

RESEARCH ON POSSIBLE ORGANIZATIONAL IMPROVEMENT OF SPORT TOURIST CENTER AS BUSINESS SYSTEM

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Abstract: Dragonproject is the first tourist surf resort on the Adriatic coast and in Balkans, which now operates as an organized tourist sport and recreation educational ecological center, on two micro-locations in the area of the most attractive tourist offer on the Montenegrin coast. This paper presents the results of research on the business performance and business improvement opportunities of Dragonproject tourist center as a business system, which operates under free market conditions. Having in mind nomenclature and functioning specificity of the business system, the goal is to keep their own identity in dealing with extreme water sports, and again, and always essential goal is profitability. SWOT analysis results suggest that the solution for organizational improvement systems should be sought in cooperation with foreign agencies, with other sports centers, in attractive offer for children, in a broader education of youth and also in a development of recognized methodological approaches and leading training programs for all levels and all clients, as well as in renewable resources application. Delphi method results show that the increased influx of tourists can be expected at the end of 2017, and profit increase of 30% in early 2018. Indicators of sustainable development of the business system are defined and the matrix of objectives with criteria weights is made. The conclusions and recommendations for possible future development of the tourist center in organizational terms, at the existing locations, with the expansion on the lake and river water in Serbia and clusters cooperation is done, also comparing organizational system of similar tourist centers abroad.

Key words: organization of the business system, sports tourist center, business improvement development.