate issue that requires a detailed analysis. Criteria incorporated into the decision-making process are often mutually conflicting and prioritising only one of them could ultimately lead to neglecting the others, which could produce bad decisions. By applying the Multiple Criteria Decision Making methods (MCDM), the decision-maker can avoid the unilateral decisions that can have a negative impact on future business and revenue.

* John Naisbitt University Belgrade

** John Naisbitt University Belgrade

*** John Naisbitt University Belgrade

MCDM methods are widely used for solving different kinds of business and other real-world problems. Many MCDM methods have been proposed, such as: SAW or WS [Churchman and Ackoff 1954]; [Fishburn 1967], AHP [Saaty 1980], TOPSIS [Hwang and Yoon 1981], PROMETHEE [Brans and Vincke 1985], ELECTRE [Roy 1991], COPRAS [Zavadskas, Kaklauskas and Sarka 1994] and VIKOR [Opricovic 1998]. Also, new MCDM methods have been developed so as to overcome the potential, if any, deficiencies of the older ones, some are: ARAS [Zavadskas and Turskis 2010], MULTIMOORA [Brauwers and Zavadskas 2010], SWARA [Keršulienė, Zavadskas and Turskis 2010], WASPAS [Zavadskas et al. 2012], WS PLP [Stanujkic and Zavadskas 2015]. Because many decision-making problems are very delicate and complex, the aforementioned methods are adapted by the incorporation of fuzzy, intuitionistic fuzzy or grey numbers.

In the field of tourism, many MCDM methods are used for different purposes. Zhang et al. (2011) proposed using these methods for the assessment of tourism destination competitiveness, whereas Liu, Tzeng and Lee (2012) used hybrid MCDM models for improving the implementation of tourism policy. Corporate social responsibility and costs in an international tourist hotel could also be evaluated by using an MCDM approach [Tsai et al. 2010]. Zoraghi et al. (2013) proposed the fuzzy MCDM model with objective and subjective weights for the assessment of the service quality in hotel industries. The selection of hotel location is also an interesting topic that occupies the attention of researchers who confirm research studies such as Chang et al. (2015).

In this paper, Compromise Programming (CP) is proposed for the ranking and selection of the appropriate resort projects regarding the type and location for the construction of certain accommodation facilities. The Case Study is focused on the geographical location of Bačka, situated in the western part of Vojvodina in Serbia. The four sites have been envisaged by the plan for the construction of a different type of facility, so by selecting the location the type of such a facility is also selected. In this case, the weights of the criteria have been determined by applying the SWARA method. The paper is organised as follows: first the SWARA method is explained, followed by the explanation of the basis of the CP method; then the case study is demonstrated; and finally, the conclusions are given at the end of the paper.

SWARA Method

Many different procedures can be used for the determination of the weights of criteria, such as: the AHP method [Saaty 1977, 1980], the Entropy method [Shannon 1948], the SWARA method [Keršulienė et al. 2010], and so forth. In this paper, the SWARA method is proposed and presented through the following steps:

Step 1. First, the evaluation criteria should be selected and sorted in descending order, according to the expected significances.

Step 2. In the second step, the respondent should express the relative importance of the criterion j in relation to the previous criterion ($j-1$) for each criterion, starting from the second.

Step 3. The determination of the coefficient k_j is performed in the following manner:

$$(1) \quad k_j = \begin{cases} 1 & j=1 \\ s_j + 1 & j > 1 \end{cases},$$

where s_j represents the ratio of the comparative importance of the average value.

Step 4. The determination of the recalculated weight q_j is as follows:

$$(2) \quad q_j = \begin{cases} 1 & j=1 \\ \frac{k_j - 1}{k_j} & j > 1 \end{cases}.$$

Step 5. The determination of the relative weights of the criteria by using the following equation.:

$$(3) \quad w_j = \frac{q_j}{\sum_{k=1}^n q_k},$$

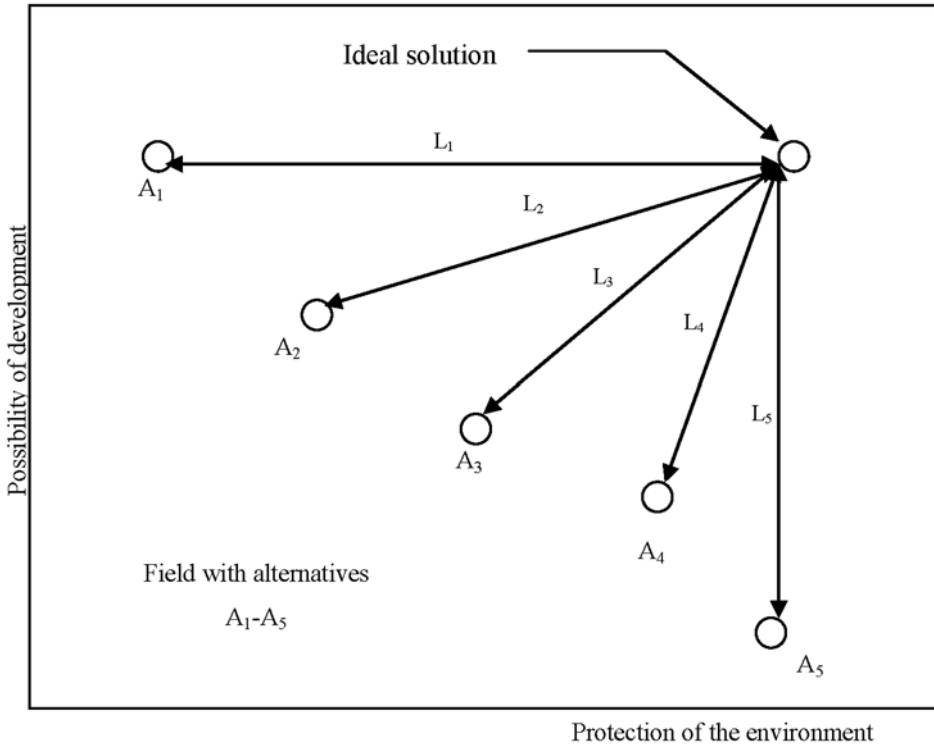
where w_j denotes the relative weights of the criterion j .

Compromise Programming

Compromise Programming (CP), the method proposed by Zeleny (1973) and Yu (1973), focuses on the determination of the alternative that has the smallest distance from the reference point (Figure 1).

The CP method has been used in the field of water resource management and papers by the following authors: Abrishamchi et al. (2005), Hajkowicz and Higgins (2008), Fattahi and Fayyaz (2010), and others are mentioned herein as examples. Also, it is used for portfolio selection [Bilbao-Terol et al. 2006]; [Amiri, Ekhtiari, Yazdani 2011], in the area of production planning [Wu and Chang 2004], the planning of dangerous goods transportation [Li and Leung 2011], and so forth.

Figure 1. An illustration of Compromise Programming



Source: [Prodanovic and Simonovic, 2003].

The CP method could be represented by the following equation:

$$(4) \quad \min L_{p,i} = \left\{ \sum_{j=1}^n w_j^p \left(\frac{x_j^* - x_{ij}}{x_j^* - x_j^-} \right)^p \right\}^{1/p}$$

where $L_{p,i}$ denotes the L_p - metrics of the i th alternative for the given parameter p , w_j is the weight of the criterion j , x_j^* and x_j^- are the best and worst performance ratings of the criterion j , x_{ij} is the performance rating of the i th alternative relative to the j th criterion, and $i = 1, 2, \dots, m$ and $j = 1, 2, \dots, n$. The alternative with the minimal L_p - metrics is the best-ranked and the rankings are performed according to increasing L_p - metrics.

The parameter p in equation (4) is used for the purpose of expressing the importance of the maximal deviation from the reference point. Varying the given parameter from 1 to infinity leads to moving from the minimal sum of individual deviations to the minimisation of the maximal deviation from the reference point in the decision-making process [Prodanovic and Simonovic 2003]. The selection of a certain value of the parameter p depends on the

type of problem and the desired result [Yu 1973]. The parameter p is 1, if compensation between the criteria is allowed. In the case when the marginal value of the objective function is decreasing, p must be bigger than 1. In the case, however, when only the best alternative is important, the parameter p has an infinite value.

The best x_j^* and the worst x_j^- performance ratings of the criterion j are calculated as follows:

$$(5) \quad x_j^* = \left\{ \begin{array}{l} \max_i x_{ij}; j \in \Omega_{\max} \\ \min_i x_{ij}; j \in \Omega_{\min} \end{array} \right\}, \text{ and}$$

$$(6) \quad x_j^- = \left\{ \begin{array}{l} \min_i x_{ij}; j \in \Omega_{\max} \\ \max_i x_{ij}; j \in \Omega_{\min} \end{array} \right\},$$

where Ω_{\max} and Ω_{\min} represent the set of the benefit and cost criteria, respectively.

Case Study

As previously stated, Serbia has a potential for tourism development. This case study is focused on the destination of Bačka, or more precisely the municipalities of Bač, Bački Petrovac and Bačka Palanka. The main advantage of these destinations is reflected in the fact that they are still unknown in Europe and have to develop their tourism image. The resource-base is appropriate for developing the following tourism products: nautical tourism, rural tourism, events and culture, recreation in nature and gastronomy. According to that, the four main resort projects that imply the construction of a different type of the accommodation facility are distinguished, and they are [Horwath HTL 2010]:

- **Karadjordjevo „Lifestyle” Mixed-Use Resort.** A luxury 4- or 5-star hotel and villas located near the villa of Tito, a well-known historical person who was the former president of the Republic of Yugoslavia. This oasis will be designed for tourists of 45+ years of age who can afford to stay there on vacation, for relaxation and recreation. In this case study, the hotel planned to be built is taken into consideration.
- **Urban Riverfront Resort Tikvara.** A mixture of urban and recreational facilities, an aparthotel and luxury residences, located by the lake, with a beautiful view, intended for tourists of 35+ years of age who can afford it. In the following numerical example, the data for the aparthotel is used.
- **Pannonian Youth Village.** As this site is located near the border crossing, the main idea for this project refers to the development of a tourist

resort that will connect young people from Serbia and foreign countries, an art, culture and educational village intended for young people from 15 to 30 years of age. For the purpose of this work, the data estimated for the bungalows' construction is used.

- **Recreational Resort Glozan.** Different types of accommodation are planned for this tourism destination, located near the Danube River, an area rich in thermal waters, intended for local and regional tourists who seek recreation, active vacation and relaxation of medium affordability. Bed & breakfast accommodation is taken into account in the numerical example.

The observed resort projects will be compared by using the following criteria:

- the number of accommodation units;
- the number of beds;
- the deadline for project completion (expressed in years);
- investment per accommodation unit (expressed as €/year);
- the average price per stay (expressed as €/day);
- the estimated number of nights (per year).

As previously stated, the weights of the criteria need to be determined in the first place. The weights obtained by equations (1) – (3) are shown in Table 1.

Table 1. The weights of the criteria, determined using the SWARA method

	Criteria	s_j	k_j	q_j	w_j
C_1	investment per accommodation unit (€/year)		1	1	0.26
C_2	average price per stay (€/day)	0.10	1.10	0.91	0.24
C_3	the deadline for project completion (in years)	0.30	1.30	0.70	0.18
C_4	the estimated number of nights (per year)	0.40	1.40	0.50	0.13
C_5	the number of beds	0.30	1.30	0.38	0.10
C_6	the number of accommodation units	0.20	1.20	0.32	0.08
				3.81	1.00

Source: Author's calculations.

Table 2 presents the initial decision-making matrix and the weights of individual criteria.

Table 2. The decision-making matrix

		C_1	C_2	C_3	C_4	C_5	C_6
	w_j	0.26	0.24	0.18	0.13	0.10	0.08
A_1	Karadjordjevo	140,000.00	63.89	7.00	59,130	300.00	150.00
A_2	Tikvara	120,000.00	47.22	5.00	19,710	100.00	50.00
A_3	Panonian resort	34,000.00	22.22	7.00	118,260	750.00	150.00
A_4	Glozan	50,000.00	27.78	5.00	11.826	90.00	45.00

Source: Author's calculations.

The ranking results obtained by using equations (4) – (6) are shown in Table 3.

Table 3. The ranking results

	$L_{p,i}$	Rank	$L_{p,i}$	Rank	$L_{p,i}$	Rank
	$p=1$		$p=2$		$p=\infty$	
A_1	0.5804	2	0.3315	2	0.5804	2
A_2	0.6020	1	0.2893	1	0.6020	1
A_3	0.4200	3	0.3000	4	0.4200	3
A_4	0.5572	4	0.2795	3	0.5572	4

Source: Author's calculations.

According to the results shown in Table 3, the best alternative for investment under the present conditions is the alternative A_2 – Urban Riverfront Resort *Tikvara*, regardless of the variation of the coefficient p . This alternative represents the compromise solution that successfully reconciles the differences between the criteria.

Summary

Tourism development represents the impetus of the regional and national economic development of a country. Serbia has good propositions for the improvement of the existing tourism and development of the future tourism offering, which is confirmed in the masterplans that have been prepared for the Ministry of Trade, Tourism and Telecommunications. Many projects for enhancing the development of the tourism industry in different parts of Serbia have been planned for implementation in the future. In this paper, resort projects for developing tourism facilities in Bačka are considered.

Considering the fact that frequently there are a number of projects which could be invested in, the main question is: which project should be the priority? Different criteria are usually involved in the decision-making process and ignoring any of them could lead to making a bad decision. Because of that, the use of the MCDM methods is proposed in this paper. For the ranking and selection of the four resort projects in Bačka, the CP method is applied. The main reason for applying this method is reflected in the fact that the obtained ranking results represent an intermediate solution, i.e. the solution characterised by the smallest distance from the desired condition. As can be seen from the given numerical example, for the present conditions, the best solution is investment in the Urban Riverfront Resort *Tikvara*, whereas the worst alternative is Recreational Resort *Glozan*.

The application of MCDM methods in the decision-making process is entirely justified because that can help find the most appropriate solution. The

final ranking order mainly depends on the weights of criteria. In this paper, the SWARA method is used for that purpose because it is simple and easy to use. The decision-making process, however, gains in importance when a few decision-makers are involved. In that case, the possibility of the subjectivity of results is avoided and the results gained are more reliable. Therefore, the proposed model could be improved by the incorporation of group decision-making. Crisp numbers are used in this paper, so there is a possibility of the incorporation of fuzzy numbers, grey numbers or neutrosophic sets in order to respectfully treat vagueness and uncertainty.

Bibliography

- ABRISHAMCHI A., EBRAHIMIAN A., TAJRISHI M., MARIÑO M. (2005), *Case study: Application of multicriteria decision making to urban water supply*, Journal of Water Resources Planning and Management 131(4), 326–335.
- AMIRI M., EKHTIARI M., YAZDANI M. (2011), *Nadir compromise programming: a model for optimization of multi-objective portfolio problem*, Expert Systems with Applications 38(6), 7222–7226.
- BILBAO-TEROL A., PÉREZ-GLADISH B., ARENAS-PARRA M., RODRÍGUEZ-URÍA M. V. (2006), *Fuzzy compromise programming for portfolio selection*, Applied Mathematics and Computation 173(1), 251–264.
- BRANS J. P., VINCKE P. (1985), *A preference ranking organization method: the PROMETHEE method for MCDM*, Management Science 31(6), 647–656.
- BRAUERS W.K.M., ZAVADSKAS E. K. (2010), *Project management by MULTIMOORA as an instrument for transition economies*, Technological and Economic Development of Economy 16(1), 5–24.
- CHANG K. L., LIAO S. K., TSENG T. W., LIAO C. Y. (2015), *An ANP based TOPSIS approach for Taiwanese service apartment location selection*, Asia Pacific Management Review 20(2), 49–55.
- CHURCHMAN C.W., ACKOFF R. L. (1954), *An approximate measure of value*, Journal of the Operations Research Society of America 2(2), 172–187.
- DE VITA G., KYAW K. S. (2016), *Tourism development and growth*, Annals of Tourism Research 60, 23–26.
- FATTAHI P., FAYYAZ S. (2010), *A compromise programming model to integrated urban water management*, Water Resources Management 24(6), 1211–1277.
- FISHBURN P. C. (1967), *Additive Utilities with Incomplete Product Set: Applications to Priorities and Assignments*, Operations Research 15(3), 537–542.
- HAJKOWICZ S., HIGGINS A. (2008), *A comparison of multiple criteria analysis techniques for water resources management*, European Journal of Operational Research 184(1), 255–265.
- HORWATH H. T. L. (2010), *Strategic master plan for areas of the municipalities of Bač, Bački Petrovac and Bačka Palanka, final report*, Horwath and Horwath Consulting Zagreb (in Serbian).
- HWANG C. L., YOON K. (1981), *Multiple Attribute Decision Making Methods and Applications*, Springer-Verlag.

- KERŠULIENE V., ZAVADSKAS E. K., TURSKIS Z. (2010), *Selection of rational dispute resolution method by applying new step-wise weight assessment ratio analysis (SWARA)*, Journal of Business Economics and Management 11(2), 243–258.
- KOMPPULA R. (2014), *The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination – A case study*, Tourism Management 40, 361–371.
- LI R., LEUNG Y. (2011), *Multi-objective route planning for dangerous goods using compromise programming*, Journal of Geographical Systems 13(3), 249–271.
- LIU C. H., TZENG G. H., LEE M. H. (2012), *Improving tourism policy implementation—the use of hybrid MCDM models*, Tourism Management 33(2), 413–426.
- OPRICOVIC S. (1998), *Multicriteria optimization of civil engineering systems*, Faculty of Civil Engineering, Belgrade (In Serbian).
- PRODANOVIC P., SIMONOVIC S. P. (2003), *Fuzzy compromise programming for group decision making*, IEEE Transactions on Systems, Man, and Cybernetics – Part A: Systems and Humans 33(3), 358–365.
- ROY B. (1991), *The outranking approach and the foundation of ELECTRE methods*, Theory and Decision 31(1), 49–73.
- SAATY T. L. (1977), *A scaling method for priorities in hierarchical structures*, Journal of Mathematical Psychology 15(3), 234–281.
- SAATY T. L. (1980), *The Analytic Hierarchy Process: planning, priority setting, resource allocation*, McGraw-Hill, New York.
- SHANNON C. (1948), *A mathematical theory of communication*, Bell System Technical Journal 27, 379–423, 623–656.
- STANUJKIC D., ZAVADSKAS E. K. (2015), *A modified weighted sum method based on the decision-maker's preferred levels of performances*, Studies in Informatics and Control 24(4), 461–470.
- TSAI W. H., HSU J. L., CHEN C. H., LIN W. R., CHEN S. P. (2010), *An integrated approach for selecting corporate social responsibility programs and costs evaluation in the international tourist hotel*, International Journal of Hospitality Management 29(3), 385–396.
- WU C. C., CHANG N. B. (2004), *Corporate optimal production planning with varying environmental costs: a grey compromise programming approach*, European Journal of Operational Research 155(1), 68–95.
- YU P. L. (1973), *A class of solutions for group decision problems*, Management Science 19, 936–946.
- ZAVADSKAS E. K., KAKLAUSKAS A., SARKA V. (1994), *The new method of multicriteria complex proportional assessment of projects*, Technological and Economic Development of Economy, 1(3), 131–139.
- ZAVADSKAS E. K., TURSKIS Z. (2010), *A new Additive Ratio Assessment (ARAS) method in multicriteria decision-making*, Technological and Economic Development of Economy 16(2), 159–172.
- ZAVADSKAS E. K., TURSKIS J., ANTUCHEVICIENE A., ZAKAREVICIUS A. (2012), *Optimization of weighted aggregated sum product assessment*, Elektronika ir elektrotechnika 122(6), 3–6.
- ZELENY M. (1973), *Compromise programming*, [in:] Multiple Criteria Decision Making, edited by Cochrane J. L., Zeleny M., University of South Carolina Press, Columbia, SC, 262–301.
- ZHANG H., GU C. L., GU L. W., ZHANG Y. (2011), *The evaluation of tourism destination competitiveness by TOPSIS & information entropy – a case in the Yangtze River Delta of China*, Tourism Management 32(2), 443–451.

- ZORAGHI N., AMIRI M., TALEBI G., ZOWGHI M. (2013), *A fuzzy MCDM model with objective and subjective weights for evaluating service quality in hotel industries*, Journal of Industrial Engineering International 9(1), 1–13.

Wybór projektu ośrodka przy użyciu programowania kompromisowego

Streszczenie

Wybór obiektu noclegowego i jego lokalizacji jest kwestią bardzo delikatną, ponieważ właściwy wybór ma wpływ na przyszłe operacje i przychody. Podjęcie decyzji bez rozważenia każdego możliwego aspektu tego zagadnienia może prowadzić do nieoczekiwanych rezultatów. Stosuje się metodę wielokryterialnego podejmowania decyzji (ang. *multiple criteria decision making*, MCDM), ponieważ logiczne podejście do skutecznego rozwiązywania problemów jest nieefektywne. W niniejszym artykule proponuje się zastosowanie programowania kompromisowego do wyboru optymalnego projektu ośrodka dla inwestycji. Zastosowanie tej metodologii ukazano na przykładzie czterech projektów resortów w Bačce, zachodniej Wojwodinie, w Serbii. Zostały one wybrane na podstawie sześciu kryteriów, których wagi są określane przy użyciu metody SWARA.

Słowa kluczowe: MCDM, inwestycje, rozwój turystyki, Bačka

Resort Project Selection by Using Compromise Programming

Abstract

Serbia is a landlocked country deprived of the possibility of developing maritime tourism. On the other hand, it has the opportunity to develop the other types of tourism, such as: mountain tourism, spa tourism, rural tourism, etc. Serbia has to improve its tourism infrastructure in order to achieve better quality and meet tourists' requirements. In that sense, it is necessary to enhance the number of the accommodation facilities that will meet set standards. The selection of the type of the accommodation facility, as well as its location, is a very delicate issue because the right choice influences future operations and revenue. Making a decision without considering the problem from every available aspect could lead to making the wrong decisions. Multiple Criteria Decision Making methods are imposed as the logical approach to solving problems in an effective manner. In this paper, the ranking and selection of the optimal resort project focused on the tourism development of Bačka and is performed using compromise programming.

Key words: MCDM, investment, tourism development, Bačka

JEL: G00, F69

Wpłynęło do redakcji: 28.02.2017 r.

Skierowano do recenzji: 06.03.2017 r.

Zaakceptowano do druku: 19.05.2017 r.