

# SUSTAINABLE DEVELOPMENT OF TOURISM IN THE MUNICIPALITY OF MALO CRNIĆE<sup>1</sup>

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## Abstract

*The municipality of Malo Crniće is located in the Braničevo district. Territorially, it belongs to Eastern Serbia. It is surrounded by the municipalities of Požarevac, Veliko Gradište, Kučevo, Petrovac, and Žabari. There are a total of nineteen inhabited places on the territory of the municipality. According to the OECD criteria, the municipality of Malo Crniće can be said to be predominantly rural in terms of its geographic coverage structure. The territory of the municipality has a large number of natural and social (anthropogenic) resources suitable for the development of tourism. Unfortunately, the largest number of these resources ie. natural and social attractiveness has not yet been put into the function of tourism development. In order to move from the stage of spontaneous development of tourism to a higher stage of development, it is necessary to follow the appropriate principles and rules of development. One of them is certainly the principle of sustainable development. The demand for the preservation of natural and social attractiveness must represent an imperative in the development of tourism. The aim of the work is to present the respectable and so far little used potentials of tourism development in the municipality of Malo Crniće, and to indicate the strategic directions of possible tourism development. The expectations are that tourism, with its multiplied positive influence and synergistic character, would connect a large number of economic and non-economic activities and help the future development of the municipality.*

**Key words:** *tourism, destination, rural area, economy, rural development.*

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1 Paper is a part of research financed by the MSTDI RS, agreed in decision no. 451-03-66/2024-03/200009 from 5.2.2024.

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