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RESOURCES OF ORIGINAL TOURIST OFFER OF THE REPUBLIC OF SERBIA

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Abstract: *Successful development of tourism in a certain territory implies that there are diverse resources on the territory, primarily the resources of the primary tourist offer (natural and anthropogenic). Bearing this in mind, the paper discusses and identifies key natural and anthropogenic resources in the territory of the Republic of Serbia. Getting acquainted with natural and anthropogenic resources is the starting point for studying and valorizing its various tourist values. Natural resources of the Republic of Serbia are reflected through characteristic relief structures, in very favorable climatic conditions, the richness of hydrological potential, as well as in exquisite flora and fauna. In addition to the natural resources, the Republic of Serbia has also significant anthropogenic resources (rich cultural and historical heritage, manifestation and ethnographic values, etc.), which provide exceptionally good conditions for the development of different types of tourism. The aim of the paper is to point out natural and anthropogenic resources that can satisfy diverse wishes and needs of tourists, as well as to make the tourist offer of the Republic of Serbia even more informative and attractive, in order to increase tourist turnover in the future.*

Key words: *Primary tourist offer, natural resources, anthropogenic resources, Republic of Serbia.*

1. Introductory remarks

The tourist offer, in its content, represents a very complex category which, in economic terms, is referred to as the quantity of goods and services offered to tourists in a particular tourist market, at a certain time and at a certain price. (Gligorijević, Ž., Stefanović, V., 2010.)

In economic theory, two basic parts, that is, two components of the tourist offer are distinguished: the original (primary) and the performed (secondary) tourist offer. The first

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component of the tourist offer, from the standpoint of their genesis, includes natural¹ and anthropogenic² tourist attractive resources, while the second component refers to the organized economic activity of numerous subjects, which provide the necessary tourist products and services.

The original component of the tourist offer, on the other hand, does not appear on the tourist market independently or directly, but, on the contrary, indirectly (through the implemented tourist offer) takes part in the basic market flows. Therefore, it is precisely one of the most important economic functions of tourism - a conversion function, which enables the conversion and inclusion of non-material goods in market relations and flows.

Globally observed, the Republic of Serbia is a country that, in the opinion of numerous experts, has exceptional resources of the original tourist offer, that is, it has resources for the development of tourist activity, which are primarily based on natural and anthropogenic attractions. However, the largest number of these experts, at the same time completely right, believe that the resources of the original tourist offer are not properly valued and adequately valorized and that the Republic of Serbia has sufficient (primarily natural) potentials and possibilities for a much more intensive tourism development, of several kinds in a small space. (Stankovic, S., 1996)

In order to validate³ the resources of the original tourist offer, it is necessary to prioritize their identification, i.e. their inventory must be carried out.

2. Natural tourist resources of the Republic of Serbia

Natural resources in the Republic of Serbia, which is a commonly known fact, are characterized by great attractiveness and spatial diversity and, as such, provide opportunities for the implementation of various sports and recreational activities (both in winter and summer tourist season), then for recovery and rehabilitation, hunting and fishing, and other activities related to tourist resorts in many places and areas. These resources, which are very important, are distinguished by their multiple conditionality, merging and permeation, and as such imply the development of appropriate forms of tourism.

Natural tourist resources, according to their basic characteristics, consist of geomorphological resources, climate, hydrographic resources and plant and animal life. (Stanojević, M., 2001, p. 15)

¹ Natural tourism resources are those resources that were created by the action of various natural forces, such as gravity, heat, erosion and the like, that is, natural tourism resources are all goods created by nature's action that can be economically exploited (valorized on the market) and introduced for tourism purposes.

² Anthropogenic tourist resources are created by the action of man, that is, all of the good is created by the operation of people who can be economically exploited (valorized in the market) and introduced for tourism purposes.

³ Under the valorization, most often, it is implied to determine or estimate the value of tourist attractiveness of all those phenomena, objects and spaces that have, in addition to other characteristics and property, that they are attractive or interesting for tourists and that through them tourists can satisfy their touristic (cultural or recreational) needs. Valorization, otherwise, represents one very complex and multi-dimensional process, which is done with the application of various methods.

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Geomorphological resources, as natural tourist resources, are all objects, phenomena and processes that were created by the work of the internal and external forces of the planet Earth. These are resources that act directly and indirectly, and, in doing so, have impact on climate, water and the living world (human, plants and animals). They represent the basis for the development of different types of tourism (for example, sports-recreational, health, hunting and fishing, excursions and other types). In addition, the following geomorphological resources are of particular importance for the development of tourism in the Republic of Serbia: *mountains, gorges and canyons, caves and pits, natural phenomena and other geomorphological tourist resources.*

Within the geomorphological resources, the mountains are of the highest importance, since they occupy the largest part of its territory (about 2/3 of the territory). The tourist value of mountains in Serbia is conditioned by numerous elements, phenomena and processes, such as geographical position and traffic connections, long tourist tradition, landscape and morphological diversity, relief forms (tectonic, karst, fluvial), hydrological characteristics, cultural heritage, types of tourism, infrastructure facilities, accommodation capacities and others. (Ćirković, S., 2003., pp. 177)

The territory of the Republic of Serbia is dominated by terrains up to 200 meters above sea level (36.83%), while in the second place, according to surface, are terraces with an altitude of 500 to 1,000 meters. Tourist's most interesting mountain areas, with an altitude of 1,000 to 1,500 meters, make 9.59% of the territory, mountainous terrains over 1,500 meters of altitude represent 1.60%, while the participation of the terrain of over 2,000 meters above sea level is 0.23% of the total territories of the Republic of Serbia.

Areas of height zones in the Republic of Serbia

Height zone (in meters)	Area (km ²)	(%)
0-200	32540	36,83
200-500	21829	24,70
500-1000	24105	27,28
1000-1500	8468	9,59
1500-2000	1213	1,37
Preko 2000	206	0,23
Ukupno	88361	100,00

Source: S. Stankovic, Tourism of Serbia, Belgrade, 2002, p. 416.

Considered from the point of view of tourism development in the Republic of Serbia, the following mountains are of particular importance: Kopaonik, Zlatibor, Zlatar, Tara, Golija, Divčibare, Fruška Gora, Stara planina, Goč, Vršачka planina and others.

Each of these mountains has its own potentials for the development of different types of tourism.⁴ Some of them, because of their exceptional tourist significance and natural characteristics, have been declared the protected areas of the Republic of Serbia (for

⁴ For example, Kopaonik and Stara planina represent the mountains suitable for winter tourism, Zlatibor for health and sport-recreational tourism, Fruška Gora for excursion, hunting and religious tourism (because of its 16 monasteries it is called the second Serbian Holy Mountain), Tara for congress and sports - recreational tourism, Zlatar for recreational and therapeutic tourism, etc.

example, the national parks of Kopaonik, Fruška Gora and Tara, then Stara Planina, Mokra Gora and Golija nature parks, areas of exceptional characteristics of Vršac mountains, Vlasina, etc.). (Atlas of Tourism Potentials of Protected Areas of Serbia, 2012, page 3.)

As for the gorges⁵ in the Republic of Serbia, among the best known are Djerdap Gorge, Ovčar-Kablar gorge, Sićevo gorge, the gorge of the Mileševa river, Jelašnica gorge and others. Due to their natural and geomorphological characteristics, all the listed gorges, belong to the protected areas of the Republic of Serbia and are suitable for the development of different types of tourism (for example, excursion, transit, youth, nautical, hunting, event/festival and others).

Among the canyons in the Republic of Serbia, the best known are the canyon of Boletin river in the Municipality of Majdanpek (declared as a strict natural geomorphological reserve in 1970), then the canyon of Vratna with three prehistoric stone arches above the river in the Municipality of Negotin (declared as a monument of nature in 1957) and Lazar's Canyon located in the part of the catchment area of Lazar's river and the mountain Malinik (the eastern part of Kučaj mountains) and is considered one of the least prosperous canyons in the Republic of Serbia, which was also declared a natural monument.

Of more famous caves in the Republic of Serbia, one should mention Resava cave in the Municipality of Despotovac, the cave Risovac on the southeastern outskirts of Arandjelovac, on the hill Risovača, Potpeć cave in the village Potpeće near Užice and Stopića cave near Čajetina. All these caves have been proclaimed natural monuments.

Lazar's cave, the cave Vernjikica, the cave Ceremošnja, Rajko's cave near Majdanpek, Petnica cave near Valjevo, the cave at the source of the river Gradašnica in the Municipality of Sokobanja and others are also of great importance. (Ćirković, S., 2003., pp. 190-193.)

The most important elements for tourist valorization of the caves in the Republic of Serbia are the attractiveness of jewelry, channels and halls, underground streams and lakes, tourist-geographical position, traffic connections, level of construction of tourist-catering facilities, presentations and propaganda. However, for more appropriate valorization of a large number of caves, far more investments are needed in their research and regulation, while for their tourist valorization it is necessary to build catering facilities, as well as adequate propaganda in the tourist market.

One of the most attractive tourist-geomorphological phenomena and a special natural phenomenon in the Republic of Serbia, certainly is Devil's Town, located on the territory of the Municipality of Kuršumljija. It is a monument of nature, a unique geomorphological and geological phenomenon, on Radan mountain (altitude between 660 and 700 m). This natural monument is a set of spherical pillars with stone caps called earthy pyramids, towers or hillocks.⁶ In addition to 202 earthen figures of different shapes, they

⁵ Cliffs are river valleys with steep sides having a great importance for tracing the roads and building artificial reservoirs (lakes).

⁶ According to a research by prof. Dr. Tomislav Rakićević (the first scientific study of this phenomenon), carried out in 1955, these forms of relief were created by the action of rainwater on the surface of the earth, by washing the loose material under smaller or larger stone blocks that protect the substrate below it. Thus, earthen columns formed from three floors of different composition are formed: in the substrate there is a layer of marl, a thickness of up to 1 m, in the middle of yellowish clay thick to 3 m, and above them is the thickest layer of sandstone, covered with andesitic plates (similar to umbrellas), a rugged substrate of destruction and deprivation. (Rakićević, 1955, pp. 137-139).

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are 2 to 15 meters high, and are 0.5 to 3 meters wide. (Stanojević, M., 2001, pp. 27-31). This site also has an extremely acidic spring of *devil's water*, followed by a less acidic spring of the Red Springs (due to the high presence of iron oxides), as well as the remains of the mining caves of the medieval mine. (Gligorijevic, R., 2011.)

The Devil's town is under the state protection since 1959, and in 1995 it was proclaimed a natural good of great importance, and by the Decree of the Government of the Republic of Serbia was placed in the first category of protection.⁷

Climate represents the average value of climatic elements above an area, monitored over a longer period of time.⁸ The climate depends on a large number of factors (soil rotation, geographical latitude, altitude, land and sea layout, relief, substrate, vegetation and others) that are the modifiers of the values of climatic elements above different areas. (Maksin - Micic, M., 2008., pp. 109)

The climate, both direct and indirect, has an impact on the development of tourism and tourist offer in a particular area. The frequency of the occurrence of certain weather conditions affects the determination of the most adequate period of the year for staying of tourists in certain tourist destinations, as well as on the selection of activities, the use of different contents and movement of tourists in the tourist area or city. (Šećibović, R., Maksin - Micic, M., Komlenovic, D., Manic, E., 2006, p. 49)

The territory of the Republic of Serbia, in its most part, has a moderate-continental climate, with the exception of higher mountain terrains, which have a submountain and mountain climate. As a tourist value, the climate of the Republic of Serbia so far has not been the subject of more serious scientific research. Therefore, it can only be spoken of in general terms. For the development of tourism in certain areas, it is very important to investigate the effect of climate in these areas on the human / tourist organism, and the most important tourist elements of the climate are: air temperature, humidity, air pressure, sunshine or cloudiness, radiation, direction and wind strength, rainfall and snow cover.

From the aspect of tourism development, regions with sedative and stimulating climate must be emphasized, and the average summer and winter air temperatures should be defined. In direct relation to this is the studying of the microclimate of certain tourist sites and cities, in order to determine the most favorable time for staying tourists in them. Given that we live in a time in which a high degree of pollution of the atmosphere, soil and water surfaces is recorded, climate change is frequent and unpredictable, which is reflected through a series of indicators.⁹

Regarding hydrographic resources, the Republic of Serbia has significant potential in surface waters, underground waters and lakes,¹⁰ which, in addition to supplying

⁷ The monument of nature, Đavolja varos (Devil's town), was a candidate for one of the 7 world wonders of nature, as a representative of the Republic of Serbia.

⁸ According to the recommendations of the World Meteorological Organization, minimum 30 years.

⁹ This fact obliges, due to future generations, to take a responsible approach to the sustainable development of tourism throughout the territory of the Republic of Serbia.

¹⁰ In addition to rivers and lakes in the Republic of Serbia, there are also many bars, swamps and rats that are ecologically clean and specific for the plant and animal species that live in them, very interesting for a tourist visit. Many of these natural habitats have been declared protected areas. Thus, for example, special nature reserves were proclaimed: Imperial pond, Slano Kopovo, Gornje Podunavlje, Kovilj-Petrovaradin marsh, Zasavica, Obedska Bar, Uvac and others.

settlements, industries, irrigation of fertile arable land, is also suitable for the development of different types of tourism.

The largest river flows in the Republic of Serbia are the Danube (its length through Serbia is 588 km and is floating in full length), the Sava (its length through Serbia is 206 km and its full length floating), the Tisa (168 km in length and fully navigable). By the length they are followed by the West Morava 308 km, the South Morava 295 km, the Ibar 272 km, the Drina 220 km, the Timok 202 km, the Great Morava 185 km (floating is only 3 km), the Nišava 151 km, the Toplica 130 km, the Pek 129 km, the Tamiš 118 km (only 3 km long), the Kolubara 82 km, the Mlava 78 km, etc. (Arandelović, Z., Gligorijević, Ž., 2008., pp. 28)

The rivers of Serbia belong to different basins: the Black Sea, the Adriatic and the Aegean basin.

The level of groundwater exploration is insufficient for reliable planning and rational use of this resource. Namely, in the Republic of Serbia there is an extremely large number of sources of cold and hot mineral water, as well as a great wealth of natural gas and medicinal mud.

On some of these sources, the activity of numerous spas and climates is based. Many of the spas are known from the time of the Romans. About 300 springs of mineral and thermal mineral waters are registered in the territory of our country. However, the number of unregistered, individual springs, is more or less plentiful, which should be captured, protected and determined, their mineral composition is far greater (over 1000). The spa treatments themselves are adapted to the treatment of numerous diseases and health disorders, and are conveyed by drinking water or bathing in it. In addition to treatment, many spas are also visited by tourists for vacation and recreation, because they are mainly located at the foot of mountains, surrounded by forests, protected from strong winds, have mild climate and ecologically clean environment.

Regarding the lakes, the Republic of Serbia almost has no natural ones, while the artificial are built mainly for the production of electricity, then for water supply of industry and cities, irrigation of arable land, commercial fishing and sports and recreation. The highest tourist value is given by Djerdap, Vlasina, Palić, Srebrno (Silver lake), Zvornik, Zlatar, Ludaš, Bela Crkva lakes and others.

The flora and fauna on the territory of the Republic of Serbia is not sufficiently studied and valorized for tourism. This natural resource segment represents a complementary tourist value and is best presented through national parks, nature reserves, nature monuments, landscapes of exceptional features, hunting grounds and other types of protected areas of the Republic of Serbia.

The flora of the Republic of Serbia consists of a large number of plants of various families and genera. Its great significance is expressed through the action on the climate, which comes to true expression, especially in the mountain and spa tourist centers. (Stankovic, 2002, p. 237.) However, in some areas, the plant world of the Republic of Serbia is endangered by erosion and unplanned management. (Arandelović, Z., Gligorijević, Ž., 2014, p. 74).

The animal world on the territory of the Republic of Serbia is interesting for the development of tourism, primarily for hunting tourism and sport fishing. However, the condition of certain types of hunting animals is not satisfactory, as well as the hunting

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tourism organization itself. For the development of hunting tourism, of special importance should be a permanent education about the importance of certain species of wildlife for the survival and development of certain plant and animal communities, both as tourists / hunters, as well as employees in hunting reserves and associations. Some hunting grounds, during the hunting seasons for certain animal species, are increasingly visited by foreign tourists. The effects of hunting tourism themselves are not well known. From these, as well as from some other reasons, the entire organization of hunting tourism needs to be modernized and adapted to the contemporary requirements of tourists, on the one hand, and the development of this type of tourism on a sustainable basis, on the other.

Therefore, the flora and fauna in the Republic of Serbia, apart from the importance for the life of the domicile population, the development of the economy and especially tourism, must be covered by permanent and long-term plans for protection and improvement. It is not enough for some areas to be declared as national parks and reserves, but the natural environment should be protected in its entirety. Any unplanned and destructive effect, either by domicile population or tourists in the natural environment, can be detrimental to the survival and development of individual plant and animal species. Once disrupted ecological relations, almost never can be brought back into the original state.

3. Anthropogenic tourist resources of the Republic of Serbia

Anthropogenic tourist resources include all elements of material and spiritual culture, which serve to meet tourist needs and are attractive to tourists.¹¹ It is about a variety of resources that are built on the basis of available total tourist values, and then on other social assumptions for the development of tourism. "Anthropogenic diversity encompasses, extremely valuable cultural and historical monuments, as well as contents related to the life and amenities of the people, then the original types of settlements and folk architecture, folklore and others." (Unković, S., Zečević, B., 2007, page 408.) These resources, as well as the natural ones, are very important basis for the development of tourism in the Republic of Serbia.

In the available literature, there are different classifications of anthropogenic tourist resources. According to one of these classifications, which is used for the purposes of this paper, anthropogenic tourist resources include *monuments, ethnographic values, ambient units, urban settlements, museums, galleries and memorial collections, tourist events and gastronomy*. (Stankovic, S., 2002., pp. 166.)

The monumental tourist values of the Republic of Serbia, for now, have the highest importance among the category of anthropogenic tourist resources. These are the monuments that include objects from the first traces of human activity in the territory of today's Republic of Serbia, to contemporary achievements.

The monumental tourist values include archaeological sites, sacral architecture objects, fortresses and old towns, monuments from the past, monuments and memorial complexes from the national liberation struggle (from 1941 to 1945) and contemporary architectural achievements. (Stankovic, S., 2002., pp. 166).

¹¹ Unlike natural resources created by nature itself, anthropogenic resources have been created by man's activity, and while natural tourism resources favor the development of various types of recreational tourism, anthropogenic tourism resources are fueled by cultural and events' tourism trends.

As is well known, there are many traces of the past and ancient civilizations on the territory of the Republic of Serbia. Considering that some archaeological tourist values originate from the prehistoric period of the development of human society, regardless of their insufficient archaeological research, and based on the various subjects of material culture found in them, scientific reconstruction of the way of life and development of society can be carried out.

The oldest archaeological sites on the territory of the Republic of Serbia are Lepenski Vir (6500-5500 BC) and Vinča (5500-3500 BC), then places from the Roman legacy Viminacium (military fortress on the Danube near Požarevac), Sirmium (near Sremska Mitrovica), Mediana (near Nis), Gamzigrad (near Zajecar), Justiniana Prima (Caričin Grad) (near Leskovac), Singidunum (today's Belgrade) and others.

A Special value for the development of tourism have medieval monuments of sacral architecture - gems from the cultural and historical treasury of the Republic of Serbia. These are the churches and monasteries raised by numerous Serbian sovereigns (from the beginning of the 9th until the end of the 17th century). The churches and monasteries were built at different times and with different styles.¹² Some of these cultural and historical monuments, due to their exceptional importance, have been ranked among the most important monumental values in the world and have been placed under the protection of UNESCO. These are: Studenica Monastery, the church of Stefan Nemanja from 1196 and the church dedicated to St. Nicholas, Sopoćani of King Uroš, with the most beautiful frescoes in Serbian painting from the 13th century, Đurđevi Stupovi, Nemanja's consecrated monastery from 1168, Stari Ras, the remains of Nemanja's capital, and medieval monuments in Kosovo and Metohija: Dečani, the Serbian Patriarchate of Peć, Gračanica, Our Lady of Ljeviš's church and others. (Gligorijević, Ž., Stefanović, V., 2010., pp. 320).

Often, as a unique whole, monasteries and churches are also seen as medieval cities and fortresses. Due to their imposing dimensions, complex architecture, different basic purposes, topographical position and degree of preservation, they are treated as a cultural and historical heritage of extremely high importance. Among these buildings, especially Kalemegdan, Petrovaradin fortress, Smederevo fortress, Nis fortress, Golubac, Jelac near Novi Pazar, Sokograd near Sokobanja, Užički grad, medieval town of Stalać, Maglič in the valley of Ibar, Koznik near Brus and others.

Certain monuments and sites that are connected with the centuries-old struggle of our ancestors against the Turkish Empire also have particularly important monumental value, as well as the monuments and sites of important battles from World War I and World War II. Among them are Pokajnica church, Čegar, Čele-kula, Oplenac, Hajduk Veljko Petrović monument, the monument at Cer, Šumarice near Kragujevac, Slobodište near Kruševac, Kadinjača near Užice, Bubanj near Niš, concentration camp in Jajinci, Red Cross concentration camp near Nis, etc.

As a special part of the monumental units, contemporary architectural objects, such as hydroelectric power stations, airports, high buildings, business and shopping centers, streets, squares, bridges, stadiums, swimming pools, sports halls and other can be viewed.

¹² Over time, three distinct styles in the construction and painting of frescoes were dispersed: Raška, Serbian-Byzantine and Moravian style.

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In very close connection, with the aforementioned segments of anthropogenic resources, there are so-called ambient units. Ambient units include smaller or larger spatial units created by man by their work and skill (for example, settlements, parts of settlements, urban squares and other urban spaces, etc.).

For the development of tourism in the Republic of Serbia, ethnographic values also have certain significance. Ethnographic values include folk customs, costumes, musical folklore, household items, folk arts and crafts, national holidays and events, culinary specialties, and more.

Urban settlements in the Republic of Serbia are, by their size, geographical location, accommodation capacities and forms of tourist traffic, different from other tourist sites.¹³ Observed by the volume of tourist traffic, Belgrade as the capital of the Republic of Serbia and Novi Sad, as the capital of the Autonomous Province of Vojvodina are standing out.

The mentioned, like some other cities, have many cultural and historical monuments, architectural achievements, ambient units and various sports, economic and cultural events, as well as developed accommodation capacities, adequate infrastructure and good traffic connections, which, to a large extent, stimulate the development of tourism in them. In these cities, business arrivals with short visits and higher non-pension spending dominate, compared to other tourist destinations.

As an integral part of anthropogenic tourist resources, museums, galleries, memorial collections, libraries, various achievements in architecture, fine arts, music and drama art and the like can be viewed as well. These tourist resources, according to general opinion, represent unused potentials for the development of tourism in the Republic of Serbia. In addition, most of the listed institutions do not have good communication with travel agencies, and their propaganda activity is inadequate and financially insufficient. Visits to these institutions are mostly collective (schools, trade unions, various associations, etc.), while individual visits are less frequent.

As an integral part of the tourist offer, tourist events should also be considered.¹⁴ In the Republic of Serbia they offer really great opportunities for attracting domestic and foreign tourists and achieving economic effects based on their arrival, number of overnight stays, spending, etc. According to the research of the Tourist Organization of Serbia, events are the first on the list of tourist motives for the arrival of foreign tourists to our country.¹⁵ According to some estimates, around 1,000 events are held annually in the Republic of Serbia. In addition, some of these events have a long tradition, such as, for example, the Vukov sabor in Tršić (firstly held in 1933), then the trumpet festival in Dragačevo (it has been organized since

¹³ Thus, for example, Belgrade and Novi Sad absorbed over 1/3 of all tourist arrivals in Serbia in 2010 (in that year), and even 64% of foreign tourist arrivals. In the category of foreign tourists, these cities also registered over 60% of overnight stays in 2010.

¹⁴ The term manifestation comes from the Latin word *manifestus*, which in translation means to publish, publicly perform in order to jointly express one's goal. The modern meaning of the word manifestation is carnival, festival, ritual, festivity and other, while sometimes the term organized event is used.

¹⁵ This was, of course, a reason for the event tourism to be highlighted in the Tourism Development Strategy of the Republic of Serbia as a very important segment of tourism development, and also as a comparative advantage of our tourism.

1961) and others. However, there are also recent events, such as EXIT festival (since 2000), Belgrade Beer Fest (since 2003), Kustendorf festival (since 2008) and other.

Since events are one of the most important tourist resources of the Republic of Serbia, they have not been sufficiently utilized. Nevertheless, financial and other results of the events held are extremely important for the tourism and economy of the Republic of Serbia.¹⁶ In addition to the most famous (previously mentioned), there are also dozens of events of national character, which also attract a large number of visitors to their content. For example, events such as Rajac Skythe Festival, The Motives from Homolje and Ljubićevo Equestrian games also are visited by 50,000 tourists. In addition, in recent years, in the summer period, very popular regattas are held on major river flows in the Republic of Serbia, among which the most famous is the River Drina.

Quality, health-safe and attractively prepared food, in a modern tourist offer, can be a very important element of the content of the services provided, but also a strong motivation for the arrival of tourists and one of the basic leverages for further development of our tourist offer.

Food and drink festivals are indispensable Serbian events that take place throughout the country. Gastro festivals always attract great attention (for example, Leskovac barbecue registers up to 2 to 3 thousand visitors). Apart from that, there are numerous other gastronomic events, such as Slaninijada (Bacon festival), Prsutijada (Prosciutto festival), Kobasicijada (Sausage festival) in Turija, Belmuzijada (Belmuž festival) in Svrljig, Zlatni kotlić Dunava (Golden Cauldron) in Novi Sad, Apatin fishermen's evenings and others, some of them daily visit up to ten thousand tourists.

Among the more famous beverage festivals in the Republic of Serbia following should be mentioned: Grozdjenbal (Grape ball) in Vrsac, Župska berba (Grape picking) in Aleksandrovac, Grape picking in Sremski Karlovci, Days of beer in Zrenjanin, etc.

Since food is one of the strategic resources of the Republic of Serbia, and gastronomy is one of the unavoidable impressions of every tourist, it is necessary to invest a lot more effort into the organization and more funds for the promotion of these events in the coming period, in order to raise them to a higher level, and in that way, give greater economic effects.

4. Instead of the conclusion

The Republic of Serbia has a very favorable geographical position. As a country located in Southeastern Europe (on the Balkan Peninsula), with its part in Central Europe (Pannonian Plain) and as a Danubian country, the Republic of Serbia spans over 88,361 square kilometers and has a little over 7 million inhabitants.¹⁷ Although the political-geographical, geo-strategic and macro-regional position of the Republic of Serbia has changed during its history, it has never lost its transit and intermediary role in relation to its (Balkan) and further (European) environment. In addition, it should be emphasized that the

¹⁶ Thus, for example, during 2009 Univerzijada, Guca, EXIT and Belgrade Beer Festival attracted around 1.5 million visitors, of which about 10% were from abroad.

¹⁷ According to the first results of the 2011 census, the Republic of Serbia had 7,120,666 inhabitants, without data for Kosovo and Metohija.

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extremely favorable geographical position of the Republic of Serbia is also due to the fact that it is at the crossroads between east and west, north and south of Europe, near the region with the highest tourist demand in the world.

With the specificity of its relief and climate, plant and animal life, rivers and lakes, spas, protected areas (national parks, reserves) and cultural and historical monuments (monasteries etc.), the geographical position is the basis of the rich tourist potential of the Republic of Serbia. (Arandelović, Z., Gligorijević, Ž., 2008, pp. 34)

According to the opinion of numerous experts, the tourist potentials of the Republic of Serbia are not adequately valued because there is still enough potential and space for a much more intensive development of tourism. (Gligorijević, Z., Gligorijević, A., 2012., pp. 62.) It must, therefore, be noted that "...Serbia today has only comparative advantages in tourism, because it has a diverse structure of tourist offer, in the vicinity of traditional and new tourist markets, has a long history and general recognition, preserved natural resources, relatively good communication and has a great human potential." (Strategy of Tourism Development of the Republic of Serbia 2005-2015, 2007, p.2)

These comparative advantages should be transformed into competitive advantages. In support of the above-mentioned opinion, the fact is that "...a number of tourist motives and larger and smaller precincts of the Republic of Serbia are distinguished by their originality, unrepeatability in time and space, high degree of preservation, improved traffic connections, favorable position towards transport roads and urban settlements." (Stanković, S., 2002., pp. 127-128.)

The characteristics of space, geographic traffic, hydrography, plant and animal life, climate and other natural, as well as numerous and diverse anthropogenic resources (which together represent the resources of the primary tourist offer) are a good basis for the inclusion of the Republic of Serbia in international tourist flows and directions and for intensifying the development of domestic tourism.

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RESURSI IZVORNE TURISTIČKE PONUDE REPUBLIKE SRBIJE

Rezime: *Uspešan razvoj turizma na određenoj teritoriji podrazumeva da na toj teritoriji postoje raznovrsni resursi i to, pre svega, resursi izvorne turističke ponude (prirodni i antropogeni). Imajući to u vidu, u ovom radu se sagledavaju, odnosno, identifikuju ključni prirodni i antropogeni resursi na teritoriji Republike Srbije. Upoznavanje sa prirodnim i antropogenim resursima predstavlja polaznu osnovu za proučavanje i valorizaciju njenih različitih turističkih vrednosti. Prirodni resursi Republike Srbije se ogledaju u karakterističnim reljefnim strukturama, u veoma povoljnim klimatskim uslovima, bogatstvu hidrološkog potencijala, kao i u izuzetnoj flori i fauni. Pored prirodnih, Republika Srbija poseduje i značajne antropogene resurse (bogato kulturno-istorijsko nasleđe, manifestacione i etnografske vrednosti i dr.), koji pružaju izuzetno dobre uslove za razvoj različitih vidova turizma. Cilj rada je da ukaže na prirodne i antropogene resurse koji mogu zadovoljiti raznovrsne želje i potrebe turista i koji turističku ponudu Republike Srbije mogu učiniti još sadržajnijom i atraktivnijom, kako bi u budućnosti došlo do povećanja turističkog prometa.*

Ključne reči: *Izvorna turistička ponuda, prirodni resursi, antropogeni resursi, Republika Srbija.*