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DEVELOPMENT OF RURAL TOURISM IN HIGH-MOUNTAIN AREAS OF SERBIA AS ALTERNATIVE TO DEPOPULATION TREND

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ABSTRACT

The paper analyzes the demographic trends in rural communities in high-mountain regions of Serbia, which for the past 50 years, from 1961-2012, show the tendency of continuous depopulation, resulting in a complete discharge of a large number of small villages in these areas. As the high mountainous areas of Serbia are taken to consideration, study area covered mountains higher than 1500m and its surroundings (1000 - 1500m high), to be exact the mountain areas of Kopaonik, Stara Planina, Vlasina - Krajiste and Golija. A special focus is placed on identifying the potential for rural tourism development in these areas, as an alternative economic activity of rural population, which has a growing trend in the last few years. In Serbia became obvious the trend of increasing involvement of rural households in tourism activities, primarily in the offer of complementary accommodation facilities, by offering accommodation and food in households but also in the creation of additional activities during the stay of tourists. From viewpoint of the potential for the development of rural tourism in Serbia, the most important are the rural communities located in high mountain areas, especially those located near the renowned tourist ski centers.

Key words: villages, high-mountainous areas, tourism, Serbia

INTRODUCTION

Serbia is one of the least urbanized countries in Europe with around 85% of rural areas within the national territory. From 4718 settlements in Serbia (Kosovo and Metohija excluded), only 181 settlements have the status of urban areas, and 4537 settlements are in rural areas, with 4161600 people, according to 2002 census, that is about 3.7% less than the data from 1991. The number of population in rural settlements of hilly-mountain areas of Serbia decreased for 7.7% in same period. In Serbia, there are obvious problems of uneven regional development, especially between towns and their surroundings, or to be exact, between urban centers and rural areas. The term village usually represents a specific form of territorial, social and economical organization of population mostly engaged in agricultural activities. Definition of OECD differs two hierarchical levels of territorial units: local and regional. On local level (NUTS 5) OECD defines as rural settlements according to population numbers under 150 p/km². However, statistical definition of rural settlements in Serbia is practically non-existing, as it uses the classification on urban and other settlements, based on decisions within municipalities by which certain settlements can gain the title of towns. All the other settlements are automatically declared rural (villages) (Mihajlović et al., 2013). This way most municipalities are excluded from rural areas, which are inconsistent with OECD methodology (Bogdanov, 2007). Traditionally in Serbia, the term village or rural area is associated with image of poor people, hard life, bad infrastructure, isolation, and radically different ways of life, mentality, culture and connections. Rural areas in Serbia, in general, have the problem of increasing depopulation. Rural areas significantly differ by natural, infrastructural and other factors that enable the development of agriculture and other activities, that impact the level and dynamics of development, demographic structure, cultural identity, production, standard of living, etc.

The focus of the study is set on certain high-mountain areas, based on the high criteria

(above 1500m, and their surrounding areas 1000-1500 m above sea level). From the standpoint of determining the area of high-altitude areas in Serbia examined are several high mountains with heights above 1500 m (Stara Planina with Vidlič, Krajište with Vlasina - Čemernik, Gramada, Vardenik, Besna Kobila, Dukat, Suva Planina, Kopaonik with Željin, Stolovi and Goč, Golija with Radočelo and Čemerno, Mokra Gora with Pešter). However, on this occasion, because of the actual political situation high-mountain areas that are located in area of Autonomous Pokrajine Kosovo and Metohija, will be excluded from the study. The main reason for this is the fact that in this area, political situation led to massive voluntary and obligatory evictions of the Serbian population, there are also occasional terrorist attacks in this area, so the development of any form of tourism in this area is currently disabled. High-mountain areas, mostly located in southern and eastern parts of Republic of Serbia, are characterized by long-lasting trends of depopulation and abandonment. The production based on agriculture can't solve the problems present in those regions, because of small-sized households and production methods. Traditionally dominant economic activity of rural areas is losing its share on demanding global market. The experiences of other countries with similar problems show that obstacles in mountainous areas in well-organized economic system can be competitive in agriculture and complementary activities (tourism, services, hand-crafting, healthy food, etc). In that sense, the overcoming of the problems that came from unfavorable conditions demands for specific incentive measures to even the possibilities for development of rural areas. The significance of integral rural development for consistent regional development is obvious. As a factor of straightening of competitiveness, employment, more even regional development, insufficiently valorized potentials of rural areas are more and more in focus of creators of national policies (Radovanović, 2010).

Rural tourism (ethnology, farm and agro-tourism) includes visits to farms and farm and includes room, board, participating in various activities and rural affairs, and buying local products. This type of tourism involves traveling to a rural destinations in order to acquaint local population, their ethnic characteristics, traditions and customs. Rural tourism in Serbia has been expanding recently, so authentic rural households started to be revived in various regions of Serbia, receiving tourist function. In addition to accommodation services, rural areas offer local ethnographic and gastronomic specificity, as well as possibilities to take part in various activities such as recreation, handcrafting, cultural events.

DEMOGRAPHIC PROBLEMS IN HIGH-MOUNTAIN AREAS IN SERBIA

The Republic of Serbia has a quality and a variety of resources for sustainable mountain development, of which only a small part is activated. The potential of high mountain areas with their direct surroundings, which predetermines the internal and external factors, are of importance for regional development of these areas of Serbia. Due to its natural properties and anthropogenic or landscape characteristics, rich biodiversity, water quality and forest complexes, as well as a wealth of cultural and historical heritage, high mountainous areas of Serbia can be a very important tourism resource. Unfavorable demographic trends affecting Serbia in last decades encompass spatial component as well. Natural population dynamics and migrations have lead to territorial re-distribution of population. Thus, mountainous and border regions have been differentiated as typical depopulation regions of Serbia. The basic demographic characteristics of these areas are low population density (below 20 people per km²), negative rate of natural increase (below -3‰), low index of population change (below 70. 0), high index of population aging (0. 8) (Malobabić, Bakić, 2003).

Long-term exposure of these areas to such demographic processes has lead to spontaneous abandonment of certain settlements. One alarming fact that indicates the massive increase in number of small settlements and the trend of depopulation of rural mountain areas in Serbia is

reflected in the changes of size of settlements in the settlement system of the past forty years (1961-2002) with the obvious negative development trends. In addition to increasing the number of small towns and villages and the reduction of the number of medium-sized and larger settlements, obvious is the appearance of a permanent reduction in the average size of settlements in certain categories.

Table 1. Relation of urban and rural population in Republic of Serbia

Population	Total		urban				rural			
	2002	2010	2002	%	2010	%	2002	%	2010	%
SERBIA	7498001	7291436	3336341	44.5	4283985	58.7	4161660	55.5	3007451	41.2

Source: Statistical bureau of Republic of Serbia, 2011.

This indicates that the population of small villages moves to larger ones. These structural changes in the settlement system of state that the mountainous areas of Serbia are becoming empty and villages are losing the basic conditions for a stable and prosperous development, all of which complicates the reconstruction and revitalization of rural mountain areas (Malobabić, Maričić, 2004). The population of high-mountain regions of Serbia's predominantly of rural character, which from year to year decreases, with the deterioration of their social-demographic structure. Population growth declines in proportion to the increase in the participation of older age groups, which is mainly caused by the massive emigration of young people from the rural mountain areas to nearby towns. Unfavorable age structure directly causes adverse labor-active structure which leads to a reduction in economic activity, cultural events, as well as abandonment of households and villages. Regional distortions and long lasting back-outing of villages and agrarian are followed by stagnation of society development in general (Radovanović, 2007). High mountain regions in Serbia characterize underdeveloped transportation, energetic, telecommunication and communal infrastructure, lower level of availability to public services, high amortization and inadequate building structures, numerous environmental problems (erosion, pollution of waters, pollution of soil, etc), that are especially obvious in mountain areas of Eastern, Western and Southern Serbia. This factors altogether bring to the disturbed social-economic and demographic structure. These problems are particularly obvious in 17 municipalities of Serbia: Bosilegrad, Brus, Vranje, Dimitrovgrad, Piroć, Ivanjica, Nova Varoš, Novi Pazar, Priboj, Prijepolje, Raška, Sjenica, Surdulica, Trgovište, Tutin, Crna Trava and Čajetina (21% of all settlements in Serbia) (Mihajlović et al., 2013).

The central group of high-mountain areas in Serbia, Kopaonik-Željin mountains and Golija mountain are homogeneous in regard to its ethnic composition and less pronounced trends in social and demographic changes, the least pronounced in Golija. The southern part of Kopaonik is under pressure from settlements of Albanian population and emigration Serbian population, but with the dynamic trend of demographic development. Border group of high mountain areas in Eastern and Southern Serbia have pronounced demographic and ethnic differences, and hence, the demographic trends are different. Krjaževac region is populated with Serbian-Bulgarian population that has been shown to be the most underdeveloped part of Serbia, which is characterized by drastic demographic and social regression with emigration at all levels and the highest number of completely abandoned villages in relation to the whole territory of Serbia. Regarding the spatial distribution of spontaneously abandoned settlements, three spatial units can be differentiated in Serbia: the areas along the administrative border between Central Serbia and the Autonomous province Kosovo and Metohija (Mt. Kopaonik area), area of Mt. Stara Planina and Mt. Bureš, the areas of Vlasina and Krajište (Milošević et al., 2010).

Since agriculture in relation to the available resources in all high mountain regions of

Serbia isn't developed, and it is focused mostly on animal husbandry, fodder production and collection of medicinal and aromatic plants. Since neither forestry nor mining so far haven't represented, in greater extent, a significant factor of the development, potential for tourism development and service sector should be considered in order to promote and bring the higher valuation of high-mountain regions of Serbia.

POTENTIALS OF HIGH MOUNTAIN AREAS IN SERBIA FOR RURAL TOURISM

Rural settlements have the special place in tourism as the areas of exceptional landscape values, ecological oasis, the forts of traditional culture and variety of ethnic-cultural heritage (Todorović, Bjeljac, 2007). Tourism is regarded as the activity that can have a significant influence on the economic, social, functional and physio-gnomic structure of rural areas. Tourism function has an important place in the transformation of the physio-gnomic structure and function of rural settlements. This phenomenon is a consequence of the growing need of urban population for the recreational stay in different, rural ambiance (Stanković, 2003; Todorović, Bjeljac, 2007). In many European countries rural tourism is considered as a part of national strategies for the development of rural space since 1970es, and it is considered to give the good chances and contributes to the keeping of the population in the villages, enhances employment, and contributes to the social-economic prosperity of the residual areas (Tomka, 2003).

Rural tourism is associated with different types of tourist activities that take place out of urban spaces and mass tourism, and are motivated with the attractions of rural space: farms, hunting, fishing, recreation, health, ecological, cultural and gastronomic features. The proponents of rural tourism are rural households. Rural tourism can promote the development of rural areas and more balanced regional development. It provides additional income to agricultural production and brings back dignity and self-confidence to rural communities that were lost in the fast urbanization and industrialization process. In more balanced regional development, a special role has tourism, due to direct and indirect, multiple-effects it creates. As quite complex and various needs of tourist have to be met, different production and service activities have to be developed (accommodation and restaurants, shops, crafts, medical services, banks, post offices, cultural institutions, etc).

Since in Central Serbia, only a part of the tourist attractive mountainous areas was activated, different studies as the main problem in this area determine a very pronounced polarization between developed urban areas and concentration of population and economic activity in valley areas, and the underdeveloped rural mountainous and peripheral rural areas. This condition, expressed in developmental imbalance, contributes to intensifying of the problems of sustainable development of settlements in Serbia. Despite the natural and cultural attractions in rural areas of Serbia, rural tourism, especially in family farms, is developing slowly in relation to demand and offer in the surrounding countries. The cause of the non-existence of tourism tradition in Serbian villages, even though organized tourism in rural areas of Serbia began in 70's, can be found in rather small households that does not allow profitable agriculture or tourism services as an complementary activity, as well as underdeveloped infrastructure, unfavorable demographic structure of population, low standards of living, domination on non-educated population, etc. One of the main cause of current state in Serbian mountain villages are the lack of governmental interest and funding. The number of tourists and duration of stay in this area are having rather small share compared to more developed settlements and regions.

In average, within rural tourism in Serbia, about 408580 overnight stays, or about 6.2% of total overnights in Serbia is realized. Domestic tourists make about 99% of visitors in rural tourism of Serbia, with about 591579 EUR of total income of rural tourism (Tourism

Development Strategy of Republic of Serbia, 2006). In Serbia today more than 50 villages in 30 municipalities are visited by tourists. Among them are some very attractive villages in the mountain areas - Sirogojno (Zlatibor), Mečavnik (Tara), Brzeće (Kopaonik), Rudno (Golija), Mionica (Divčibare), Kalna (Stara Planina), etc (Stanojlović, 2008).

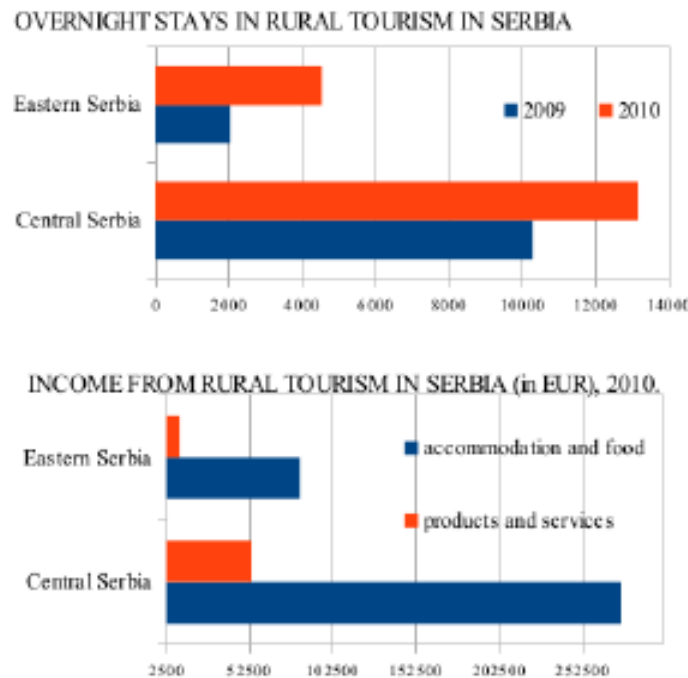


Figure 1. Rural tourism in Serbia

Source: Se Cons-group for development initiative, 2011.

Low degree of development and organization of high-mountain area in Serbia, with a large number of villages that are dying, as well as extensive and irrational usage of natural resources, characterize the basic conditions for the development of this area. Development problems in mountainous areas of Serbia can be seen in economic, political and spatial marginality, external directing development without the participation of local communities, bad educational and demographic structure, expressed in massive emigration processes, the conflicts in the use and management of protected areas and the development of mountainous areas, threats to economic, social and cultural integrity and the bare existence of mountain communities, traffic isolation, poorly equipped infrastructure, underdeveloped network of public services and the emergence of uncontrolled development of tourism and other activities in certain attractive areas (Krunić et al., 2010). Tourism in rural parts of high-mountain areas of Serbia should focus on both, winter and summer season. It should be based on the natural predisposition of existing resources, determined by detailed studies and strategic plans that will enable sustainable development.

Kopaonik is high mountain area in southern part of Serbia, in border with AP Kosovo and Metohija. Significant part of this mountain is declared for National Park in 1981. The most dominant part of Kopaonik is Suvo Rudište with Pančić peak (2017 m). This area is a part of large morphological complex called Ravni Kopaonik, characterized with extensive dissections of terrain. Ravni Kopaonik is also the most significant tourist zone with developed skiing and tourism infrastructure. The area is hydrological rich, and there are also several spas in surrounding area – Prolom spa, Jošanička, Lukovo and Kuršumljija spa. Kopaonik is the most tourist affirmed and mass visited mountain in Serbia, predominantly based on winter-sports

tourism (Romelić, Čurčić, 2001). Lately summer season is starting to develop in this area, and is connected to the development of rural and eco-tourism. Rural tourism development has a great potential based on the fact that there are 268 villages in this area. However, the greatest capacity for rural tourism development have Brzeće and Jošanica villages, there are several weekend-settlements in the area and recently started the development of ethno-village St. Simeon at Jaram location (2010-2012). Potential for tourism development have also villages – Smeteš, Blaževo, Belo brdo, Leposavić, etc. Mount Željin (1785m) is a part of Kopaonik mountain group and it is directly connected to Kopaonik separated by Jošanica river. In state of insufficient tourist infrastructure and scarce tourist offer, Željin has rather small contractive zone. Morphological components of Željin allow the development of recreation activities in natural and rural spaces. The development of rural tourism has Ploča, Rogavčina, Jelakci, Bzenica and Rogci villages.

Golija is high mountain region in southwestern part of Serbia, and with Radočelo represent the highest morphological complex in Stari Vlah region, with highest peak Jankov kamen (1833m) and by its characteristics is similar to Kopaonik. Morphological characteristics of relief have some values in regard to the development of winter sports tourism, but still it is in the shadow of more affirmed tourist centers Kopaonik and Tara. The rich and well-preserved nature is one strength of Golija, as well as the rich cultural heritage that can be found in surrounding area. Tourist infrastructural elements, accommodation and services are lacking in this area. Tourist potentials of Golija can enable the development of various forms of tourism – ski centers, sports and recreation, spa tourism, rural tourism and excursion tourism. According to demographic characteristics Golija is the space with demographic stagnation, that is significantly different compared to other mountainous regions of Serbia. Rural tourism is starting to develop in Deviling, Pridvorica, Ostatija and Bratiljevo villages, as well as Deževa, Saronje and Vranovina villages (Romelić, Čurčić, 2001). Even though according to Regional Spatial Plan of Republic of Serbia region of Golija is marked as a high-priority development region (CEP, 2005: 10), disregarding its natural predisposition and comparative strengthening, this area until now did not activate its tourism function to a greater extent.

Stara planina is the most compact mountain massive in Serbia, located along the Serbia-Bulgaria border in Eastern part of the country with regional center of Knjaževac municipality. The base connection to dispersive centers is magistral route E75 Belgrade-Niš. Massive is dominated by the highest peak Midžor (2168m) and several other peaks above 1900m high. These relief characteristics give the possibility of development of winter tourism. The main mountain range is dissected by valleys of Trgoviški Timok, Dojkinačka, Toplodolska and Visočica rivers, and very attractive Zavojsko lake. For winter-sports infrastructure building most attractive are northwestern slopes of the mountain branch, which extends from Midžor through Babin Zub (1758m) to Jabučko Ravnište. On the slopes exposed to Pirot there are several attractive tourist resorts with natural conditions for the holiday, recreation and sports activities based on eco-tourism. However, the focus should be put on development of different forms of tourism with recreation, ecological, hunting and fishing function, with great potential of development of rural tourism. Rural tourism is starting to develop in some villages in this area: Ošljane, Novo Korito, Radičevac, Gostuša, Aldinac, Repušnica, Tatrašnica, Aldina Reka, Janja, Ravno Bučje, etc. In the upper part of the Toplodolska valley, south of Midžor peak, abandoned village of Topli Dol is located, whose ambient values could be used for future tourism development. Modernization of the network of local and regional roads and other infrastructure will enable easier access to points of tourist activities and connecting the sub-mountainous villages in that region. Regional spatial plans of Republic of Serbia and plans for special purposes have foreseen a series of activities on the revival and development of tourism on Stara Planina. Construction of buildings, communal utilities and transport infrastructure, as well as accommodation, hotel and resort facilities and sports terrains should lead to a drastic

tourism (Službeni glasnik RS, 47/03). Mounts Kukavica, Poljana and Radan have rich tourist offer primarily in summer season. Rural tourism is available during whole year, based on ethnographic and ambiental attractiveness, eco-food production, specific gastronomy, crafting, etc. The potential for tourism development have Crna Trava, Vlasina Rid, Vlasina Okruglica, Klisura, Lisina, Vrla and Božica.

Mokra Gora mountain is located on South-western part of Serbia, and expands on territory of municipalities of Tutin, Kosovska Mitorovica and Istok. The highest peaks are Žljeb (2. 532 m) and Pogled (2155 m), surrounded by flows of Ibar and Beli Drim rivers. Here almost intact natural ambience can be found, with wide hinderland areas with small lakes and swamps, and large forests, that are nowadays endangered by illegal forest felling. Rich biodiversity with rare species of this mauntain gives it a great potential for eco-tourism development. However, this area is one of least inhabited areas of country, and the only available accomodation for tourists is one mountain home near village Draga with 20 beds. Near lake Gazivode developed weekend-settlements and it is popular fishing resort. It is planed that Mokra gora becomes a tourist centre with hotels and complete tourist infrastructure in a future.

SUSTAINABLE DEVELOPMENT OF RURAL TOURISM IN SERBIA

Today the most attractive tourist destinations are those which have preserved physical-geographic environment, protected nature and anthropogenic tourist motifs that attract tourists. Those destinations that do not have opportunities to offer such a tourist product are faced with a decreasing number of tourists, and thus with other negative effects reflecting in smaller foreign currency inflow, employment decrease. Sustainable development implies three main principles, which are: ecological, social-cultural and economic. Ecological principle implies such tourist development that does not oppose ecological processes and biological development of an area. Social-cultural principle points out increasing participation of local community and local population in decision-making and development planning. This principle is compatible with making efforts to sustain and develop the region. Economic principle represents investing into proper region development with the aim to manage and create bases for the survival of future generations (Štetić, Šimčević, 2008). Different regions possess potentials for the development of different aspects of tourism: eco-tourism, rural, urban, ethnic, nostalgic, religious, adventurous, transit, congress (Todorović, Bjeljac, 2006).

The differentiation of tourist demand and rapid expansion of tourism of special interests in the world, with tourist seeking different activities such as trekking, mountaineering, rafting, sailing, hunting and fishing are quite popular these days. These segments of tourists do not insist on luxury and high quality services but they need a specific services, authentic, good-quality and quite various services. Rural tourism does not require great capital investments in its development, but it must be planned and programmed very carefully.

Resources and facilities for tourism, recreation and sport are perceived as the most complex and the most important factors of development of high-mountain regions of Serbia. These qualities have been caused by natural conditions and favorable elements such as terrain, climate, water resources, rich biodiversity, clean energy resources, wildlife, rich cultural and historical heritage and distinctive ethnic-cultural values particularly vivid in rural areas. Due to the lack of development of the economy and poor social-economic, cultural and educational status of the population in rural areas of high-mountain areas of Serbia, these micro-communities have not yet been able to launch proper tourism development plans of the area. The concept of sustainable protection in Serbia, in addition to the protection of natural resources and protection should involve the existential interests of the local population and the benefit of local communities, and creating the conditions for education, recreation and

rehabilitation of the rural population in mountainous areas (Dabić, et al, 2009). Integrated rural development that is equally related to economic development, as well as demographic, environmental, institutional, social and cultural renewal of rural areas, is considered to be proper way for revival of this endangered areas. Integrated rural development covers both rural multifunctional economy, infrastructure, culture, heritage and tourism, while based on the principles of sustainable development, appropriate regional characteristics and available resources of the area. Small businesses in the villages in the high mountain regions of Serbia as a whole is still undeveloped, except for some indication of the development of rural tourism in the northern parts of Golija and Kopaonik (Brzeće, Lisina and Jošanička spa). For the future development of tourism in high-mountain villages as the main development agents, small household business, beside agriculture as a main activity, which is reflected in the production of healthy food is seen as the most important opportunity for development. It can be expected that through the development of rural tourism the various forms of complementary activities will be developed.

Providing that rural tourism becomes a part of life and development policy of some destination, region or country as a whole, following must be taken into consideration: the significance of preserved nature, significance of area authenticity, for rural tourism development, importance of local population for organization, presentation and development, and participation of local community in tourist destination development policy (Štetić, Šimčević, 2008).

The concept of sustainable development of rural areas in Serbia should include:

- setting of more even development in relation between towns and villages,
- restructuring and modernization of agricultural production,
- restoration, building and improving of transportation, social, communal and information infrastructure,
- diversification of production activities and straightening of small businesses (promotion and investment in realization of multifunctional agriculture concept),
- sustainable development of forestry and water supply,
- promotion, conservation and revitalization of natural and cultural heritage, with goal in increasing the attractiveness and competitiveness of the area,
- revitalization, reconstruction and equipment of rural settlements, and protection of traditional architectural heritage,
- development and revitalization of existing and forming of new community centers of villages in hilly-mountain and peripheral areas,
- defining of typology of rural areas, and creation of factors for territorial approach to structural characteristics of the area.

Intensification of tourist activities implies to certain risks and requires the establishing of a balanced and sustainable development. Conceptually and actually, sustainable tourism contributes to the maintenance of the natural balance and to the preservation of its geodiversity and biodiversity, as well as the long term preservation of local traditions and well-being of local communities. It is necessary to establish the limits of tourism usability and the capacities of renewal ability of the natural environment, in order to avoid the danger of the space saturation and degradation of the natural environment. Solutions for negative effects of tourism may be found in cooperation of national, regional and local communities, science, tour-operators and tourists, through a partnership which builds up a collective responsibility towards sustainability of natural richness and social heritage of the tourist destination.

For rural tourism development in Serbia, it is necessary to make significant changes in tourist offer, in order to change general negative image connected to the attraction of vacations in natural and village surroundings. The positive influences of tourism for villages

can be seen in its economical, social, cultural and ecological gain. However, uncontrolled development can also bring numerous negative effects, especially for the environment, authenticity of traditional settings and globalization of local cultures.

CONCLUSIONS

Rural settlements represent the major part of Serbia, and the problems of their slow development and back-warding compared to urban centers are especially obvious. The most difficult situation is observed in hilly-mountainous areas with unfavorable demographics, domination of elder groups and severe retardation in economic, social, cultural and educational sense. Current situation in Serbia shows the necessity for combining of traditional agricultural production with service sector. Lagging behind of village and agriculture hinders overall development for quite a long time which caused the need for more complex model of development policy towards the village and rural society based multidisciplinary model of integrated rural development. Investment in these areas is crucial for their appealing, promotion of their sustainable growth and creation of new employment opportunities, especially for young educated people. Remains of traditional rural development represents a base for dynamic development of rural tourism, as most high-mountain areas kept its traditional forms in architectural styles, crafts and gastronomy. Positive effects that tourism brings is seen as a great potential for the integral development in rural spaces of Serbia. However, tourism itself, could hardly be the only factor for economic development of a village, so it should be a complementary activity. For the sustainable development of rural places of Serbia it is necessary to conduct proper strategic planning on local, regional and national levels, as well as creating a specific national policy.

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