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Spatial Planning and Sustainable Tourism – A Case Study of Golija Mountain (Serbia)

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Abstract. The goal of this paper is to present and analyze the spatial plan of special purpose for the Golija Nature Park from the aspect of sustainable tourism development. The paper also gives an overview of the existing spatial plan with reference to its drawbacks and also proposes some solutions regarding the use, protection and management of the Nature Park area. A brief discussion is also given about the development of a sustainable tourism product of Golija through effective spatial planning.

Keywords: spatial planning; sustainable tourism; Golija; Serbia.

1. Introduction

Tourism, observed as a complex social and economic phenomenon, has risen to unprecedented levels of development and prosperity worldwide.

The past few years, the travel and tourism industry had to face a series of unpredictable events. The political uncertainty, terrorism, the variation and variability of consumer habits and demands, the economic turbulences and so on, created various pressures on the industry. In an effort to adapt to a changing marketplace, the travel and tourism industry had to restructure and refocus its efforts. While business plans have become shorter, more governments began to realize that they can not leave the growth and development of this industry only to chance. On the other side, the increased global awareness for these issues represented a huge opportunity for prospective directions in the industry. Noticeable is the shift in thinking about sustainable development and proper spatial planning as well as their impact on tourism and the mutual connection between them.

The providers of tourism services tend to offer such products and services that correspond to the given tourism needs of the consumers, who in a way "unite" themselves due to some mutual and specific necessities. Taking into account the geographical principle of determining the tourism market, we can define tourist destinations – spatial integrities where all transactions are occurring and are executed.

It becomes evident that the increase and expansion of the tourism markets, as well as the increase of the number and size of tourist destinations, or with other words – the growth of the

overall tourism industry, will generate enormous effects on the economy, on the cultural identity, as well as on the physical surrounding and environment. On a global level, this requires adequate developmental allocation of tourism localities and destinations.

Openly and unequivocally it can be concluded that spatial planning and the development in general, can become unsustainable, if no detailed or thorough analysis and adequate research are undertaken. These should be focused on redefining the existing models and standards for establishing and executing tourism activities in certain areas.

Tourism represents a cross-sectional occurrence, involving a wide range of involved parties (stakeholders) from almost every domain who have different and often contradictory interests and agendas. The decisions about tourism development should be balanced between the national and the local needs, the private sector and the state, the local communities, the communities of citizens, between the tourists and the mass media etc. Especially political decisions should take into account the direct returns as well as the long-term benefits, which require a clear and well defined vision.

Therefore, sustainable tourism development is a very complex and complicated task to achieve [1].

2. Spatial planning as an opportunity for sustainable development

Tourism spatial planning and design denotes general and communal organization that includes establishment, maintenance and protection of rural and communal equipment or, as it is referred to by many authors, general and communal infrastructure [2, 3, 4, 5, 6].

Sustainable development is a kind of development that adjusts the needs of present generations without compromising the ability of the future generations to satisfy their needs. Sustainable development needs to improve the integration of three independent developmental dimensions: economic, social and environmental.

Spatial planning can be used as an instrument for coordinating the socio - economic development through preventing environmental problems and simultaneously protecting the natural and cultural environment. The challenge for planning is to ensure efficient use of limited land resources and ensure balanced regional business development and balanced use of resources, including natural resources and landscape resources, soil, water and air. Because spatial planning has a long-term character, it can also involve important principles of sustainability.

Therefore, the use of spatial planning to promote and enhance sustainable development includes the concepts of development and protection more as complementary, rather than contradictory elements.

Several action programs can be developed that individually refer to different areas and needs, however it is important to take into consideration the integration of sectors through spatial planning (regional planning and business development, sustainable urban development, transport, biodiversity, cross – border cooperation and regions, etc.) democratic and public participation, development of planning instruments, etc. This must be done in order to promote sustainable development on a given territory.

Of course the central place for such a promotion can represent the right strategic development of the tourist destination, like the development of sustainable tourism [1].

3. Regional settings

Golija stretches in the north-south direction, in a S-shape between Novi Pazar and Raška on the south and Ivanjica on the north. It covers an area of about 75,000 ha. River and creek valleys separate numerous hills. The highest peak is Jankov kamen (1,833 m), followed by Radulovac (1,785 m), Bojevo Brdo (1,748 m) and Crni Vrh (1,725 m). The peaks offer beautiful sightseeing to Golija's forests and pastures, as well as the peaks of nearby Kopaonik, Komovi and Prokletije mountains. The rivers, Moravica and Studenica have their headwaters at the mountain. Studenica breaches through the mountain, in its deep valley with several shorter gorges. Its right tributary Izubra has three waterfalls of total height of around 20 m, and several cascades. The area of Golija has 6,600 inhabitants within 42 dispersed rural communities which are characteristic of these mountainous regions. The main economic activities are livestock raising and extensive farming, and collection of forest products such as mushrooms and medicinal herbs. Within the reserve is the Studenica Monastery, which is a cultural World Heritage site and a popular tourist destination, while monasteries of Sopoćani, Stari Ras and Klisura lie at the Golija outskirts. With its beauty and

diversity of the landscape, forest wealth and water, as well as preservation of original natural and cultural values, Golija is one of the most attractive mountains in Serbia [7].

Golija is located about 150 km from Belgrade. The nearest town is Ivanjica located 45 km from the mountain top. The existing tourist resort in Gobelj and weekend settlements in Odrvračenica and Bele Vode are centers of present and future tourism development. The town of Ivanjica also has an important role as the largest tourist center from which tourists could get to the mountain relatively quickly by ski lifts [8].

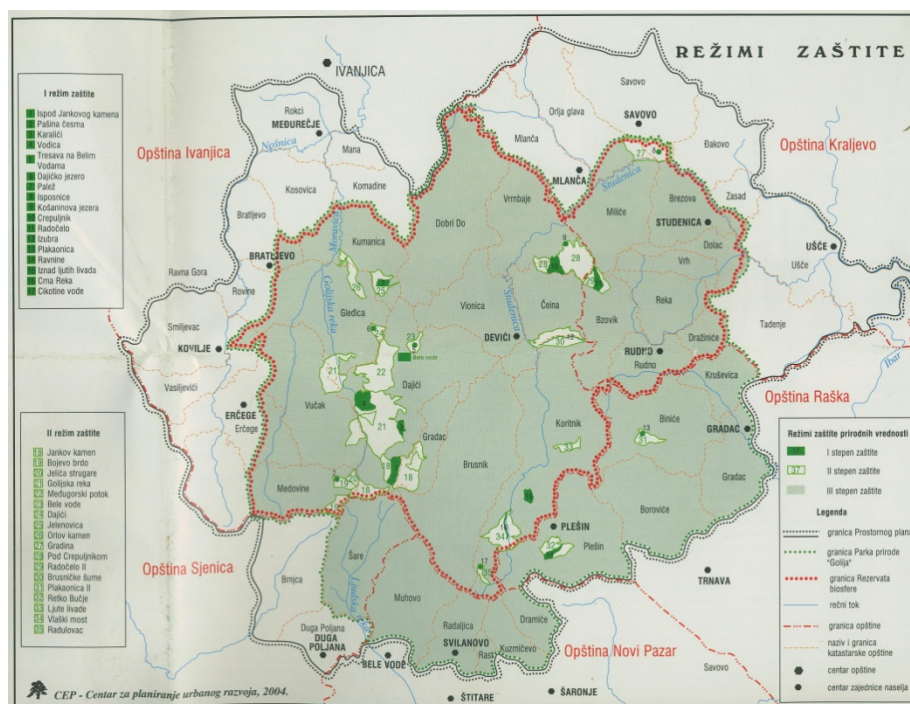


Figure 1. Location of the Golija Nature Park and levels of protection
Source: http://www.golijskidar.com/galerija_mape_en.html

If we take into account that the Golija is situated among the mountain pearls of Serbia and it is known that the objectives of the Spatial plan of special purpose, it can be concluded that in exceptional circumstances for lasting and sustainable development. It is located in the most developed tourist mountain region, which is a good basis for the development of tourism, which is certainly one of the goals of spatial planning.

4. An overview of the Spatial Plan for special purposes of Golija

The region of Golija touches the Ibar Highway to the east and the main road Raška - Novi Pazar - Sjenica to the south. A significant railroad Kraljevo - Raška - Priština also runs through the valley of the Ibar River [9]. Based on these facts, we can conclude that the Golija region has no major roads because all of them bypass the center of the region and are only nearby. This situation is not enviable given that the goal of the spatial plan is the establishment of good transport links to the area and its surroundings. The central parts of Golija are quite isolated and poorly connected, so this is one big drawback for this territory.

As a solution to this problem it would be useful to build roads which would connect the territories within the Golija region and thereby improve transport links. However, road construction requires substantial investment and it raises the question of the economic feasibility of the Spatial plan of special purpose. What justifies the economic investment on a larger scale is that Golija is located in the most developed tourist region of Serbia and the invested funds would return more quickly than in other parts of the country.

One of the drawbacks of the Spatial Plan is that it does not offer a concrete solution to the problem of traffic connections of Golija to other parts of the country, and it is evident that sustainable and durable development include, among other things, the existence of good transport links. The Spatial Plan would have to provide a possible solution for the traffic problem in the

future, what financial investments would be required, how will the work be carried out and how it will affect the development of the area. A good geostrategic position is not always a guarantee of development although it is one of the most important conditions.

The geological and geomorphological settings of Golija suggest extremely vivid, natural landscapes that are inherently attractive. The aim of the Spatial Plan is to conserve the geomorphological and geological features that are very distinctive in this area. The Golija mountain with its surroundings represents a place that can be used for scientific and recreational purposes. This is also incorporated into the existing plan so investments in these areas are more than economically justified.

The objection to the existing plan is that it does not offer concrete ways and purposes for which the vivid environment of Golija might be used. The plan should contain some specific proposals, and should offer a long-term picture about the use of vivid landscapes as one of the key attractions of Golija. The data about the geomorphological and geological features is only descriptively included into the Plan, without a detailed analysis and evaluation, which is a big drawback of the plan

The plan also proposes the development of winter tourism, however in the chapter on the characteristics of the climate it does not indicate the number of days with snow. This data is available later on in the document in the chapter about tourism. All climate data is thirty years old, which is a big drawback considering the fact that climate is a variable parameter which can change. One of the things that is also missing is the evaluation and analysis of the snow cover thickness which isn't even mentioned in the climate description.

If we add to this that the goal of the spatial plan is the protection of natural landscapes and the environment with a healthy climate, then a series of concrete measures should be taken to implement this in practice. The Spatial Plan, as a document that provides long-term solutions must clearly state the measures for achieving these objectives.

The hydrological features of Golija together with other natural elements represent an area that should be preserved because the landscape diversity is one of the main features of this area. The Plan also intends to provide a quality environment in which the hydrological resources present an integral part. This attitude towards the natural values of Golija is very positive and provides a smooth development of this region in the future, which is one of the general objectives of the Spatial Plan.

The drawback of the plan is that the hydrological characteristics of the area are only factually presented and the lack of data, analysis and evaluation of high and low waters in some streams, which in terms of flood control are very important. Durable and sustainable development can not be planned in the area where there is a risk of flooding in the spring, or for which no data on the high and low waters exists.

The Spatial plan of special purpose also predicts the protection of the land from erosion and degradation. This is one of the general objectives of the Plan, because of erosion and soil degradation problems in many mountain regions. However the drawback of the Plan is once again related to the mere description of the soil, without specific analysis and evaluation. No reference was made to how the problem of soil erosion impacts agriculture and how the degradation of land in the future will reflect on the agricultural activity and production.

Due to the great wealth of the flora and fauna of Golija, the general objectives of the Spatial Plan state the preservation of biodiversity, protection, restoration and rehabilitation of the flora and fauna. It is also indicated that based on the Seville Strategy a healthy ecosystem should be preserved. All these arguments justify that the Spatial Plan highlights the importance of such diverse plant and animal life of Golija and it mentions a number of measures which would help in its preservation.

An objection to the Plan is that it states that no systematic studies of fauna have been conducted on the territory of Golija which is considered to be a big oversight. You cannot plan the protection and restoration of flora and fauna, as well as the preservation of biodiversity and ecosystem if there is no detailed and systemic research.

In the case of natural resources of Golija it can easily be seen that this is an area of extraordinary natural beauty and wealth, but the lack of data for many of the mentioned parameters can also be noted. And without this adequate data no long-term planning can be done

correctly. Some of the data is more than thirty years old, which is unacceptable given that many natural factors are changeable over time and require monitoring.

A large amount of data is only descriptively presented and factually entered into the Plan, without the analysis and evaluation, and without possible actions for the future. For a small number of parameters specific and concrete measures are given and also how they will provide a lasting and sustainable development.

Given the current poor demographic state in the Golija region, the economy does not have enough workforce which is needed for a more serious development of tourism in the future. Population aging is also one of the important problems of the area.

The main criticism of the Plan is that it does not provide measures and methods that would improve the current demographic situation. If the plan states that in future this will be a tourist area, the question is who will be employed in the tourism industry and who will be the leader in the tourism industry if the bad demographic situation continues. The plan should include concrete measures that would impact on the improvement of poor demographics.

As a part of the Golija Nature Park there are two cultural monuments of extraordinary importance: the Studenica and Gradac monasteries. Since 1986 the Studenica monastery is on the UNESCO World Heritage List. The Nature Park also has nine more cultural monuments of great importance, five monuments that have not been categorized yet and four other protected monuments.

The Spatial Plan predicts the protection, conservation and preservation of cultural values, which is very commendable. It also provides the promotion of cultural heritage as tourist attractions and monuments of history. Promoting heritage monuments would lead to an increase in interest for visiting these areas, which would mean the development of tourism and strengthening of the economy. This region would thus become more attractive to live in which could result in more and more people living in this area.

The drawback of the Plan is that it does not specify the measures which would realize the objectives related to the tourist affirmation of Golija, and the plan also does not provide a vision for the future of this region.

Out of all the branches of industry in the Golija region, tourism is the most sustainable one with about 1200 beds. There is a significant number of beds in spas and private accommodation. Hunting and fishing are compatible with tourism and the climate is good for winter sports [9]. What most of all favors tourism is certainly the natural environment, cultural heritage and wealth of Golija. The part of the plan related to tourism is fair and sustainable. It guarantees a continuous and sustainable development of the area. According to the measures of the Spatial Plan, Golija should occupy a permanent and important place in our tourism industry along with the inclusion of the surrounding rural areas

A major drawback of the Plan is that it does not offer many specific solutions and measures to be applied in order for the tourism industry to be sustainable and to develop. For the most part it highlights the natural beauty and cultural treasures just as undeniable quality but the plan lacks practical solutions on how to promote and use those qualities in the tourism industry.

5. The use, protection and management of the investigated area with proposed solutions

The natural wealth and beauty of Golija along with its rich cultural heritage are just some of the qualities that this region possesses and necessary measures should be taken to protect them.

The natural resources of Golija are undeniable and present one of its biggest assets for sure. As it is mentioned in the Plan, the natural wealth and beauty are protected through many zones and each zone has a separate treatment. The Golija Nature Park covers over 75 183 hectares and it is divided into three levels of protection. The first level takes 0.74%, the second 5.16% and the third 94.10% of the territory. The Biosphere Reserve Golija-Studenica is entirely within the Nature Park and all protection measures, planning and arrangements apply the same as in the Nature Park [9].

The construction of permanent facilities to accommodate tourists and restricted access for vehicles, except in case of emergency in the area of the park with the first level of protection is one of the positive things in the Plan. The Plan also deals very well with the protection of the second zone in the Park because it prohibits the exploitation of minerals, fishing, plowing roads and such. For the third zone of protection a similar set of measures is proposed as it is done for the second

zone along with the prohibition to build industrial and similar structures and the prohibition of the destruction of plant and animal species.

In order to better protect the natural resources, a more thorough study of them is necessary. For a large number of natural phenomena the Plan does not contain enough information and for some others key information are missing which is a major drawback. The use, protection, durable and sustainable development cannot be effectively planned if the area has not previously been fully investigated.

As it was discussed earlier, the demographics of Golija is a parameter that is not in favor of Golija when it comes to the tourism development of the region. Therefore, a good population policy is highly recommended not only for this but for other areas with similar problems.

Cultural and historical sites of Golija require protection, preservation, conservation and restoration. Promoting cultural heritage and creating promotional activities can lead to the strengthening of the economic base of the region which the plan predicts and mentions [9].

Protection of cultural heritage implies the protection of space itself but also the areas that require restoration and rural reconstruction. Cultural goods of high value require special protection and conservation as mentioned in the Plan.

The plan provides for an equitable and decentralized network of settlements, which is one of the rules that should be applied not only in this part of Serbia, but also at the national level. For the implementation of this policy, a number of political, social and cultural measures that affect not only regional and spatial planning is needed. The construction of roads, development of tourist centers, improvement of human resources and such is also predicted by the Plan. All these measures are justified, but they require a financial investment and a good economic base, and the Plan does not contain a solution for this problem. Each construction on the park territory is strictly controlled and defined so as not to disturb the natural environment, cultural heritage and other resources. Tourist facilities should be constructed in a natural setting along with parking space with the characteristics of the local architectural heritage which is quite justified.

Industrial facilities are subject to all rules of construction, especially when it comes to architectural design solutions and solutions with properly selected locations. The positive side of the plan is that it provides for the relocation of a timber plant, because this industry undermines the rule of preservation of natural resources. Construction in the Nature Park is mostly limited and is only available for scientific purposes, and specific tourism purposes. This rule puts the protection of not only natural resources but also cultural heritage. For certain parameters important to the economy there is no, or a lack of data and that is one drawback of the Plan. The plan must give clear information and analysis on the development of the economy, and not only factually present facts, without analysis and the vision of the situation in the future.

The construction of roads for all modes of transport is recommended, because the entire area lacks all sorts of traffic infrastructure. The Plan assessed the situation related to the lack of roads very well and the construction of new roads is welcome with the same rules of construction that do not interfere with the preservation of natural and cultural heritage. The construction of roads is necessary and that is what the Plan provides.

Infrastructure, technical and utility systems are an integral part of the investments in Golija. Water supply and water management are an important part of investments and the Plan envisages the construction of two reservoirs to generate electricity. Construction of the power infrastructure is carried out in accordance with the rule about the protection of nature and cultural heritage which is logical. Similar rules apply to the construction of telecommunications infrastructure also.

The construction of public services, roads, infrastructure, technical and utility systems is necessary, but the plan does not mention the required funds and how would these tasks be carried out which is a big drawback.

Waste treatment is very important, and consequently, the Plan predicts recycling, reduction and disposal of unused waste out of the protected area. This measure is justified because it intends to protect the nature park.

The economic development and construction of commercial buildings in the wider Golija region can not be absolutely stopped in order to preserve the natural environment, but it must strictly take into account what it is that the Spatial Plan predicts and requires. Therefore, in agriculture and forestry, protection measures from surface erosion, improvement of the quality of land, preservation of hunting grounds and the protection of fish and such should be taken into

account. The exploitation of mineral resources should be planned, and the water supply limited so that it does not violate the natural state of water flow [9].

Within the economy only the tourism industry has greater freedom for development than other industries. Tourism development is defined by the Master Plan, which presents itself as a modern mountain destination with extraordinary natural and cultural factors. With the implementation of the Master Plan Golija, in terms of tourism, this region is becoming an important competitor to Kopaonik and Zlatibor mountains and thus reaches the very top of national tourism. The plan provides for innovation in tourism, quality enhancement, development of rural tourism and recreational tourism. What fully justifies such a strategy of the Plan is the permanent and sustainable tourism development. The development of tourism for winter sports is already a part of the Plan, which is achievable with huge investments and a strategy that has ambitious scale.

Preserved and pristine environment is very important in terms of protection and the smooth development of the project region. It is needless to speak about the importance of environment preservation, although the plan envisages a number of measures for the conservation and protection of natural and man-made resources areas along with the rational and sustainable use of resources. The positive thing is also that the Plan is subjected to strict compliance with all legal requirements and obligations relating to the protection and enhancement of environmental quality. The Plan is based on the principles of prevention of environmental pollution and the principles of integrity, which means mandatory inclusion of environmental requirements in all plans / programs or activities and facilities [9]. Therefore, the Plan presents a very carefully thought out way to preserve the environment which is very commendable. The only drawback is that the protection of the area is not only a problem related to the lack of space in the Nature Park but it is a problem which should be solved on the national level, and the Plan must not only relate to the protection of this area.

It should be noted that the protection of the park in case of war and natural disasters, is also included in the Plan and fairly regulated.

6. The development of a sustainable tourism product of Golija through efficient spatial planning

In 2009 a spatial plan of special purpose was adopted for the territory of the Golija Nature Park for the period until 2021. The concept of nature is directed towards the conservation of natural resources, restoring of parts of space that have the potential natural values for which the area is put under the protection and maintenance of traditional cultural values that maintain a balance of sustainable development of the protected area.

Tourism in biosphere reserves should meet the needs of visitors to meet the authentic natural areas in order to enjoy the scenery, natural features and traditional values, without violating the conservation of natural resources. An effective biosphere reserve implies common synchronized action of experts in natural and social sciences, groups for conservation and development, management authorities and local communities in charge for the management of the reserve and the local community [10].

According to the Spatial plan of special purpose for the Nature Park Golija (2009), the concept of tourism development at Golija is explained as follows:

- In the next 10-12 years Golija can be an exemplary mountain destination that integrates protected natural and cultural resources in the modern system of perception and experience.
- Golija promotes life in the mountains, which highlights, but also protects and nurtures identity and a rich features of the space and the people who live in it.
- The development of an innovative system of ski and other activities for winter and summer tourism will lead to a formation of an economy of 4-5 thousand concurrent users, and thus, create an image of an attractive destination that will reach about 15 thousands of concurrent users through steady growth.
- The success of Golija will be built through innovative, but also sustainable development, which provides long-term benefits to all key stakeholders, and especially to all residents of the area.

With the promotion of tourism in this area one should emphasize above all that Golija is a brand because it binds concepts and other brands such as MAB, UNESCO, World Heritage, Nature Park (park), the Monastery Studenica, Gradac and also general values such as multiculturalism, the

continuity of civilization and similar concepts. Taking into account the resources, attractions and attributes of the area, the proposal is that a competitive market positioning of Golija should be based on the wealth of natural and cultural resources, and the history, tradition and identity of the destination, because it allows the integration of these elements and their formation in a differentiated experience, products and activity. The long term proposal is that Golija should position itself on the market using four key tourist attraction of this region - the magic of nature, life on the mountain, history and culture and other activities typical for mountains. The market positioning of Golija rests on five pillars (Figure 2), which present the entire space, and serve as a framework for defining the products that will Golija offer to its guests [11].

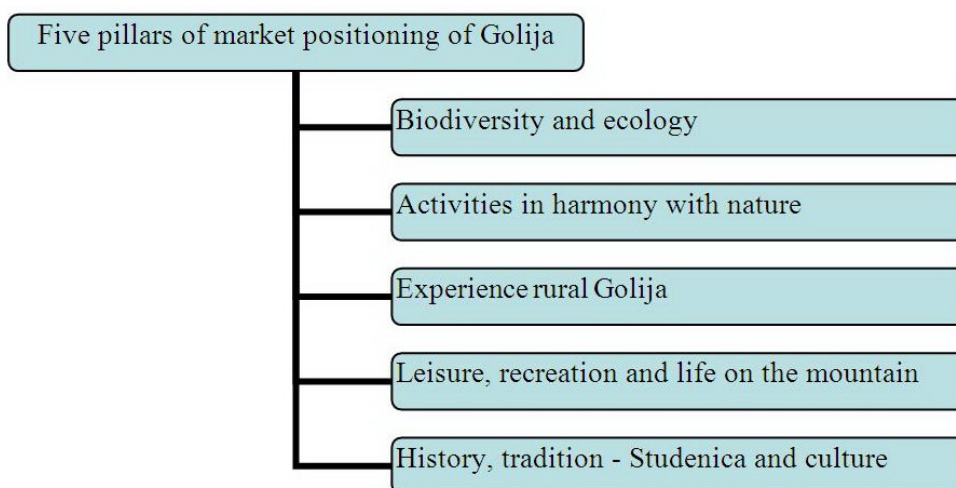


Figure 2. Market positioning of Golija [11]

Tourist centers are planned in the areas of Deviči, Ostatija-Koritnik, Studenica, Rudno, Gradac (with the development of rural tourism in the surrounding village) and tourist sites:

1. Bele Vode (with settlements Dajići, Srednja Perna and Staro Selo) - Centre of the Nature Park management;
2. Golijska Perna, Vrhovi-Odvračenica, Šeremetovica-Kuti-Plešin (which also includes the surrounding villages and hamlets) - as a unique tourist resort that is linked with the ski resort Golija. Possible ski areas, areas around the monastery Studenica and Gradac, Šeremetovica Kuti-Plešin, Odvračenica and Golijska Reka, possess elements to be declared as areas of importance for tourism or to be declared as tourism areas [9].

The Spatial Plan of Special Purpose for Golija (2009) proposes the focus of the region on the following products:

1. Mountain vacation (summer and winter). Winter and summer vacation, according to the number of arrivals and overnight stays is one of the largest sectors of tourism. In the case of Golija, this product consists of different leisure and recreational activities in winter and summer. Winter holidays are mainly focused on sports and recreation in the snow (skiing, sledding, snowboarding, cross country skiing, etc.) and summer activities are related to a wide range of recreational activities in nature. In the domestic market, this product takes on the role of the first vacation in the winter, but in the summer also, and for the international market in the role of a second or third holiday of the year. Given the micro-climatic characteristics, it is possible to develop medical tourism in terms of treatment of stress, disease management, and similar conditions caused by modern life, and even more programs of prevention of these diseases. Similar to medical tourism is the tourism for the healthy body and mind (wellness tourism), which attracts many tourists and in addition to staying in good quality accommodation it also includes the possibility of training (fitness room, gym, yoga, fitness), various cosmetic and medical treatments for the face and body and a healthy and controlled diet. The offer of health tourism should also include the existing spas in the vicinity of the area (Ivanjica and Novi Pazar).

2. Special interests (mountaineering activities in summer and winter, activities related to the culture of Golija). Various market niches are the product of special interests, and the activities that form them happen in natural, unusual, exotic, remote or wild environments. This

product of special interest implies a high level of participation in activities from tourists and mostly takes place in the open air, while users expect the experience (controlled) of risk and / or excitement, or peace while testing their skills in selected activities. Products of special interest are usually divided into rough and mild activities. Due to its rich natural and cultural heritage, Golija should focus on selected activities of special interest for which it can provide quality tourism infrastructure. Items of special interest are mostly linked to a particular season, but given the large number of its niche market, the product is attractive throughout the year. This product typically presents the third vacation in a year, or an extra activity during the main holiday. Among the special interests we have:

- **Religious programs** that include pilgrimages with shorter or longer breaks, especially when it comes to the monasteries of Studenica, Žiča, Gradac and Sopoćani which are the most important monasteries in the region, with visits to smaller and less famous churches and monasteries;

- **Educational and scientific programs** through recreational classes, study tours and study and research stays of nature lovers and other experts from home and abroad. Because of the MAB status more visits of researchers with different profiles should be expected - these programs are to target specific tourist and other facilities (visitors centers, etc.);

- **Cultural tourism**, given the great wealth of cultural and historical monuments, ethnological and other values of the area which are unavoidable segments of tourism that should be merged with the cultural and historical values of the immediate environment and implemented on the basis of high-quality programs because they are not only of local, regional, national but also of international importance.

Programs for these two forms should be designed to target groups, and the offer should include programs such as "The cultural and natural pathways," "panoramic roads", "flower paths", "Wine Trails" and similar in order to ensure the unification of most of the available tourism resources of Golija.

3. Rural tourism - with different levels of services, programs, subtypes (agro-tourism, ethnic tourism, etc.). It includes a range of activities, services and additional services that organize the rural population on family farms in order to attract tourists and create additional revenue. This product opens the most rural areas to potential visitors along with rivers or lakes, and guests can experience the traditional hospitality of the local population, and so the levers of economic growth and the rising of living standard is tightly connected to the rural communities based on the principles of sustainable development and conservation of natural resources. Rural tourism usually presents the second or third vacation and lasts up to 10 days. The product is very seasonal and demand peaks in the spring and autumn. The main motives for traveling to rural areas are rest, "drowning" in nature and gastronomy, while secondary motives are the activities in rural areas and special interests. Rural tourists will often separate an entire weekend for their vacation in a rural area, while longer stays are less common, but can last up to 10 days.

4. Special recreational activities - active holidays - This type of tourism (a different range of sports and recreational activities, a variety of controlled adventure) does not require expensive infrastructure. Some of these activities are riding tours, cycling (especially on mountain roads, villages and forest roads), rock climbing, paragliding, flying ultra light aircrafts, walking, hiking, orienteering, bird watching, nature photography, touring and cross-country skiing and more. If the program of constructing artificial reservoirs and mini hydropower plants was implemented it would create the conditions for activities related to water. Tourism segment of active holidays and events also includes sports and recreational activities in nature - competitions in running (marathons of various types, orienteering, cross), cycling (mountain bike, special races only in this area), fishing, paragliding, kayak and canoe slalom and others. It is certain that this region is also suitable for excursionists and the emitting areas are primarily in local urban centers and also those in urban centers in the rest of the country. Golija also has a chance, along with the tourism products of winter and summer holidays that are the backbone of tourism, to develop golf as a complementary component, with the greatest focus on the domestic and regional market. The golf tourism product is now a product with the most intense growth, and in the following decade a 100 % increase in the number of golf courses is expected. The main characteristic of the tourism product of golf is that players spend on average three times more money than those that come for

their vacation. The golf tourism product today is one of the main elements of every offer in luxurious resorts and its marketing today uses the integration of this product with conferences, meetings and events, providing a unique experience for business guests.

5. Meetings, travel, incentives and events - This product includes individual travel to a specific destination for business / professional reasons, but also an organized form of travel based on business motives. Sub-segments of this product are individual business trips, meetings, tourism incentive trips, seminars, educational programs and trainings, conventions and corporate business meetings, business fairs and certain events. Entertaining, cultural, and fair and exhibition type events, and similar events that are well organized and well covered by the media can be another reason for the arrival of tourists to the area. Exclusivity and uniqueness of the Golija environment and its surroundings could be a reason for the development of event programs in this area (organization of different gatherings - seminars, conferences, conventions, assemblies, presentations, etc.). Identified key priority projects have the purpose to increase the competitiveness of the tourist destination of Golija. Furthermore, these projects will strengthen and direct the development of tourism in accordance with the defined key holders of market positioning. These projects will improve the general infrastructure / mobility, the construction of tourism infrastructure as a foundation for the development of tourism products to complement the summer and winter offers on the mountain [11].

Table 1: Golija project priorities. Adapted from ref. [11]

Area	Project
Biodiversity and ecology	Golija panoramic way
	Tourist signalization and interpretation
	System of viewpoints
	Internal mobility and parking
	Visitor centers/Interpretive centers
Winter and Summer activities	Hiking and bicycle routes
	Hiking theme route "The Mountain Story"
	Nordic ski paths
	Adventure park (on the Golija River)
Experience rural Golija	Rural eco/ethno village
	Rural ethno village in the modern concept of real estate development
	Healthy diet program for the needs of the Golija tourism market
Studenica and culture	Interpretation of the wider area around the monasteries of Studenica and Gradac
	Raška - Museum / theme park of the ancient serbian state
Miscellaneous	Education programs about tourism and its activities for the local population

7. Discussion

To become a notable tourist destination, Golija must enter the tourism market with a unique product. What sets Golija apart from other tourist destinations in Serbia is that it was declared a Biosphere Reserve by UNESCO and its territory includes the Studenica and Stari Ras with Sopoćani, which are on the UNESCO World Heritage List. Therefore, its touristic positioning should be developed in this direction.

The untouched nature, clean air, healthy food on the one hand, and priceless cultural heritage and the tradition on the other, present the motives on which tourism should be based in this region. From these motives several tourism products could be developed which would make this destination competitive in the market, such as: ecotourism, wellness tourism, rural tourism, religious tourism, sightseeing and excursion tourism, recreational tourism (cycling, walking, hiking, horseback riding, paragliding). The recognition of a tourist destination will not be achieved by promoting Golija as a destination for winter sports because of already competitive destinations

of Kopaonik, Zlatibor and Tara and Golija should not compete with them. Golija could be oriented towards winter sports for kids like Divčibare with which it can compete. It also shouldn't be promoted as a destination of M.I.C.E tourism, as it has competition in Belgrade, Novi Sad and major urban centers, and thus the golf course on Golija would be useless.

The tourism development of Golija should be primarily oriented towards the summer season with accommodation in highly categorized accommodation facilities (hotels, boarding houses or homesteads) that incorporates healthy living on a mountain with recreation, adventure, education and culture. Projects such as the panoramic road, viewpoints, the system of hiking and bike paths are a big hit in the affirmation of Golija as a tourist destination, and the construction of the adventure park on the Golija River, the eco / ethno village in Rudno, the museum / theme park in Ras, activities that complement the Golija environment are tools for attracting more tourists to the area. The Golija Mountain resort should be developed more towards the direction of wellness tourism such as the medical center Čigota Zlatibor and not so much in the direction of skiing tourism because it has greater chances to achieve recognition from both domestic and foreign tourists.

In order to achieve the planned number of beds (47 200 beds) by the year 2025, as stated in the Spatial Plan, the annual average of newly built beds should have been 3000 starting in the year 2008. Given the state of the country and other external factors, this trend is ambitious and apparently unrealistic.

From all of the above it can be concluded that priority investments in the tourism development of Golija should not be the ski lifts, ski trails and skiing resorts, golf courses, etc., but projects related to transportation infrastructure, accommodation facilities, tourist signs, projects related to summer sports-recreational activities and projects that develop the above mentioned forms of tourism. In this way Golija will become a recognizable and unique tourist destination, synonymous with relaxation in unspoilt surroundings, relaxation, adventure and also spirituality and education.

8. Conclusion

The quality of the tourist destination and integrated management is clearly linked to regional and spatial planning and developmental issues. Spatial planning of a destination, if it aims its economic, social and environmental development to be based on tourism, within its planning strategies it needs to incorporate sustainable tourism. That is necessary in order not to create excessive exploitation of tourism resources and the occurrence of a future risk for total disability for any tourist activity, because the environmental damages can be irreparable.

There exists a strategic dilemma among managers and decision makers about the development of destinations on whether product management or destination management should be considered. From the above said it can be concluded that the answer is managing the destination as a whole - that means not only creating quality products and services, specified and specialized for certain market segments in a given destination, but sustainable development, preserving the local resources, quality of residential lifestyle and quality satisfaction of tourist needs. The understanding of the destination as a complex system and as a set of activities and actors whose roles are intertwined and should be coordinated, represents a necessity in order to develop the right strategies for future long-term sustainable development.

With its wealth of natural and cultural values Golija requires an active and creative role of people in the protection and promotion of goods and it finds its valuation in tourism, recreation and education as key forms of sustainable development of the area. Therefore, proper interpretation and presentation of the experience of Golija, and the design of competitive products and activities that tell a story of tradition and culture of the region, enables a significant economic revitalization of the area. Golija should offer products related to activities on the mountain, products based on nature, culture and tradition, which are formed in a competitive manner and by international rules and standards.

In order for Golija to become a recognized tourist destination, it is necessary to improve the general infrastructure and to construct the tourism infrastructure as a foundation for the development of tourism products to complement the summer and winter offers on the mountain. It is necessary to classify tourism and catering facilities and stimulate the construction and equipping of the higher categories of accommodation. Trained staff is necessary for quality services (catering,

recreation and sports instructors, entertainers, sports equipment rental, repair services, etc.), and through the school system and other faster, easier, more efficient and less expensive forms of education (courses, seminars, workshops and etc.) necessary knowledge and skills for tourism should be obtained, especially for the younger population. Intensive and quick development of new, high quality and distinctive tourism products and programs is needed along with the engagement in eco - certification programs at the local and international levels and the encouragement in the development of brands and products with geographical indications, the use of new communication technologies in the tourism business, tourism promotion, tourism signalization, education and information.

Considering that Golija is a Nature Park, tourism development should be based on continuous monitoring of the impact of tourism and its compatible activities on: the environment, particularly in the areas of protection, population status and habitat of endangered plant and animal species, the state of biodiversity, the state of the continuous existence of natural and cultural landscape, as well as economic, social and cultural consequences - impacts that tourism can have on the local community and therefore plan further action.

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Территориального планирования и устойчивого туризма – на примере Golija гора (Сербия)

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Аннотация. Цель этого документа заключается в представлении и анализе пространственных плана специального назначения для парка Golija природы с точки зрения устойчивого развития туризма. В документе также дается обзор существующих пространственных плана со ссылкой на свои недостатки, а также предлагает некоторые решения, касающиеся использования, охраны и рационального использования природной территории парка. Краткий discussion также данные о развитии устойчивого туризма продукт Golija посредством эффективного территориального планирования.

Ключевые слова: территориальное планирование; устойчивого туризма; Golija; Сербии.