

# RURAL TOURISM IN SERBIA AS A CONCEPT OF DEVELOPMENT IN UNDEVELOPED REGIONS

## PODEŽELSKI TURIZEM V SRBIJI KOT KONCEPT RAZVOJA NERAZVITIH OBMOČIJ

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The Golija mountain is one of the most attractive areas for rural tourism.  
Gora Golija je ena izmed najatraktivnejših področij za kmečki turizem.

# Rural tourism in Serbia as a way of development in undeveloped regions

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**ABSTRACT:** Our aim is to define the importance of rural tourism in Serbia for the development of Serbian rural areas. This paper presents Serbia as a country of varied, well-preserved nature, with many attractive and representative elements, and a developmental priority oriented towards ecological and village tourism, which has strong chances on the picky international tourist market. As Serbian rural tourism is only beginning to develop, we identified its potentials for further development, but also pointed out the weaknesses which are now obstructing the growth of this, in many ways the most perspective form of tourism in Serbia.

**KEY WORDS:** geography, tourism, rural tourism, rural development, undeveloped regions, Serbia

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# 1 Introduction

Tourism is an activity which may have a significant influence on the economic, social, functional and physiognomic structure of rural areas. Village tourism is a very broad concept, which includes not only a vacation in the countryside, but also various other tourist activities in rural areas. Hall and Richards (2005, 191) strongly emphasize the pressure of contradiction that exists between successful tourist development (generally speaking more visitors) and attractiveness of rural regions (in general peace and silence). Tourism in rural areas has today become a reality, a need and a wish of tourists, but also a carrying force and an instrument of rural areas development. In the new rural economy the co-modification of rural landscape, culture and lifestyle is more important than the physical exploitation of rural land. This relates not just to the expansion of tourism, but also to investments in rural areas through counter-urbanisation and gentrification, often in pursuit of the »rural idyll« (Woods 2003, 309–327).

According to world experience and research, rural objectives could fit into the following definition: »... reconceptualising rural resources as a 'countryside capital' ... Essentially this involves re-casting the rural resources as a kind of capital asset that can be invested in and from which a stream of benefits may be drawn, provided that the asset base is not overstretched by the various demands that are put upon it ... « (Garrod et al. 2006, 118–119). Slee (2003, 16) notes that »... Countryside capital comprises various components of the fabric of the countryside. These may be primarily natural, such as wildlife populations, primarily built, such as rural settlements, or primarily social, such as local cultural traditions. In practice, of course, most countryside capital assets represent an amalgam of these three main types ... « (Slee 2003, 16).

According to Kushen (1995), rural tourism unites more than 19 possible kinds of tourism: tourism on a farm; tourism on other farm dwellings; residential tourism; homeland tourism; sports- and recreational tourism; adventurous tourism; health tourism; educational tourism; transit tourism; camping tourism; nautical tourism; continental tourism; cultural tourism; religious tourism; hunting tourism; fishing tourism; wine-tasting tourism; gastronomic tourism; eco-tourism.

Rural tourism currently has strong advantages on the international market as it has already played a key role in the development of some rural zones that were economically and socially depressed (Blaine and Golan 1993, 770–773; Dernoï 1991, 3–6). Over the last few years of the 20<sup>th</sup> century, rural tourism in Europe has increased by 52% (Bošković 2003, 64). In the last few decades Europe has been the world leader regarding rural tourism offers. Serbia has a great potential with its well preserved nature. Also its traditional and autochthonous values are remembered and maintained.

In Serbia, as well as in other European countries, rural tourism is an important factor of multifunctional rural development, a fact that is confirmed by numerous theoretical and empirical studies (Ploeg and Renting 2000, 532–539; Ploeg et al. 2000, 391–408; Knickel and Renting 2000, 512–528). »... Rural development consists of a wide variety of new activities such as the production of high-quality and region-specific products, nature conservation and landscape management, agro-tourism and the development of short supply-chains ... « (Knickel and Renting 2000, 513).

## 2 Rural tourism in Serbia

Rural areas occupy about 90% of the territory of the Republic of Serbia, with about 43% of total population living in these rural areas. Serbia does not have a long tradition in rural tourism. However, the 1970s may be considered as a start of village tourism in Serbia, with the pioneer-villages being Seča Reka, Sirogojno and others. Although Serbia possesses a diversified structure of attractiveness, this structure is not accompanied by an adequate profile of tourist products.

Before 1970, rural tourism appeared in the tourist offer of Serbia only very scarcely. Privately owned landholdings were very small, divided usually into several separate plots of land, with these plots scattered and dispersed at great distances from each other; the government owned almost all tourist businesses and focused mainly on mass tourism; ecological awareness was not sufficiently developed. These factors were the causes of the poor development of rural tourism. Only about twenty years ago, initial offers were formed for all key tourist attractions. But Serbia was absent from the international tourist market, so these offers remained non-modernized and without any serious negotiating power towards the buyers. The tourist infrastructure, inherited from the socialistic era, was mainly intended for domestic tourism and particularly

for the purposes of social peace regarding tourism focused on young people. This can be partly explained by the fact that, as long as Yugoslavia existed as a united country, the focus of its tourism was on the Adriatic Sea (Štetić 2003).

Since Serbia is an inland state, today's main products, as established by the statistics, are spas and climate health resorts, mountain resorts, and administrative centres. Rural tourism in Serbia includes the possibility of staying in a farm household, where the agricultural activities and ethno heritage are presented as tourist values and as a motive for urban population to visit the villages (Bjeljac 2004).

Rural tourism is thus an important multifunctional factor of development. Functional relationships underlying rural development processes were examined by the »multi-functionality schemes«. With their help, an insight into the specific reconfigurations in the use of resources such as land, labour, knowledge and nature, was provided (Knickel and Renting 2000, 513). There are four different levels of rural development within this methodology, namely farm, farm household, region, and global perspective (Van der Ploeg and Renting 2000; Van Der Ploeg et al., 2000; Knickel 1990; Knickel and Renting 2000).

Taking into account the main postulates of multi-functionality schemes, we discerned the following types of individual village houses in Serbia:

- *individual village households*, specialized and registered to accept tourists,
- *ethno-house*, which is a house with all the economic outbuildings and equipment around it built in the traditional style of folk architecture,
- *ethno-settlements* (inhabited) which represent ancient Serbian methods of building countryside complexes.

## 2.1 Individual village households

Rural tourism is established within village family households with the purpose of attracting tourists and securing an additional means of income. Minimal criteria of starting tourism in a village are (ISTN 2007):

- the house (the building to be rented) is actually in a village,
- a regular supply of electricity,



Figure 1: Individual village households.

- availability of a proper bathroom,
- at least one room with one bed (a single-room) is available, usually with a number of spare beds, but definitely with an entrance of its own,
- family members speak at least one foreign language,
- the house is satisfyingly accessible by road or path.

This product is based on the principles of sustainability. As such, it offers tourists elements of village environment, nature, and represents the traditional hospitality and values of local people. It is an instrument of economic development, which helps to increase the standard of living in rural communities.

140 households were registered for providing the services of rural tourism in Serbia in 2007. Serbian villages have increased their general level of services in small and medium-sized households and pensions. Guests and hosts sleep in separate buildings, or at least have separate entrances. Usually there is one bathroom per two rooms, but increasingly houses are equipped *de luxe*, meaning that each room has its own bathroom. Many households also have swimming pools and jacuzzi bathtubs, satellite TV programmes, and internet access. Activities organized for guests include walks, hunting and fishing, picking of medicinal herbs and forest fruits, riding, sports as well as ordering and actually making preserves for the winter, which can later be purchased from the farmer (at a very low price) and taken home. In some villages tourists can work in the fields, alongside with their hosts, and may actually be paid 10 Euros per day.

## 2.2 Ethno-houses

Ethno-houses are houses with additional buildings, such as tool sheds, barn, »cheese house«, around them built in the traditional style of folk architecture, not only Serbian, but also of other ethnic groups living in Serbia, such as Bunjevci Croats, Slovaks, Romanians, Croats. These houses have elements of individual and privately owned farms based on traditional agricultural activities, but also on multi-ethnicity, folklore, old customs, and heritage. There are several characteristic ethno-houses.



Figure 2: Ethno-house in Belo Blato.

In Belo Blato village (municipality of Zrenjanin), one ethno-house represents folk house-building skills of a multi-ethnic population (Slovaks, Serbs, Bulgarians, Hungarians). This house stands in the courtyard of the elementary school and is built from natural materials and has the status of a museum exhibit. In the courtyard there is also an underground storage room, accessed via a trapdoor (made of reed and cane). The ethno-house in Belo Blato is located in the first protection-zone in the special natural reservation area »Old Begej-Carska bara«, 10 kilometres south from the town of Zrenjanin, between the river Tisa in the west and the river Begej in the east. About 3 kilometres from the ethno-house there are the restaurant »Tropi« and the hotel »Sibila«. The Fishery »Ečka«, a fish-growing company with the fishponds total surface of some 2000 hectares, manages the natural reservation. The fishery itself is an important economic and tourist resource. Characteristic of this area is the connection between the ethno-house and the leading economic activity in the village. The cane- and reed-processing workshop »Jedinstvo«, with its majority owners being Dutch, has granted the local community the use of its land for the needs of the ethno-eco complex. The Dutch owners are planning to set up the following: a school of cane and reed processing; a riding school, an organic agricultural production, a factory for growing earth-worms, a farm of autochthonous races of animals, the production of eco-briquettes, and an Olympic hippodrome, which would, at the time of international horse-racing competitions, function as an additional tourist offer.

In the village of Torak (municipality of Žitište) there is an ethno-house, which represents the folk architecture of ethnic Romanians in the north Serbian province of Vojvodina. It includes a Romanian Orthodox Church, a house, a drying-house and a barn with old tools and farming machines. It represents the beginning of a future ethno-complex of Romanian folk architecture, which will be constructed with joint participation of the Romanian government and the local government. A tour of the ethno-house and of the future complex has already been included in the programmes of numerous tourist agencies and serves as a destination for school excursions.

In the village of Kovačica there is an ethno-house, which represents the folk architecture of the Slovak people in Vojvodina. The local Slovaks have achieved world fame with their tradition of naive painting. Paintings and art objects from Kovačica are now exhibited in some of the most respectable galleries in the world and are part of private collections for example of the Spanish King Juan Carlos and the Norwegian Prince Harald etc. The International Ethno-centre is maintaining and promoting the artistic values of this tradition. One part of the ethno-centre is the Gallery of naive arts. The Association of the Tourist Agencies of Serbia has chosen Kovačica to be the representative and the mediator in the promotion of Serbian tourism in the Republic of Slovakia. The purpose was to attract at least 800 tourists from Slovakia to visit Serbia in 2007 and to increase that number to 15.000 by the year 2011.

In the village of Tršić (municipality of Loznica), the birthplace of Serbian language reformer Vuk Stefanović Karadžić, there is an ethno-house representing the folk architecture of Serbian farmers. In the village, there is an ethnographic park with a memorial house, various buildings of Serbian folk architecture and buildings intended for the accommodation of visitors. Particular attention was paid to the permanent preservation of Vuk Karadžić and his works, and also to the natural environment and ambient values. Traditionally, only one room was actually called »the house«, with other parts known as the »vajat«, the »katčara« store-rooms for a simple type of tubs (vats) for food; and »koš« (a barn-like storage space with partly open sides for the keeping of corn on the cob). The »house« in this house is a room with an open fireplace, furniture and tableware characteristic of the 19<sup>th</sup> century. In 1987 the village Tršić acquired a unified look and became an integrated cultural and historical memorial unit.

The »salaš« type houses are located in the north Serbian municipalities of Subotica, Kanjiža, Sombor, Novi Sad, Srbobran and Bečej. They are monuments of the tradition and culture of the Serbian, Croatian, Bunjevac Croatian, and Hungarian population of this region. Most of the »salaš« houses were built in the mid-19<sup>th</sup> century. They are manor-like, rather remote houses, scattered all over the Pannonian plain and positioned so that all around them there are only fields and orchards, all property of the owner, who lives in his »salaš« and works in his fields. »salaš« houses were made of mud and organic elements (droppings) covered with a special layer of clay (čerpić). A »salaš« consists of a residential building and several economic outbuildings. Amongst the latter was a »čardak«, a tall barn for corn on the cob. Under this »čardak« were pigsties. Horses and cows were kept in stables, while poultry was running around the entire yard. Behind the economic outbuildings was a garden, where housewives grew vegetables for the household. After WWII a great number of »salaš« households were destroyed. Today tourist events are held there –



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Figure 3: Salaš in the village of Đurđin.

presenting tradition, folklore, customs, old handwork skills, and gastronomy, especially in July and August when the crop harvesting is completed.

In the village of Struganik there is the birth-house of Duke Živojin Mišić (1855–1921), a high-ranked military officer in the Serbian army during WWI. His house is now a memorial complex of a historic and ethnographic character. The presentation consists of the historic and the ethnological part. The thematic presentation shows the personality of Živojin Mišić in the context of historical events at the end of the 19<sup>th</sup> and the beginning of the 20<sup>th</sup> century. Chronologically represented are: his birth and schooling, the history of his family, his military career during the Balkan wars, WWI and especially during the Battle on the Kolubara River, which is a symbol of Serbia's victory over the invading Austro-Hungarian armies during WWI.

In the village of Ravna (municipality of Knjaževac) there is an ethno-settlement in the schoolyard, consisting of the main house and several auxiliary buildings from earlier periods. These buildings are a testimony of the richness of local folk architecture. In the ethno-park in Ravna there is a precious lapidary collection of ethno-monuments.

### 2.3 Ethno-settlements

Rural tourism includes a spectrum of activities, services and additional elements organized by the local, rural population. These offers are unified in the ethno-settlement, which represents the old ways and manners of making houses. Ethno-settlements all over Serbia are as follows:

The village of Sirogojno (municipality of Užice) is the only open air museum in Serbia. It shows the architecture, the buildings' interior, the economy and the organisation of family life of people who lived at rather high altitudes, on the Zlatibor Mountain in southwestern Serbia. This museum is a special tourist destination. In 1970s Sirogojno became known for the production of one specific clothing item, namely the characteristic hand-made woollen jumpers (with sleeves). The »Sirogojno fashion« became known

worldwide (Paris, Rome, London, Vienna, Brussels, Copenhagen, Tokyo, Moscow, etc). There is also the architectural complex of the church of the Apostles Saint Peter and Saint Paul. This museum is a member of the association of similar museums in Europe.

In the village Koštunići (municipality of Gornji Milanovac) there is the industrial complex for healthy-foods »Ethno-art« and a tourist complex which consists of the ethno-house »Anđelija Mišić«, the ethno-museum »Prodanovića magaza«, a historical museum, and the hotel »Milica and Panajota«. Accommodation for tourists is provided in farmers' households and in »vajat« houses. Today, these vajats are interesting small wooden houses, with each one looking like an apartment.

The Village of Drvengrad is located in the area of Mokra Gora and »the Šargan eight«. (»The Šargan eight« is a narrow-gage railway line in the vicinity of Mokra Gora on the slopes of three mountains: Tara, Zlatibor and Šargan, which meant that the height of 300 meters needed to be overcome. The engineers and builders solved this problem in a rather unique way – the railway loops in the shape of a number 8 – »The Šargan eight«. The route Mokra Gora – Šargan – Vitasi includes a section of the very old railway that used to go there; it was the line Belgrade–Užice–Višegrad–Dubrovnik, which was built from 1916 to 1925. This is the longest and the most beautiful remnant of narrow-gage railway, which once existed in many parts of Europe. Many types of small-size locomotives still exist only here and nowhere else in the world.) It began as a »movie city«. The director Emir Kusturica shot the movie »Život je lep« here, since the city is a compilation of elements from Serbian folk architecture in Bosnia and Hercegovina. In 2005, Serbian government proclaimed this complex as a part of the protected natural heritage Šargan-Mokra gora. Their intention was to protect the environment and its folk architecture, the »Šargan eight«, the ethno-complex »Drvengrad«, the traditional way of life, sustainable tourism, agriculture, and forests. Drvengrad is a railway station with a small train and narrow tracks. The town also has a wooden church (the Serbian Orthodox Church), a number of log-houses, a restaurant, souvenir shops, and a sweets-shop, a 60-bed-motel, which is currently being built by Kusturica, a roofed swimming-pool, and two wooden houses with apartments for tourists.

## 2.4 Ambient sets

Some ambient sets in Serbia possess such developmental values that, with adequate valorisation, they may take part in international developmental processes. This refers partly to some rural areas in Serbia, especially those with a particularly valuable natural heritage. Their ecological connections and influences are very strong. Isolation of these areas from main routes of traffic and development is precisely what gives them their autochthonous quality with a rich natural and historical heritage. How people live there and how they earn their living, partly depends on social- and natural-geographic elements of their life. In such regions, we should »... *affirm a well-balanced development of economic activities based on the potentials of the villages and their environment*...« (Bjeljac et al. 2003).

Clusters of rural tourism in Serbia are located in the following regions: Gornje Podunavlje, Fruška Gora, Banat sandy terrain, Valjevo–Podrinje mountains, Tara–Zlatibor–Zlatar mountains, Stara Planina–Kučaj mountains, Vlasina and Krajište.

Rural tourism includes various forms of tourist activities in various phases of their development:

- agro-tourism, village household, farms,
- activities in nature,
- eco tourism,
- cultural tourism,
- events tourism,
- gastronomic tourism and,
- other forms of tourism and combined, special-interests tourism.

Recently, a new direction of tourist activity started to emerge in Serbia. It is known as agro-tourism and is part of the rural tourism. It may be found on farms where tourists can work as if they themselves were farmers (Milić and Todorović 2003).

Gastronomic tourism offers gastronomically specific food, appropriate for its rural ambience. The most important feature here is the preparation of specialties in a traditional manner, what is largely dictated by the environment. Traditional food that has been eaten for centuries is produced right on site, home-made as much as possible, and also served in the traditional village manner.



## 2.5 Tourist flow and the material basis of rural tourism in Serbia

The official Statistic agency of Serbia doesn't have any data on rural tourism. According to the data available at the Tourist organisation of Serbia (2007), tourist flow has been organized in 18 municipalities (44 villages, involving 140 households, which have some 750 beds (only 19 of these villages have their own representations). In the publication Bulletin of the Tourist organization of Serbia for 2009, printed for the Belgrade Tourism Fair, rural tourism in Serbia has been organized in 41 municipalities, in 119 villages, involving 164 registered households, which have 570 rooms with 1628 beds and an average price of 20 Euros.

The average number of nights per year spent by tourists, within the scope of rural tourism, amounts to 408.580, which is about 6.2% of the total number of all nights spent by tourists in Serbia yearly. Within this statistic, domestic tourists comprise almost 100% of these registered nights (Strategy ... 2015).

Table 1: Serbian villages with developed village tourism (TOS ... 2009)

Municipality	Villages active in village tourism
Aleksandrovac	Latkovac
Arandelovac	Orašac
Brus	Brzeće, Ribari
Bujanovac	Jablanica, Gornji Starac, Žbevac, Božnjevac
Negotin	Tamnič, Rajac, Rogljevo, Vratna, Dupljane, Čubra
Knić	Borač, Žunje, Grabovac, Lipnica, Bare
Knjazevac	Vlaško polje, Jakovac, Gradište, Vrtovac
Ivanjica	Lisa, Kušići, Katići, Medurečje, Bele vode, Devići, Marina reka
Gornji Milanovac	Koštunići, Savinac, Pranjani, Gojna gora, Brusnica, Bogranica, Majdan, Grabovica, Jleušići, Klatićevo, Trudelj, Rudnik, Smedraž, Veleruč,
Čačak	Dučalovići, Prislonica
Kraljevo	Lopatnica, Studenica
Čajetina	Šljivovica, Mačkat, Sirogojno, Rudine, Rožanstvo
Lučani	Dragačica, Kaona, Gornja Krvarica, Guča, Grab, Milatovići
Loznica	Tršić,
Ljig	Ba, Šitci, Gukoš, Kozelj, Veliševac, Slavkovic
Ljubovija	Uzovnica, Bijeje vode
Majdanpek	Crnajka, Rudina Glava, Doji Milanovac
Mionica	Ključ
Valjevo	Bukovina, Brankovina, Popučke, Petnica, Podbukovi, Valjevska Kamenica, Suvodonje
Knjaževac	Ravna, Janja, Novo Korito, Crni Vrh, Gradište
Kruševac	Ribare,
Kosijerić	Seča Reka, Donji Taor, Mionica, Skakavci
Nova varoš	Zlatar:brdo, Drmanovići, Radoinja, Vilovi
Osečina	Dragijevica
Pirot	Slavinja, Berilovac, Osmakovo, Vojengovac, Topli do, Rsovci, Zavoj
Požega	Tometino polje
Petrovac na Mlavi	Ždrelo,
Prijepolje	Mileševa, Kamena Gora, Sopotnica
Sokobanja	Jošanica, Mužinac, Trubarevac, šarbanovac
Užice	Mokra Gora, Stamenici, Potpeć, Kremna, Zlakusa, Podpeć, Kačer, Tatinac, Kremna, Mokra Gora
Zaječar	Mali izvor, Nikolićevo
Irig	Perkov »salaš«
Šabac	Varna
Topola	Lipovac
Beočin	Čerević
Bački Petrovac	Gložan
Kovačica	Kovačica
Kovin	Skorenovac
Novi Sad	Čenej, Begeč
Senta	Bački breg
Sombor	Bukovac, Bački Monoštor
Subotica	Palić, Čantavir, Tavankut, Kelebija, Hajdukovo, Palić
Zrenjanin	Elimir, Stajićevo, Botoš

Advantages in the development of rural tourism of Serbia can be found in its **strength**, which is in:

- convenient geographical position,
- hidden beauties and values of the rural environment,
- wealthy and diverse natural and anthropogeneous tourist resources
- natural environment without major hazardous anthropogenic actions,
- significant contribution of mixed households that are, typically, more open and ready for innovations,
- identity of the local community,
- traditional rural hospitality,
- wealthy offering of autochthonous products,
- healthy and quality rural food.

**Opportunities** for further development of this type of tourism are:

- more integral valorisation of potentials,
- increasing popularity of rural tourism and short vacations in Europe,
- expected positive reaction towards new and unknown destinations abroad,
- availability of foreign funds for education and development of the staff,
- interest of rural households to be involved in tourism,
- creation of new employment possibilities,
- improvement of infrastructure (transport, social),
- accessibility of new technologies – internet,
- creation of secondary tourist destinations,
- creation of sightseeing zones and directions,
- categorisation of the accommodation,
- tourist involvement in genuine local community.
- development of tourist clusters and package tours in order to increase attractiveness of the offer.

**Weaknesses** of this type of tourism lie within:

- the downfall of the total population number as well as the decrease in number of household members in rural areas,
- old and inadequately educated population,
- small agricultural economies that live and work on small lots,
- lethargy perceived within inhabitants of rural areas,
- lack of positive image of Serbia as a tourist destination,
- lack of destination knowledge,
- lack of adequate receptive capacities,
- insufficient acceptance of the vision of the importance of rural tourism,
- absence of the awareness about rural tourism's importance within rural population,
- lack of finances,
- inadequate infrastructure,
- inadequate promotion,
- lack of promotion of the authentic Serbian experience (cuisine, local ambiance),
- local population's lack of information about significance of tourism.

All that is new and unknown becomes interesting for tourist developments. However, wishes and possibilities are often not harmonized, which later affects the proper valorisation of tourist destinations. In that sense, possible risks could be:

- possible conflicts between beneficiaries of space,
- marginalisation of certain activities of the local population,
- abandoning of some traditional activities,
- inadequate co-ordination between tourism development and development of activities important for local community,
- losing position to the competition,
- inadequate usage of natural and anthropogeneous resources,
- poor beginning and experiences of rural householders,
- assumption of the continuation of depopulation processes, which could result in a further decrease in the critical mass of population encouraging rural tourism and development.

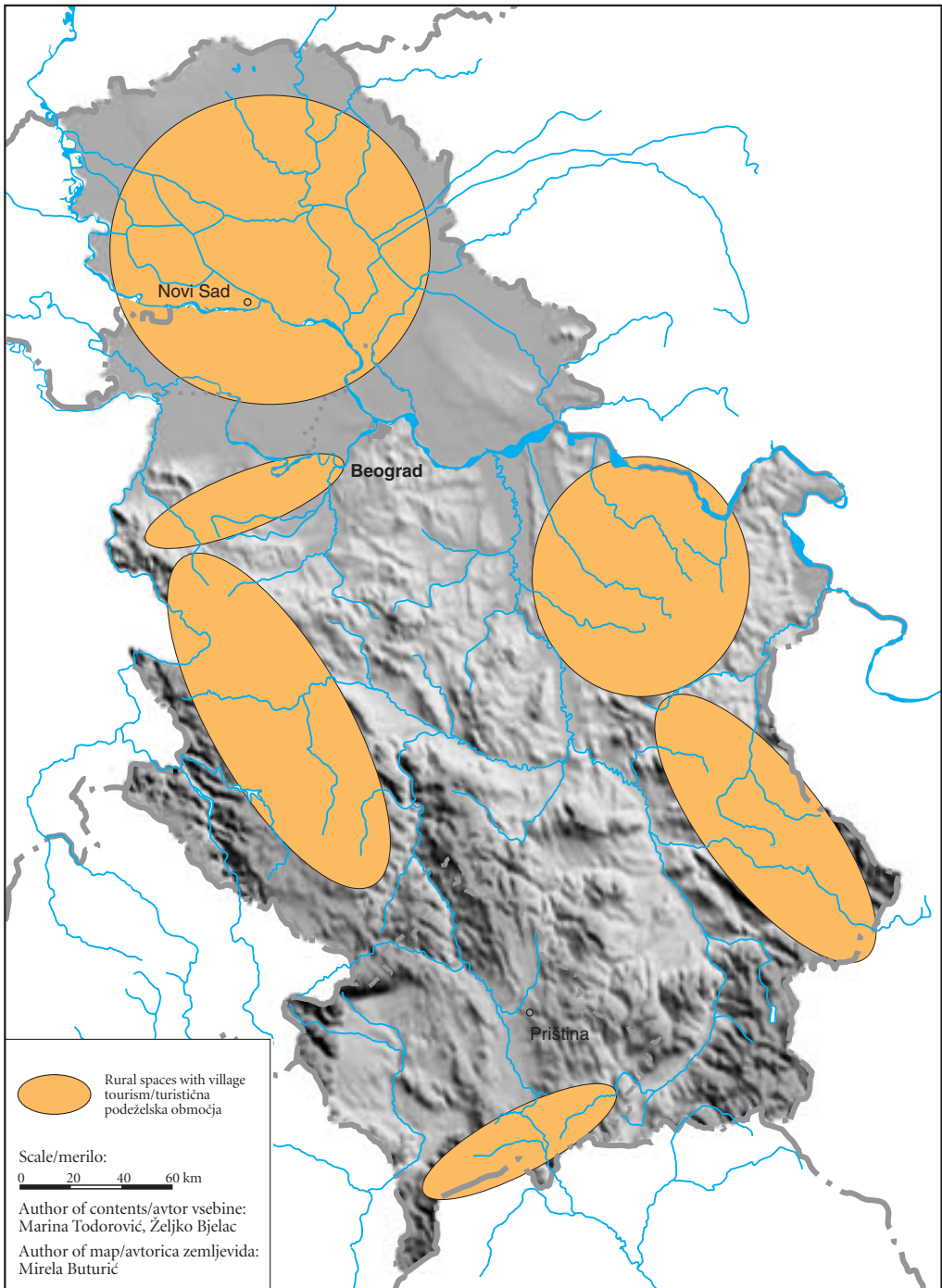


Figure 4: Areas of rural tourism in Serbia.

### 3 Conclusion

The change of the social, economic and political system in Serbia at the beginning of the new millennium also marks the start of a new phase in the development of rural tourism and in particular the tourism on farms across Serbia. Precisely this form should be one of the main carriers of tourism and a factor of integral development of rural areas. It is undergoing a very large transformation.

Needs and problems of village tourism in Europe are becoming more and more similar, due to the globalisation and European integrative processes. Serbia's wealthy, attractive and well-preserved natural resources, a large number of traditional agricultural households, plus the growing interest of the international market in rural lifestyle, point towards great potential for the development of rural tourism. Rural tourism is an obvious alternative possibility for development in rather large parts spanning over the entire republic. It is a way of utilizing comparative advantages of rural areas. The development of village tourism provides solid ground for adequate rural development, which may be manifested through:

- stopping undesirable migration flows from rural spaces,
- reanimation of the private sector of agriculture and of other economic activities,
- creation of conditions for a revival of production in some neglected or even forgotten traditional professions for many old-style handicrafts and services,
- possibility to realize appropriate social programmes through the development of tourism, along with the processes of re-structuralising and privatisation of government-owned businesses,
- preservation of natural and cultural values.

In order to popularize rural tourism and to make it an important tourist destination in Serbia, we ought to educate the interested village families, establish tourist information points in the villages, intensify the construction of necessary infrastructure, renovate or build recreational facilities and activate old handicrafts and home-production of items.

These steps are the aim of the technical cooperation of UNWTO with the Tourist organisation of Serbia in the matters of rural tourism. The idea of this cooperation is to observe potentials for the development of tourism in Serbia, to understand market demands and Serbian potentials as well as competitive abilities in this business, and to specify concrete forms of organisational infrastructure.

Considering how insufficiently it is structured and organized, the developmental model and competitive strategy for the development of rural tourism should include the following steps:

- creation and choice of a developmental vision of this activity in accordance with contemporary world trends and best world practices, models of development, and internal regulation of standards,
- choice of locations, and planning to develop »Serbian ethnic resorts« on four or five locations,
- relying on the strategy of low costs,
- choice of key tourist areas or clusters of rural tourism in order to conduct the project »Serbia – 1001 household«,
- development in the existing rural areas with the goal of enabling tourists to experience the rural way of life according to the following model: arts and crafts, culture, adventure, cultural heritage,
- creation of marketing arrangements, to promote the experiences of »salaš« houses, rural resorts, and camping in the rural environment. This is intended for guests from urban areas, but also for foreigners and travellers in transit. After all pre-conditions are met (standards, internet sites, register of rural objects), the product is commercialized on the international market,
- promotion of rural tourism in Serbia, according to the Strategy of the development of tourism in Serbia until 2015, ought to be improved on the domestic market, particularly regarding the target group of residents of bigger cities. Also, promotion ought to be better on foreign markets, where interest for rural tourism experiences already exists.

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# Podeželski turizem v Srbiji kot koncept razvoja nerazvitih območij

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**IZVLEČEK:** Namen tega dela je prikazati značilnosti kmečkega turizma in razvoj te dejavnosti v Srbiji. Srbija je dežela z raznovrstno in ohranjeno naravo, z mnogimi elementi atraktivnosti, s prioriteto razvoja v smeri ekološkega in kmečkega turizma, ki ima veliko možnosti na zahtevnem mednarodnem tržišču. Glede na to, da je kmečki turizem v Srbiji šele na začetku razvoja, smo v temu delu predstavili zmožnosti za razvoj in izpostavili pomanjkljivosti, ki ovirajo hitrejši razvoj te perspektivne veje turizma v Srbiji.

**KLJUČNE BESEDE:** geografija, turizem, kmečki turizem, razvoj kmečkega turizma, nerazvita območja, Srbija

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## 1 Uvod

Turizem je ena od dejavnosti, ki bi lahko imela pomemben vpliv na ekonomsko, socialno, funkcionalno in na prostorsko strukturo kmečkega okolja. Kmečki turizem je zelo širok koncept, ki ne predstavlja samo dopusta v kmečkem okolju, temveč zajema vse ostale turistične aktivnosti v teh okoljih. Hall in Richards (2005, 191) posebej poudarjata prisotnost pritiska med uspešnim razvojem turizma, ki splošno pomeni večji pritek turistov, in zanimivosti kmečkega okolja, ki naj bi predstavljal mir in tišino.

Turizem v kmečkem okolju je danes postal realnost, nuja in želja turistov; prav tako pa nosilec in instrument razvoja podeželskih področij.

Po izkušnjah in raziskovanjih drugod po svetu, bi lahko to dejavnost združili v definicijo »*redefiniiranje kmečkih sredstev kot kmečki kapital ... To predvsem pomeni določitev podeželskih potencialov kot vrste kapitala, kamor je mogoče investirati in iz česar se lahko pokažejo številne koristi pod pogojem, da se baza kapitala ne uporabi preveč za druge dejavnosti ...*« (Garod in ostali 2006). Kmečki kapital vključuje različne komponente ruralnega bogastva. Te predstavljajo naravno bogastvo (kot na primer izkoriščanje gozdov, pašnikov) ali infrastrukturo (vaška naselja) ali celo družbeno bogastvo, kot je lokalna kulturna tradicija. V praksi največji kapital pomenijo prav vse tri komponente (Slee 2003, 16).

Kushen (1995) meni, da lahko v kmečkem turizmu najdemo kar 19 različnih vrst turizma: turizem v kmečkem gospodinjstvu, namestitveni turizem, športno-rekreativni turizem, avanturistični turizem, zdravstveni turizem, izobraževalni turizem, tranzitni turizem, kamping turizem, nautični turizem, kontinentalni turizem, kulturni turizem, lovski turizem, ribolovni turizem, vinski turizem, gastronomski turizem, turizem »nazaj k naravi« in eko turizem.

Podeželski turizem ima danes pomembno vlogo na trgu, saj je že pomembno vplival na razvoj nekaterih gospodarsko ali družbeno zastopanih ruralnih območij (Blaine in Golan 1993, 770–773; Dernoi 1991, 3–6). V zadnjih letih 20. stoletja je ruralni turizem v Evropi narasel za 52 % (Bošković 2003, 64). Zadnja leta 20. stoletja kmečki turizem v Evropi beleži visoko rast povpraševanja in sicer 52 %. Evropa je v zadnjih desetih letih prva v ponudbi kmečkega turizma. Srbija ima velike možnosti zaradi neokrnjene narave, tradicionalnih in avtohtonih vrednot. Kmečki turizem v Srbiji tako kot v Evropi predstavlja pomemben faktor multifunkcionalnega razvoja le-tega. To potrjujejo številne teoretske in empirične raziskave (Ploeg in Renting 2000, 532–539; Ploeg in ostali 2000, 391–408; Knickel in Renting 2000, 512–528). »... *Razvoj podeželja obsega številne in raznolike nove dejavnosti, kot je proizvodnja visoko kakovostnih produktov, ki so značilni za določeno regijo, varstvo okolja in upravljanje s pokrajinami, agrarni turizem in razvoj kratkih oskrbnih verig ...*« (Knickel and Renting 2000, 513).

## 2 Kmečki turizem v Srbiji

Kmetijska področja obsegajo okoli 90 % Srbije, kjer živi približno 43 % celotnega prebivalstva. Ta veja turizma v Srbiji nima dolge tradicije; 70. leta 20. stoletja se lahko smatrajo kot začetek razvoja kmečkega turizma in sicer so pionirji vasi Seča Reka, Sirogojno in druge. Čeprav ima Srbija res atraktivno strukturo, se ne identificira kot adekvaten turističen proizvod.

Pred letom 1970 se je ponudba kmečkega turizma redko pojavljala. Vzroki, ki so vplivali na slabo razvit kmečki turizem, so bile utesnjene in raztresene kmečke domačije, usmerjenost v masovni turizem in premalo razvita zavest o pomembnosti okolja.

V sklopu ključnih turističnih atrakcij so bile oblikovane prve ponudbe pred 20 in več leti. Ponudbe so ostale na enaki ravni zaradi dolge odsotnosti Srbije na mednarodnem turističnem trgu in se vsled tega niso modernizirale. S tem je bila tudi pogajalska moč mnogo manjša. Podedovana turistična suprastruktura bazira v glavnem za potrebe domačega turista, še posebej za socialni, mladinski in otroški turizem. Vzrok je v dejstvu, da je bil za časa bivše Jugoslavije poudarek na razvoju obmorskega turizma (Štetić 2003). Glavna današnja turistična ponudba, ki jo beleži tudi statistika, so termalne toplice s klimatskimi centri, planine in administrativni centri.

Kmečki turizem v Srbiji predstavlja bivanje turista na kmečki domačiji, kjer kmetijska dejavnost in etno izročila predstavljajo turistično vrednost in motiv za obisk mestnih ljudi (Bjeljac 2004).

V okviru metodologije »multifunkcionalne sheme«, ki predstavlja funkcionalne medsebojne odnose v okviru procesa ruralnega razvoja in omogoča vpogled znotraj specifične rekonfiguracije v izkoriščanju

resursov kot so zemlja, delo, znanje in narava (Knickel and Renting 2000, 513), razlikujemo štiri različne ravni preučevanja, in sicer kmečko gospodarstvo, naselje, regijo in globalni vidik (Van der Ploeg and Renting 2000; Van Der Ploeg et al., 2000; Knickel 1990; Knickel and Renting 2000). Upošteva je poglobitvene postulate večfunkcionalnih opredelitev, lahko razlikujemo naslednje vrste kmečkih turizmov:

- *individualna kmečka gospodinjstva* po vaseh, ki so specializirana in registrirana za sprejem turistov;
- *etno hiše*, to je hiša s celotnim gospodarstvom, grajena v tradicionalnem narodnem stilu;
- *etno naselja*, ki predstavljajo staro srpskogradbeništvo in *posamezni predeli* Srbije, ki predstavljajo centre kmečkega turizma.

## 2.1 Individualna kmečka gospodinjstva

Kmečki turizem se razvija na osnovi družinskega okolja z namenom, da se privabi čim več turistov in s tem ustvari dodaten dohodek. Minimalni pogoji za dejavnost kmečkega turizma so (ISTN 2007):

- da je hiša oziroma objekt v naselju,
- da je urejeno električno omrežje,
- da je urejena kanalizacija,
- da ima stavba minimalno eno sobo z dodatnim ležiščem, enoposteljno sobo za goste s posebnim vhodom,
- da družinski člani obvladajo tamkajšnji jezik,
- da je urejen dostop do hiše – »salaša« oziroma do objekta, ki ima turistične sobe.

Slika 1: individualno kmečko gospodinjstvo.

Glej angleški del prispevka.

Ta produkt ponudbe temelji na sonaravnosti in na ta način turistom ponuja značilnosti življenja v kmečkem okolju, v naravi. To predstavlja tradicionalno gostoljubnost, življenjske vrednote lokalnega prebivalstva in je kot tak nosilec ekonomskega razvoja. S tem dviga tudi življenjski standard v kmečkem okolju.

Leta 2006 je bilo v Srbiji registriranih 140 gospodinjstev, ki se ukvarjajo z dejavnostjo kmečkega turizma. Na podeželju se je dvignil splošni nivo uslug pri majhnih in srednjih gospodinjstvih, kakor tudi pri penzionih. Gostje in domačini bivajo bodisi v istih objektih, z ločenim vhodom bodisi v objektih, ki so namenjeni le gostom. Ponavadi si dve sobi delita kopalnico. Vse več pa so v ponudbi luksuzne hiše, kjer ima vsaka soba tudi kopalnico. V ponudbi so že hiše z bazenom in džakuzijem, satelitskim programom ter internetom. Gostom organizirajo sprehode, lov, ribolov, nabiranje zdravilnih zelišč in gozdnih sadežev, jahanje ter druge športne aktivnosti. Lahko sodelujejo sami pri pripravi ozimnice ali pa jo kupijo po zelo nizkih cenah. Nekateri gostitelji plačajo gostu znesek v višini približno 10 evrov za pomoč pri njihovih kmečkih delih.

## 2.2 Etno hiše

Etno hiše imajo elemente individualnega kmečkega gospodinjstva, kjer gre v osnovi za ohranitev kmetijskih dejavnosti, ki so osnovane na multietičnosti, folklori, običajih in istočasno predstavljajo kulturno dediščino.

V Srbiji bi izpostavili nekaj karakterističnih etno hiš: v naselju Belo Blato v občini Zrenjanin je etno hiša, ki predstavlja ljudsko gradbeništvo multietičnega prebivalstva (Slovaki, Srbi, Bolgari, Madžari). Stoji na dvorišču Osnovne šole. Narejena je iz naravnih materialov in ima muzejsko vrednost. Na dvorišču je *pečka*, pokrita s trstom in je ena od redkih v Vojvodini, ki še deluje. Tu je še *svinjak*, kokošnjak s hišico za ptice, hišica za psa in kot nepogrešljiv detajl Belog Blata – štokljka kot simbol vasi in svetovna naravna redkost.

Kompleks leži na območju med reko Tiso na zahodu in Begeja na vzhodu.

Na razdalji 3 km od etno vasi sta restavracija Trofej in hotel Sibila. Z naravnim rezervatom upravlja ribiško društvo Ečka, ki s svojimi ribniki s površino okoli 2000 ha, predstavlja pomemben gospodarski in turistični potencial. V tem prostoru beležimo značilen primer povezave med etno hišo in vodilne gospodarske dejavnosti na vasi.

Predelovalci trstičevja A. D. »Jedinstvo« so se organizirali v podjetje, katerega večinski lastnik so Nizozemci, in se vključili v celoten projekt. Za potrebe etno – eko kompleksa so odstopili mestni skupnosti



pravico do koriščenja tega zemljišča. Nizozemci načrtujejo še šolo za predelavo trsta, ki bi jo vodili nizozemski in domači poznavalci. Planira se šola jahanja, izgradnja novih hlevov in olimpijski hipodrom, ki bi predstavljal v času mednarodnih tekmovanj, še dodatno turistično ponudbo; ekološka kmetijska pridelava, gradnja valilnic deževnikov, farme za avtohtone živali in proizvodnja eko briketov.

Slika 2: Etno hiša Belo Blato.

Glej angleški del prispevka.

V vasi Torak (občina Žitište) je etno hiša, ki predstavlja ljudsko gradbeništvo Romunov v Vojvodini; sestavlja verski objekt romunske pravoslavne cerkve, hišo, sušilnico za meso, shrambo s starim orodjem in kmetijsko mehanizacijo. To je temelj bodočega etno kompleksa za predstavitev romunske narodne arhitekture, kjer sodelujeta romunska in lokalna skupnost. Obisk etno hiše in bodočega kompleksa je že v programu nekaterih turističnih agencij in šolskih izletov.

V vasi Kovačica je etno hiša, ki predstavlja gradbeništvo Slovakov v Vojvodini, in je svetovna znana zahvaljujoč tradiciji naivnega slikarstva. Slikarska dela so v znanih galerijah po svetu, kakor tudi v privatni zbirki španskega kralja Carlosa, norveškega princa Haraldal. Združenje turističnih agencij Srbije je izbralo vas Kovačica kot reprezentativno ponudbo srbskega turizma na Slovaškem. Želja je bila, da Srbijo v letu 2007 obišče 800 slovaških turistov, do leta 2011 pa kar 15.000 obiskovalcev.

V vasi Tršić (občina Loznica), rojstnem kraju srbskega reformatorja Vuka S. Karadžića, je etno hiša, ki predstavlja ljudsko srbsko gradbeništvo v kmečkem okolju. V vasi je etnografski park s spominsko hišo, objektom narodne arhitekture in drugi objekti, namenjeni obiskovalcem. Ko so gradili etno park, je bila posebna pozornost namenjena ohranitvi spomina na V. S. Karadžića in njegovo delo, kakor tudi ohranitvi naravnega okolja. Tradicionalno brunarico sestavlja »hiša« in soba, drugi del pa prostor za kuhanje žganja in shramba za koruzo. »Hišo« predstavlja del z odprtim ognjiščem, pohištvo in posodo, značilno za hiše iz 19. stoletja. Tršić leta 1987 dobi celovit izgled kot kulturno-zgodovinska celota Salaši – občine Subotica, Sombor, Novi Sad, Srbobran, Bečej. To so spomeniki tradicije in kulture srbskega, hrvaškega, »bunjevačkega« in madžarskega prebivalstva, ki živi na tem prostoru. Stavbe so v glavnem iz sredine 19. stoletja.

V vasi Struganik (občina Mionica) je rojstna hiša Živojina Mišića (1855–1921; znani srbski vojskovođa iz prve svetovne vojne). Ta hiša sedaj odraža spominski kompleks zgodovinsko-etnografskega značaja. Je iz dveh delov: zgodovinskega in etnološkega. V pokritem delu je tematska razstava, ki prikazuje osebnost Ž. Mišića v kontekstu z dogodki konca prejšnjega in začetkom tega stoletja. Kronološko je prikazana življenjska pot Ž. Mišića skupaj z zgodovino družine Mišić; njegova vojaška kariera v balkanskih vojnah za neodvisnost in prva svetovna vojna s poudarkom na Kolubarski bitki.

V vasi Ravni (občina Knjaževac) je na dvorišču šole zgrajeno etno naselje, ki ga gradijo hiša in pomožni objekti, kar priča o bogati ljudski arhitekturi. Tu je prav tako bogata lapidarijska zbirka etno spomenikov, kar dokazuje o prebivalcih tega naselja iz dobe Latinov.

Slika 3: Kmetija v vasi Đurđin.

Glej angleški del prispevka.

## 2.3 Etno naselja

Kmečki turizem je spekter aktivnosti, uslug in dodatnih vsebin v organizaciji kmečkega prebivalstva. Kot prostor, ki zaokroža vse te aktivnosti, se izraža v etno naseljih, ki predstavljajo staro narodno srbsko gradbeništvo. Na ozemlju Srbije se nahajajo sledeča etno naselja: vas Sirogojno (občina Užice), ki je muzej na prostem in edinstven te vrste v Srbiji, kjer je prikazana arhitektura, notranja oprema zgradb, način kmetovanja in organizacija družinskega življenja ljudi v planinskem predelu na Zlatiboru, ki je del zahodne Srbije. Muzej predstavlja prav posebno turistično destinacijo. V sedemdesetih letih 20. stoletja je postalo znano po proizvodnji ročno delanih pletenin. »Moda Sirogojno« je bila poznana širom sveta: Rim, Pariz, London, Dunaj, Bruselj, Kopenhagen, Tokio, Moskva. Tu je kompleks spomenikov cerkve svetih apostolov Petra in Pavla iz 18. stoletja. Muzej je včlanjen v združenje sorodnih muzejev v Evropi.

V vasi Koštunici (občina Gornji Milanovac) sta industrijski kompleks zdrave hrane »Etno-art« in turistični kompleks, ki ga sestavljajo etno hiša »Anđelije Mišić«, etno muzej »Pradonovića magaza«, zgodovinski

muzej in hotel »Milica in Panajota«. Namestitev gostov je na voljo pri kmečkih družinah in pomožnih objektih ter živopisnih lesenih hišicah apartmajskega tipa.

Vas Drvengrad (Mečavnik) leži na območju Mokre gore in »Šarganske osmice«, to je ozkotirne proge, ki poteka na prepadih treh dolin Tare, Zlatibora in Šargana. 300-metrsko višinsko razliko so projektanti in graditelji rešili na edinstven način – neobičajna pentlja v obliki številke osem je postala popularna Šarganska osmica na relaciji Mokra Gora–Šargan–Vitasi, to je na delu proge v smeri Beograd–Užice–Višegrad–Dubrovnik, zgrajene v času 1916 do 1925. To je najdaljši in najlepši ostanek ozkotirne proge v Evropi, značilni so tudi pripadajoči modeli lokomotiv, ki so edinstvene v svetu. Naselje je postalo znano tudi kot filmsko mesto režiserja Kusturice, za potrebe snemanja filma »Življenje je lepo« in predstavlja elemente ljudske gradnje iz Bosne in Hercegovine. Leta 2005 je ta kompleks s strani Vlade Republike Srbije proglašen kot zaščiteno področje izjemnega pomena. Cilj zaščite je ohranitev življenjskega okolja, vode, zraka in objektov ljudske gradnje, »Šargan osmica« in etno kompleksa »Drvengrad« ter tradicionalnega načina življenja v hribovskem območju, kjer se prebivalci ukvarjajo s turizmom, kmetijstvom in gozdarstvom. Drvengrad je posebna postaja na tej ozkotirni progi. Tam je še pravoslavna cerkev, hiša z restavracijo, prodajalna spominkov, slaščičarna in motel s 60 posteljami, ki ga gradi Kusturica, zaprt bazen in dve leseni apartmajski hiši.

## 2.4 Pokrajinska turistična ponudba

Posamezna območja imajo razvojne vrednosti. Pravilno vrednotenje omogoča vključevanje v mednarodne razvojne procese. To se nanaša tudi na del srbskega podeželja z naravnimi danostmi velike vrednosti, posebej kar se tiče ekološke osnove. Izoliranost prostora v osnovni smeri razvoja jim daje avtohtonost z naravnimi in zgodovinskimi sledovi in bogata dediščina. Od družbeno- in naravnogeografskih elementov geografskega položaja regij v Srbiji je odvisen način in nivo življenja ter pridelovanja. V takih regijah je afirmiran razvoj gospodarske dejavnosti, katere koristijo potencialne pokrajin in vasi (Bjeljac in ostali 2003).

Podeželski turizem je pomemben zlasti v naslednjih pokrajinah: Gornje Podonavje, Fruška gora, Banatska peščara (severozahodni in severovzhodni del Srbije), Valjevsko–Podrinjske planine, Tara–Zlatibor–Zlatar (zahodni in jugozahodni del Srbije), Stara planina–Kučajske planine, Vlasina in Krajište (vzhodni in jugovzhodni del Srbije)

V svoji ponudbi kmečki turizem, v različnih fazah razvoja, ponuja različne turistične aktivnosti:

- agroturizem, kmečke domačije, farme,
- aktivnosti v naravi,
- eko turizem,
- kulturni turizem,
- manifestacijski turizem,
- gastronomski turizem,
- ostale kombinirane oblike turizma glede na posebne interese.

V zadnjem času se je v Srbiji kot del podeželskega turizma razvila smer turistične ponudbe pod nazivom agroturizem. Odvija se na kmetijah, kjer se ob poljedelski aktivnosti ponudi hrana in pijača in mogoče tudi nastanitev (Miletić in Todorović 2003). Ta veja dejavnosti je izražena z gastronomsko specifikom in je segment aktivnosti agro- in kmečkega turizma; pod imenom gastronomski turizem. Osnova je proizvodnja specialitet na tradicionalen način in obarvan s specifikom, značilno za posamezno področje. Izvirne narodne jedi-gastronomske specialitete se ponujajo na tradicionalen vaški način, vse pa je iz lastne domače proizvodnje.

## 2.5 Turistični promet in materialna osnova kmečkega turizma v Srbiji

Statistika v Srbiji ne evidentira podatkov o podeželskem oziroma v ožjem smislu o kmečkem turizmu. Po podatkih Turistične organizacije Srbije za leto 2007 je kmečki turizem organiziran v 18 občinah (44 vasi, 140 gospodinjstev z okoli 750 posteljami; stran Turistične organizacije Srbije).

V Biltenu Srbske turistične organizacije za l. 2009, ki je tiskan za namen sejma turizma, ponudba se vrši v 41 občinah, 119 vaseh in 164 registriranih gospodinjstvih in skupaj razpolagajo s 570 sobami s 1628 posteljami. Povprečna cena je okoli 20 evrov.

V okviru kmečkega turizma se realizira povprečno 408.580 nočitev, kar predstavlja 6,2% skupnih nočitev v Srbiji. Domači turisti so tisti, ki skoraj v 100% zasedajo te kapacitete (Strategija ... 2015).

Preglednica 1: Vasi v Srbiji, kjer je najbolj razvit kmečki turizem (TOS ... 2009)

Občina	Vasi z razvitim kmečkim turizmom
Aleksandrovac	Latkovac
Arandelovac	Orašac
Brus	Brzeče, Ribari
Bujanovac	Jablanica, Gornji Starac, Žbevac, Božnjevac
Negotin	Tamnič, Rajac, Rogljevo, Vratna, Dupljane, Čubra
Knić	Borač, Žunje, Grabovac, Lipnica, Bare
Knjazevac	Vlaško polje, Jakovac, Gradište, Vrtovac
Ivanjica	Lisa, Kušići, Katići, Medurečje, Bele vode, Deviči, Marina reka
Gornji Milanovac	Koštunići, Savinac, Pranjani, Gojna gora, Brusnica, Bogranica, Majdan, Grabovica, JTeušići, Klaticevo, Trudelj, Rudnik, Semedraž, Velereč,
Čačak	Dučalovići, Prislonica
Kraljevo	Lopatnica, Studenica
Čajetina	Šljivovica, Mačkat, Sirogojno, Rudine, Rožanstvo
Lučani	Dragačica, Kaona, Gornja Krvarica, Guča, Grab, Milatovići
Loznica	Tršić,
LJig	Ba, Šitci, Gukoš, Kozelj, Veliševac, Slavkovic
Ljubovija	Uzovnica, Bijeje vode
Majdanpek	Crnjaka, Rudina Glava, Doji Milanovac
Mionica	Ključ
Valjevo	Bukovica, Brankovina, Popučke, Petnica, Podbukovi, Valjevska Kamenica, Suvodonje
Knjaževac	Ravna, Janja, Novo Korito, Crni Vrh, Gradište
Kruševac	Ribare,
Kosijerić	Seča Reka, Donji Taor, Mionica, Skakavci
Nova varoš	Zlatar:brdo, Drmanovići, Radoinja, Vilovi
Osečina	Dragijevica
Pirot	Slavinja, Berilovac, Osmakovo, Vojengovac, Topli do, Rsovci, Zavoj
Požega	Tometino polje
Petrovac na Mlavi	Ždrelo,
Prijepolje	Mileševa, Kamena Gora, Sopotnica
Sokobanja	Jošanica, Mužinac, Trubarevac, šarbanovac
Užice	Mokra Gora, Stamenici, Potpeć, Kremna, Zlakusa, Podpeć, Kačer, Tatinac, Kremna, Mokra Gora
Zaječar	Mali izvor, Nikoličevo
Irig	Perkov »salaš«
Šabac	Varna
Topola	Lipovac
Beočin	Čerević
Bački Petrovac	Gložan
Kovačica	Kovačica
Kovin	Skorenovac
Novi Sad	Čenej, Begeč
Senta	Bački breg
Sombor	Bukovac, Bački Monoštor
Subotica	Palić, Čantavir, Tavankut, Kelebija, Hajdukovo, Palić
Zrenjanin	Elimir, Stajičevo, Botoš

**Prednosti** v razvoju kmečkega turizma v Srbiji so predvsem:

- ugoden geografski položaj,
- skrite lepote v posameznih ruralnih predelih,
- bogate in pestre naravne in antropogene turistične zmožnosti,
- naravno okolje brez večjih tveganih antropogenih dejavnosti,
- pomembno sodelovanje mešanih gospodinjstev, ki so po pravilu bolj odprta in pripravljena sprejemati inovacije,
- identiteta lokalne skupnosti,

- tradicionalna kmečka gostoljubnost,
- bogata ponudba avtohtonih proizvodov,
- zdrava in kvalitetna kmečka hrana.

**Priložnosti** nadaljnjega razvoja te vrste turizma so:

- celovita valorizacija potenciala,
- porast popularnosti kmečkega turizma in krajših oddihov v Evropi,
- pričakovana pozitivna reakcija k novi, nepoznani tujih destinaciji,
- dostopnost tujih fondov za izobraževanje in razvoj kadrov,
- zainteresiranost kmečkih gospodinjstev za dejavnost turizma,
- odpiranje novih zmožnosti za zaposlovanje,
- dvig nivoja infrastrukture,
- dostop do novih tehnologij (internet),
- odpiranje sekundarnih turističnih destinacij,
- urejanje izletniških prostorov in poti,
- kategorizacija namestitvev,
- vključevanje turistov v avtentično lokalno skupnost,
- razvoj turističnih območij in raznih aranžmajev, ki povečajo atraktivnost ponudbe.

**Slabosti** te veje turizma pa so predvsem:

- padeč skupnega števila prebivalcev kot tudi članov družin v kmečkem področju,
- staro in premalo izobraženo prebivalstvo,
- majhna kmečka gospodinjstva, ki živijo in delajo na manjših parcelah,
- pogosta apatija kmečkega življa,
- pomanjkanje pozitivnega imidža o Srbiji kot turistične destinacije,
- preslabo poznavanje destinacije,
- premalo potrebnih kapacitet,
- slab sprejem vizije o pomembnosti kmečkega turizma,
- kmečko prebivalstvo se premalo zaveda pomembnosti kmečkega turizma,
- pomanjkanje gmotnih sredstev,
- neprimerna in slaba promocija in propaganda,
- preslaba promocija avtentičnega srbskega doživetja (kuhinja, lokalni ambient),
- premajhna seznanjenost lokalnega prebivalstva o pomembnosti turizma.

Vse kar je novo in nepoznano, postane zanimivo za turizem. Mnogokrat pa seveda prihaja do slabe uglasenosti med željami in možnostmi, kar pa kasneje seveda vpliva na pravilno ovrednotenje turistične destinacije. Zato je moramo biti pozorni na sledeče **nevarnosti**:

- možni konflikti med uporabniki prostora,
- marginalizacija nekaterih aktivnosti lokalnega prebivalstva,
- opuščanje nekaterih tradicionalnih dejavnosti,
- slabo usklajevanje razvoja turizma z razvojem aktivnosti, ki so pomembne za lokalno skupnost,
- izgubljanje pozicije glede na konkurenco,
- neprimerno koriščenje naravnih in antropogenih resursov,
- slabi začetki in slabe izkušnje kmečkih gostiteljev,
- predpostavka, da se izseljevanje iz teh področij nadaljuje do kritične mase, kar ovira razvoj kmečkega turizma.

Slika 4: Območja podeželskega turizma v Srbiji.

Glej angleški del prispevka.

### 3 Sklep

S spremembo družbenega, ekonomskega in političnega sistema v Srbiji se je obrnil nov list v zgodovini razvoja podeželskega turizma, posebej še turizma pri kmečkih gospodinjstvih Srbije. Prav ta oblika turizma je osnovni nosilec turizma kot dejavnika integralnega razvoja podeželskega prostora, ki je tudi doživel očitne spremembe.

Z globalizacijo in evropskimi integralnimi procesi, so potrebe in problemi podeželskega turizma vedno bolj podobni tistim, ki jih opazujejo drugje v Evropi.

Bogastvo, ohranjenost in atraktivnost naravnih resursov, veliko število tradicionalnih kmečkih gospodinjstev ter vse večje zanimanje mednarodnega trga za doživljanje kmečkega turizma, kažejo na velik potencial za razvoj ruralnega turizma v Srbiji. Tovrstni turizem se kaže kot alternativna možnost razvoja na obsežnih območjih Republike Srbije, zlasti kot element boljše izkoriščenosti primerjalnih prednosti ruralnega prostora.

Razvoj kmečkega turizma nudi primerne osnove za primeren razvoj podeželja, ki se manifestira skozi:

- zaustavitev neželenih migracijskih tokov iz ruralnega prostora,
- ponovno oživitve privatnega sektorja kmetijstva in s tem tudi drugih dejavnosti,
- omogočanje pogojev za oživitve proizvodnje v nekaterih zapuščenih in pozabljenih panogah kot je na primer ovčarstvo v kmetijstvu in kar večji skupini obrtno-storitvene dejavnosti v predelavi kot so koža, krzno, volna, trsta,
- priložnost, da se z razvojem turizma realizirajo odgovarjajoči socialni programi, nastali skupaj s procesom prestrukturiranja in privatizacijo družbenih podjetij ohranitev naravnih in kulturnih vrednot.

Da bi se kmečki turizem še bolj uveljavil in predstavljal pomembno turistično destinacijo v Srbiji, moramo nujno pripraviti izobraževanje zainteresiranih kmečkih gospodinjstev, formirati turistične točke v vaseh, ki se ukvarjajo s tem turizmom, intenzivno urediti potrebno infrastrukturo, obnoviti obstoječe in zgraditi nove športno-rekreacijske centre, oživiti stare obrti in domače obrti. Navedeni koraki so istočasno cilj tehničnega sodelovanja Mednarodne trgovinske organizacije Združenih narodov (UNWTO) na področju kmečkega turizma s Turistično Organizacijo Srbije, ki temelji na proučevanju potenciala za razvoj turizma v Srbiji, konkurenčni sposobnosti in zahtevi trga, da se postavijo konkretne oblike turističnega proizvoda vasi in predloži organizacijska infrastruktura oziroma oblika formiranja in struktura upravljanja s turistično ponudbo v izbranih vaških okoljih.

Razvojni model in konkurenčna strategija razvoja kmečkega turizma glede na njegovo trenutno nezadovoljivo strukturiranost in organizacijo, vključuje sledeče korake:

- oblikovanje in izbor vizije razvoja tega proizvoda v skladu s sodobnimi svetovnimi trendi in najboljšimi praksami ter modeli razvoja in interne regulacije standarda,
- izbor lokacij za planiranje in razvoj srbskega etničnega turizma na štirih do petih lokacijah,
- naslonitev na strategijo nizkih stroškov,
- izbor ključnih turističnih področij ruralnega turizma za uresničitev projekta »Srbija – 1001 gospodinjstvo«,
- razvoj že obstoječih kmečkih področij na osnovi doživljanja kmečkega načina življenja po modelu: umetnost in obrt, kultura, avantura, kulturna dediščina,
- marketinško oblikovanje posebnih aranžmajev z doživetjem vaške domačije, kmečkega prostora in samih vasi ter tudi posebnega kampiranja v temu predelu; to vse je namenjeno domačim gostom iz mestnih okolij, tujim rezidentom v Srbiji ali potnikom v tranzitu.

Glede na vse te predpostavke (standard, internetni oglasi, katalog podeželskih objektov) bo tovrstne proizvode možno predstaviti tudi na mednarodnem trgu. Kmečki turizem v Srbiji je treba po Strategiji razvoja turizma v Srbiji do 2015 oglaševati in predstaviti tudi na domačem trgu, še posebej ciljni skupini mestnega prebivalstva. Prav tako je pomembno oglaševanje na tujem trgu, predvsem tistem, ki že ima izkušnje in razvit interes za tovrstni turizem.

Raziskava je nastala kot del raziskovalnega projekta pod vodstvom Geografskega inštituta »Jovan Cvijić« Srbske akademije znanosti in umetnosti z naslovom »Načini geopotencialne valorizacije nerazvitih regij v Srbiji«. Projekt je podprlo Ministrstvo za znanost in varstvo okolja Republike Srbije.

## 4 Literatura

Glej angleški del prispevka.