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THE LEISURE TIME ASPECTS IN A SKI CENTRE — KOPAONIK MOUNTAIN CASE STUDY (SERBIA)

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Abstract: Nowadays, people are paying more attention to spending their leisure time, primarily due to the fact that number, type and importance of various activities increased. Due to variety of activities, tourism demand became more sophisticated. Also, new human needs are constantly developing and people are seeking the new ways to satisfy them. Some of these needs cannot be satisfied in the place of the residence, which is one of the reasons for increased number of travels, in conditions when people have more time and funds available for this purpose. Ski centers represent a popular type of destinations for spending the leisure time. This survey was conducted during the winter season 2014/2015 (December–April) at Kopaonik, the largest ski resort and one of the most important destinations in Serbia. Survey covered a sample of 200 respondents. Subject of the research is tourists' leisure time within the ski centre as a specific destination, with aim of improving Kopaonik's offer and its tourism facilities in accordance with available potentials for tourism development. Collected data were analyzed in SPSS (17.0). This program was used for determination of the frequency of respondents' answers and their distribution by using the descriptive statistics, cross-tabulations of variables, while hypotheses are tested by determination of Phi coefficient of correlation. Results provide an insight into the socio-demographic profile of the respondents, the way they spend their leisure time at Kopaonik, which could serve as a basis for improving the offer of tourism facilities represented at this popular destination in Serbia.

Key words: leisure activities, ski center, tourism destination, Kopaonik

Introduction

People are paying more attention to activities conducted in the period after the end of organized labor and after completing the other commitments (e.g. family, house holding), precisely during leisure time. Some of those activities could not be conducted within the place of the residence, which might be one of the reasons for increased frequency of travelling to various destinations within the leisure time (Mikanović, 2010; Mosonyui, Konyves, Fodor, & Muller, 2013).

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Mountains are specific type of destinations precisely for the reason of offering the opportunity to participate in activities that are not available in the areas of tourists' living. Kopaonik is the mountain with the biggest ski centre in Serbia where tourism season lasts from December to April (56,490 of tourists visited Kopaonik during the 2014/2015 winter season; 47,529 domestic and 8,961 foreign tourists) (Statistical office of Republic of Serbia, 2015). Due to the large number of tourists and the possibility of meeting the variety of needs, Kopaonik represents an adequate place for researching the leisure time.

Kopaonik is situated between 43° 28' and 42° 43' north latitude and between 20° 37' and 21° 24' eastern longitudes, on the crossroads of central and southern parts of Serbia. The mountain covers the area of 2,758 km² and with its highest peak Pančičev vrh (2,017 m) represents one of the highest mountains of Serbia. Tourist activities of Kopaonik are based on its primary recreational agents tied to geomorphologic composition of the terrain and the length of the snow cover duration. Accordingly, tourism of this mountain is based primarily on the image of winter sports tourism center (Jovičić, 1998).

Literature review

Leisure time is a social phenomenon, a kind of existence that is voluntarily chosen as the best way of self-realization (De Vos, Schwanen, Van Acker, & Witlox, 2012; Newman, Tay, & Diener, 2013; Rahmani, Zarei, & Noorbakhsh, 2014; Štambuk, Rusac, & Sučić, 2013; Whiting & Hannam, 2015). It is a particular set of occupations that individual could choose for relaxation, to have fun, to develop education, after the release of professional, family or social commitments (Brajša-Zganec, Merkas, & Sverko, 2011; Huta, 2013; Kleiber, Walker, & Mannell, 2011; Medić, Pivac, Ivkov-Džigurski, Košić, & Pavlović, 2015; Rahmani et al., 2014). During the leisure time, people could improve social contacts, skills and knowledge, which might affect the quality of their lives (Aliabadi, Zobairy, & Zobairy, 2013; Petrescu, Pitigoi, Paunescu, & Paunescu, 2013; Pljakić, 2013; Qian, Yarnal, & Almeida, 2014).

There are no universal ways of spending the leisure time. Demographic characteristics, lifestyle, as well as potential psychological and emotional effects of participating could influence the choice of leisure activities (Barnett, 2013; Cigrovski, Radman, & Novak, 2013; Cuypers et al., 2012; Newman et al., 2013; Wang, Xu, & Pei, 2012). It could also be affected by the prior experience and recommendations of friends or acquaintances (Haberstick, Zeiger, & Corley, 2014). However, beside conventional, new activities and facilities are constantly appearing as a result of fashion and trendiness, so people have a wide range of

activities to choose, which might compound the final decision related to participating (Davis, Davis, & Hoisl, 2012; Spencer, 2004).

Many studies of leisure time limited the research to specific social groups with using the different methods, which make results difficult for comparison (Cohen, 2013; Wagner et al., 2014). Another important fact that impedes the comparison of results is cultural specificity, because activities are usually adapted to the values and norms of a specific society. However, researching the leisure time is important because it could make easier planning of social life (Cramp & Bray, 2011; Guang & Tian, 2014). It means that leisure time requires proper planning (Hashemi, Ershadi, & Hamidi, 2013), which is especially important aspect of management within tourism destinations.

Results of researching the leisure time could be useful for improving and introducing the innovations in traditional tourism offer of Kopaonik in accordance with tourists' expectations. That might be important aspect of tourism destination development, due to the fact that tourists increasingly require individual approach in providing the services within destinations (Alexandris, Kkouthouris, & Meligdis, 2006; Filser, Eggers, Kraus, & Málovics, 2014; Kaiser, Alfs, Beech, & Kaspar, 2013; Unbehaun, Pröbstl, & Haider, 2008).

Ski centres could bring many social and economic benefits to the regions where they are located (Goncalves, 2013). However, in increasingly competitive business environment, ski destinations are faced with the challenge of identifying the critical factors that could determine customer satisfaction. Therefore, creating a business culture related to customer orientation is very important for business success in competitive and service-oriented market (Athanasopoulos, 2000). This kind of business requires detailed knowledge about specific characteristics of the user. The most effective predictor of tourist behavior could be the behavior itself (Johns & Gyimóthy, 2002). It actually means that the survey research about demographic characteristics of users and their behaviour and habits during their leisure time within the ski centre is the first step towards improving the existing tourism offer within the destination. Therefore, information about different ski centre visitor profiles could serve as a basis for creating the business strategies necessary for further tourism development of Kopaonik (Konu, Laukkanen, & Kompul, 2011).

Methodology

Instrument and hypothesis

Based on comprehensive literature review related to socio-demographic trends and possibilities of using the leisure time (Anić, 2014; Brajsa-Zganec et al., 2011; Cigrovski et al., 2013; De Vos et al., 2012), a list of 20 questions is formed and implemented in the questionnaire. The first group of questions is related to respondents' socio-demographic characteristics: such as gender, age, education, profession, place of the residence, marital status and monthly income. The following group of questions is related to the leisure time as a wider concept, while the last group of questions is related to specific aspects of leisure time within the ski centre. Before collecting the data, the following hypothesis was established:

H1: Respondents' frequency of traveling during the year affects the length of their staying at Kopaonik in order to participate in leisure activities.

H2: Respondents' marital status affects the perceptions related to the concept of the leisure time within tourists at Kopaonik.

H3: Respondents' frequency of visiting Kopaonik affects their opinion related to whether this destination represents adequate place for spending the leisure time.

H4: Respondents' monthly income affects the frequency of traveling in order to participate in leisure activities within tourists at Kopaonik.

Procedure

The survey research was conducted during the winter season 2014/2015 within Kopaonik's tourists and it was accomplished by the help of hotel employees within this destination. Answers were collected by using standard pen-and-paper procedure. Respondents were informed that the research is anonymous and they were asked to fill the questionnaire truthfully. Sampling was convenient since subjects were tourists willing to participate in the survey. At the beginning of researching, questionnaires were left in hotel rooms. However, only few questionnaires were filled in this manner, so it was necessary to find an alternative solution. Therefore, front desk employees informed the guests about the purpose of the survey research, which proved to be a good solution. Another part of the questionnaires was filled next to the ski slopes, where the frequency of people is large, so sample of 200 respondents was soon collected. Greater interest for participating was observed in hotels (mainly at front desks), in

contrast to locations next to the ski slopes, where a lot of people refused to participate in the study. This could be interpreted as a fact that tourists near ski slopes were focused on winter activities, while in hotels they had more time available for other purposes. During the filling of the questionnaires, respondents were asked to choose one of several offered answers, while in one question it was necessary to state the opinion about the tourism facilities represented at Kopaonik, by circling a score on the Likert scale from 1 (not important at all) to 5 (very important). After the gathering, data were analysed in program SPSS (17.0) through descriptive statistics, cross-tabulation and determination of Phi coefficient of correlation (for determination of statistical significance between the variables stated in hypotheses).

Results of the study

Sample characteristics

During the research, 200 respondents participated in the survey, 55.5% of them are male and 44.5% are female. It could be said that ski centers are destinations oriented to sport activities, so these results are consistent with the view that men are more involved in sport and recreation (Ritchie & Adair, 2004). However, a fact that the difference in gender structure is not enormous (11%) is actually encouraging, because it is indicating that the number of women visitors included in winter activities is growing.

Respondents are mostly aged between 21 and 40 years (49.5%). This fact is not surprising, because ski centers are primarily destinations for people with good physical condition, who usually visit the mountains in order to participate in sport and recreation.

The most common respondents' education level is faculty degree (40%). People with higher education have greater awareness about the importance of physical activities for preservation and improvement of their health (Hudson, 2000), so most of the respondents use every opportunity to visit Kopaonik in order to participate in winter activities.

Respondents are mostly employed (68.5%), which is not surprising, due to the fact that winter sports represented at mountains are type of luxury and expensive activities (more than 60% of respondents have incomes higher than the average salary in Serbia²). People usually travel and participate in winter activities for

² Average salary in Serbia amounts 34,000 RSD. 1 EUR = 120 RSD (National Bank of Serbia, 2015).

personal satisfaction, which could be understood as a manifest function of the leisure time. On the other hand, there is a latent function of the leisure time, often expressed through the consequences that are not intended (Anić, 2014; Huta, 2013; Merton, 1957). An example of latent function is staying in the ski centre in order to achieve a status symbol, since it became common to certain social groups (usually those with higher incomes) to gather in the ski resorts during the ski season. Another example of the latent function is possession of expensive ski equipment, which is often more a status symbol, rather than quality.

Respondents are mostly from Central Serbia (51%). Several major cities from this part of Serbia are located in the vicinity of Kopaonik (e.g. Kragujevac, Kraljevo, Kruševac, Čačak). Residents of these places often travel to Kopaonik during the weekends. There is also a significant number of respondents from Vojvodina Province in Northern Serbia (23%), from foreign cities (18% of the respondents, mainly from Moscow, Timisoara and Bucharest), while the respondents from former Yugoslav republics (Slovenia, Croatia, Bosnia and Herzegovina, Montenegro and Macedonia) are singled out as a separate category (about 6% of respondents). The fact that Kopaonik is visited by significant number of foreigners, especially from Romania and Russia, is encouraging for further tourism development.

Percentages of respondents who are married (44.5%) and those who are not (42%) are approximate. These data suggest that Kopaonik is not just a destination for families and people who generally visit this ski centre in order to relax, but also for those who do not have family responsibilities yet so they come to Kopaonik to achieve fun and entertainment.

Tourists' leisure time at Kopaonik

The most common reason for visiting Kopaonik is participating in sport and recreational activities (51.5%), due to the fact that this area provides good conditions for practicing the winter sports (skiing 46.5%, walking 35%, ski boarding 15%, hiking and alpine coaster 3.5%). Another reason for visiting is improving the health condition, due to the growing awareness about the health care (22.5%) (Cerović, 2008). Visits for fun and entertainment are represented within 16% of respondents who believe that Kopaonik is adequate place for escaping from the daily routine and a place where they could experience something different and innovative. Sightseeing of attractions (natural and cultural resources) in the vicinity of Kopaonik (10%) is the less frequent primary reason for visiting.

Respondents mostly (70.5%) have a whole day for leisure time activities during their staying at Kopaonik. A certain percentage of respondents have less available leisure time. Specifically, 18.5% of respondents have more than 6 hours available, 7% of respondents have between 3 and 6 hours available, while only 4% of respondents have between 1 and 3 hours available. Respondents with less than the whole day available for leisure time activities are in the ski centre primarily for business reasons, as participants of numerous seminars and conferences organized at this mountain. Respondents usually spend their leisure time with friends (38%), with a partner (32.5%), as well as with family (25%). However, a certain percentage of respondents (4.5%) spend their leisure time alone (mostly respondents older than 60 years, retired, widowed).

The most common ways of spending the leisure time at Kopaonik is participating in sport and recreation (63%) which is in accordance with primary reason for visiting. Another popular way of spending the leisure time is using the spa treatments (26.5%), as part of better-equipped hotels. Beside two most common ways of spending the leisure time, respondents also cited other ways, such as reading books (3.5%), visiting bars and clubs (3%), using the cosmetic treatments (1.5%), using computer (1.5%) and watching television (1%).

Respondents' daily consumption for the purposes of leisure time varies. Most of the respondents (25%) spend between 3,001 and 5,000 RSD per day for leisure (between 25.1 and 42 EUR), while the highest consumption of more than 5,000 RSD is characteristic for only 10% of respondents. The height of respondents' consumption at Kopaonik is reflected primarily in the acquisition of ski passes for accessing the ski slopes, with a price that varies during the ski season (from 1,500 to 3,200 RSD per day or from 12.5 to 27 EUR).

Tourism facilities' importance during the staying at Kopaonik

Respondents used the Likert scale for evaluating the items related to tourism facilities and their importance during the staying at Kopaonik (results are represented in the Table 1). The highest mean value of evaluation got the item related to meeting the sport and recreational needs (4.31), while the lowest mean value received the item related to the night life (3.02). High mean values got items related to enjoyment in the culinary specialties (4.11), meeting the people from other regions (4.09), as well as visiting natural areas (4.07) and cultural property in the vicinity of Kopaonik (3.95). Slightly lower mean value could be noticed within the items related to exploring the local population and culture (3.78), the existence of additional facilities or programs for tourist entertainment (3.49) and the possibility for shopping (3.15).

Table 1. Importance of tourism facilities (according to respondents)

Tourism Facilities	Mean Value	Standard Deviation
Gastronomic specialties	4.11	1.291
Sport and recreation	4.31	1.023
Visiting the natural resources near Kopaonik	4.07	1.256
Visiting the cultural resources near Kopaonik	3.95	1.312
Meeting the local culture and tradition	3.78	1.375
Meeting the people from other regions	4.09	1.222
Shopping	3.15	1.638
Night life	3.02	1.764
Tourism animation	3.49	1.550

Although these facilities do not represent the primary reason for visiting (except the sport and recreation), they could serve as a basis for improvement of tourism amenities within Kopaonik as a ski centre. Specifically, respondents said that most important facility at Kopaonik is certainly the possibility of practicing sport and recreation and, therefore, it is necessary to continue with improving the conditions for these activities. Ski Resorts of Serbia is the organization that is responsible for successful maintaining the ski slopes at Kopaonik. In addition to sport and recreation, Kopaonik has the potential for developing additional facilities that could enrich staying at the mountain and make it more interesting for tourists. For example, during winter, sightseeing could be organized in the form of snowshoeing that could facilitate a simple walk through the snow. This might be especially interesting for those who prefer walking rather than skiing or snowboarding. Enjoyment in the culinary specialties is the item that received a good grade, but its score is perhaps the easiest of all to improve. The promotion of local cuisine might be enhanced, not only during the tourists' staying, but also before their arrival to Kopaonik in order to raise the awareness about authentic tastes, especially within the foreigners. The same should be done with the promotion of surrounding natural and cultural resources. The fact that meeting people from other regions got the higher score than exploring the local people and culture also points to the lack of promotion of the rich local tradition, which could be presented through the performances of cultural clubs and through theatrical performances. Animation programs should also be improved, due to the fact that this offer segment is one of the most poorly evaluated by tourists. The most common form of these programs is organizing the ski lessons for beginners, as well as organizing the competitions in the same discipline. Other types of animations are poorly represented, so there are many opportunities for introducing the new entertainment facilities, which would uniquely connect local tradition, culinary specialties, as well as exploring the natural and cultural resources in the vicinity of Kopaonik. This should be a task for collaboration of hotels, restaurants, local tourism organizations and Tourism Organization of Serbia.

Cross-tabulation and Phi coefficient of correlation

According to results, respondents mostly travel several times a year (67.5%), which is consistent with the trend of several short trips during the year (Cerović, 2008). Other respondents travel infrequently (19.5%), twice a year (8.5%), once a year (4%) and once every few years (0.5%). Duration of respondents' staying at Kopaonik for participating in leisure activities shows that 27.5% of respondents stay between 3 and 6 days, while the approximate percentage of them (27%) stay at Kopaonik during the weekend. Weekly visits are characteristic for 19.5% of respondents, while 17.5% of them stay here for two days. Only 5% of the respondents stay at Kopaonik more than a week, while daily visits are characteristic for only 3.5% of the respondents.

If we compare the frequency of respondents' travelling and the length of their staying at Kopaonik in order to participate in leisure activities (see the Table 2 which shows the percentage of the most frequent length of staying among respondents distributed into groups according to the frequency of their travelling), it could be seen that respondents who visit Kopaonik more often during the year usually stay shorter. Length of staying of these respondents is usually weekend (28.1%). Such short visits might be justified by reasons of visiting and respondents' employment state. Employed respondents typically come to Kopaonik to participate in winter activities and, due to many business obligations, they cannot stay longer. On the other hand, retirees, who tend to have plenty of leisure time available (Liechty & Genoe, 2013), stay longer at Kopaonik for health reasons. The respondents who travel once a year usually stay at Kopaonik for a week (50%), while the respondents who travel rarely usually stay between 3 and 6 days at Kopaonik, mostly due to the high costs. This might direct planners of Kopaonik's tourism to constructing a type of offer for tourists with lower purchasing power. Correlation between the frequency of respondents' travelling and the length of their staying at Kopaonik is statistically significant ($p < 0.01$) and it amounts to 0.405. This means that the length of respondents' staying at Kopaonik in order to participate in leisure activities depends on the frequency of respondents' travelling during the year, thus *confirming the hypothesis H1*.

Table 2. Frequency of travelling and length of staying at Kopaonik

Frequency of travelling	Length of staying at Kopaonik	Cross-tabulation
Infrequently	3-6 days	30.8%
Once a year	Weekly staying	50%
Twice a year	3-6 days	47.1%
Several times a year	Weekend	28.1%
Once in a few years	3-6 days	100%

The concept of leisure time might be interpreted in various ways. About 39% of respondents consider their leisure time as a relaxation, while 33% of them consider it as an opportunity to experience fun and entertainment. Considering the leisure time as an opportunity for doing nothing is characteristic for 15% of respondents, while slightly fewer respondents (13%) consider the leisure time as an opportunity for personal development.

The respondents interpret the leisure time in accordance with their marital status (see the Table 3 which shows the three most common ways of interpretation of the leisure time concept among respondents with different marital status). Respondents who live alone (61.9%) interpret the leisure time as a chance for fun and entertainment. Fun and entertainment also represent a concept of the leisure time for divorced respondents (37.5%). The same percentage of divorced respondents (37.5%) consider the leisure time as a good opportunity for relaxation, which is also represented opinion within 45.4% of respondents in extramarital union, as well as within 60.7% of respondents who are married. Leisure time as opportunity for personal development is the most common for widowers/widows (50%). The correlation between the respondents' marital status and their interpretation of the leisure time concept is statistically significant ($p < 0.01$) and it amounts to 0.641. This means that respondents with different marital status differently perceived the term of the leisure time, thus *confirming the hypothesis H2*.

Table 3. Marital status and the concept of leisure time

Marital Status	Concept of leisure time		
Live alone	Entertainment 61.9%	Doing nothing 17.9%	Relaxation 15.5%
Divorced	Relaxation/ Entertainment 37.5%	Doing nothing/ Personal development 12.5%	/
Extramarital union	Relaxation 45.4%	Entertainment/ Doing nothing 27.3%	/
Married	Relaxation 60.7%	Personal development 19.1%	Entertainment 7.9%
Widows	Personal development 50%	Relaxation 37.5%	Entertainment 12.5%

The frequency of visiting Kopaonik varies within respondents. It is interesting that 28.5% of them are the first time at Kopaonik, while 25% of respondents come to Kopaonik several times a year. According to results, 72% of respondents believe that Kopaonik is adequate place for spending the leisure time, while 20.5% of them could not estimate it, because they did not visit other mountains, while small number of respondents thinks that Kopaonik is not adequate place for leisure activities (7.5%) (see the Table 4).

Correlation between the frequency of respondents' travelling to Kopaonik and their opinion about whether Kopaonik represents adequate place for spending the leisure time is statistically significant ($p < 0.01$) and it amounts to 0.217, which indicates that there is a positive correlation between these variables. A fact that respondents who visit Kopaonik several times a year in significantly higher percentage (80%) think that Kopaonik is adequate place for leisure time in comparison with other respondents who visited Kopaonik for the first time (31.5%) or those who visit it less frequently (19.1%), *proves the hypothesis H3*. However, the value of correlation is not so high, due to inability of estimating whether Kopaonik represents adequate place for leisure within respondents who visited this ski centre for the first time or just few times since now.

Table 4. Frequency of visiting Kopaonik and adequacy of Kopaonik for leisure activities

Frequency of visiting Kopaonik	Adequate place	Inadequate place	Cannot estimate
First time	63.2%	5.3%	31.5%
Several times by now	73.5%	7.4%	19.1%
Once a year	72%	16%	12%
Several times a year	80%	6%	14%

The Table 5 represents the respondents' frequency of travelling during the year in order to participate in leisure activities in accordance with their monthly incomes. Respondents with lower incomes (up to 20,000 RSD, approximately up to 166 EUR) travel infrequently during the year (67.6%). It might be noted that all respondents with higher incomes (from 20,001 to 200,000 RSD or from 166.1 to 1,666 EUR) travel several times a year.

Table 5. Respondents' monthly income and frequency of travelling

Monthly Income	Frequency of travelling
To 20,000 RSD (to 166 EUR)	Infrequently 67.6%
20,001-40,000 RSD (166.1-333 EUR)	Several times a year 56.4%
40,001-60,000 RSD (333.1-500 EUR)	Several times a year 68.2%
60,001-80,000 RSD (500.1-666 EUR)	Several times a year 100%
80,001-100,000 RSD (666.1-833EUR)	Several times a year 100%
100,001-150,000 RSD (833.1-1,250 EUR)	Several times a year 100%
150,001-200,000 RSD (1,250.1,666 EUR)	Several times a year 100%

It might also be noted that, parallel with the income increase, increases the percentage of those who travel several times a year (from 56.4% up to 100%). Correlation between variables related to monthly income and frequency of respondents' travelling in order to participate in leisure activities is statistically significant ($p < 0.01$) and it amounts to 0.758, which indicates a high positive correlation between these variables, thus *confirming the hypothesis H4*.

Discussion and conclusion

Leisure time is a complex phenomenon that could be explored through interpreting the term, represented activities and actors. Survey conducted at Kopaonik provides an insight into specific aspects of tourists' leisure time within the ski centre as a specific type of destination. First of all, results provide the overview of respondents' socio-demographic characteristics that might serve as a starting point for further development of tourism facilities in accordance with their needs. According to the results, respondents are mostly aged between 21 and 40 years (49.5%). The largest percentage of respondents have higher education degree and they are employed with incomes higher than the average salary in Serbia. Percentage of respondents who are married and those who are single is almost equal which requires different tourism facilities for meeting the needs of both groups within the ski center, such as Kopaonik.

According to results, the most important facility is meeting the sport and recreational needs, followed by enjoying the culinary specialties, meeting people from other regions, visiting the natural and cultural resources in the vicinity of Kopaonik, exploring the local people and culture, the existence of additional animation programs, shopping facilities and the night life. Collected data provide an insight into the priorities of the respondents' needs, but they are also a representation of facilities with lower grades that should be improved for better usage in the future (e.g. better usage of local traditions and customs for tourists' animation).

Based on the analysis of obtained data, all hypotheses are confirmed. The highest value of Phi correlation coefficient is obtained for cross-tabulation of monthly income and frequency of respondents' travelling during the year in order to participate in leisure activities (0.758; $p < 0.01$). Research results showed that subjects with income up to 20,000 RSD (up to 166 EUR) travel infrequently. In parallel with the income increase, increases the frequency of respondents' travelling during the year. The correlation of marital status and considering the concept of leisure time is also statistically significant (0.641; $p < 0.01$). The results show that the leisure time is usually interpreted as fun for respondents who live alone or those who are divorced, as an opportunity for relaxation for those who are in marriage or live in extramarital union, while widowers/widows consider the leisure time as opportunity for personal development (retirees who have plenty of time for relaxation and entertainment, use their leisure time for reaching new knowledge and skills as a way of refreshing the usual routine of everyday life). Another statistically significant correlation is identified between variables related to the travelling frequency and

the length of visiting Kopaonik in order to participate in leisure activities (0.405; $p < 0.01$). According to the survey, respondents who travel frequently usually stay shorter at Kopaonik, which supports the trend of shorter and more frequent trips during the year. The lowest correlation was observed between the variables related to the frequency of visiting Kopaonik with opinions on whether Kopaonik is adequate place for spending their leisure time (0.217; $p < 0.01$). Respondents who often come to Kopaonik believe that it is the adequate place for spending the leisure time. This correlation has a minimum value due to the fact that a lot of those who rarely visit Kopaonik stated that they cannot assess whether Kopaonik is adequate place for spending the leisure time, which indicates that there is a correlation between the frequency of visiting and opinion related to Kopaonik's leisure adequacy. Phi coefficients' values of correlation are presented in the Table 6.

Table 6. Phi coefficient values of correlation between the variables from hypotheses

Correlation of variables	Phi coefficient
Frequency of travelling/Length of staying at Kopaonik for leisure activities	0.405
Marital status/Concept of leisure time	0.641
Frequency of visiting Kopaonik/Adequacy of Kopaonik for leisure time	0.217
Monthly incomes/Frequency of travelling for leisure activities	0.758

Results of the survey point to the adequacy of fundamental tourism facilities within Kopaonik. However, further investments in additional tourism facilities that could improve tourists' leisure time within this popular ski centre are necessary. Inadequate representation of additional facilities might be the consequence of the fact that in Serbia tourism is still marginal sector with insufficient funds for adequate tourism development. Future research could address how this problem might be solved. Also, future research might address other mountains of Serbia, for providing the data basis for comparing the results and finding the best solution for tourism development that is acceptable for Serbia's present economic and socio-cultural situation.

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