

THE CURRENT STATE AND STRATEGIES FOR DEVELOPMENT OF TOURISM IN THE AREA OF EXCEPTIONAL FEATURES “VLASINA”*

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DOI: <https://doi.org/10.31410/tmt.2018.449>

Abstract: *For the purpose of more successful development of tourism in border regions of Serbia, such as Vlasina, it is necessary to consider the existing situation through the available natural and cultural resources, in the first place, together with potential tourism attractions which would enrich the offer of concrete tourism destination. On the basis of the survey research and interviews, conducted in the end of August 2017, it was discovered that the lake Vlasina represents the most attractive tourism resource of the entire area of exceptional features Vlasina, according to the local population, but also according to the tourists' attitudes. The main goal of the paper is oriented towards gaining the basic data for assessment of the current state and further tourism development in the area of exceptional features³ “Vlasina” by researching the tourist's and the local population's attitudes on the given claims. One of the objectives was to research the perception of tourists and the local population, as well as to determine whether there are significant differences in their perceptions, according to the gender structure between these two surveyed categories. Obtained data were analyzed by using the t-test for independent samples and methods of descriptive statistics in Statistical Program for Social Sciences. The main intention of the paper was oriented towards exploring the best opportunities and the ways of further tourism development and presentation of the entire tourism offer of AEF “Vlasina”, through providing the guidelines and suggestions for concrete activities.*

Keywords: *tourism, tourism development, motivation, protected natural area, Vlasina.*

1. INTRODUCTION

Vlasina is a micro region in the Southeastern part of Serbia. It was named after the lake Vlasina and the river Vlasina. According to [8] “Vlasina is a region in the basin of Vlasina river, including the region of Lužnica and Babušnica basin”. In the spatial sense, Vlasina region (Vlasina) is located within the central part of the Balkan Peninsula, between the river South Morava in the West, and the Serbian – Bulgarian border in the East. Vlasina reaches Suva Mountain in the North, while in the South, Mountain Vardenik separates Vlasina from Krajište region. The central part of the region is dominated by the plateau Vlasina (about 1.200 m above the sea level), with the lake Vlasina, formed during the 1949, as the highest reservoir in Serbia (about 1.213 m above the sea level) [26]. AEF „Vlasina“ covers 12.228,10 hectares in the municipality of Surdulica and 512,80 hectares in the municipality of Crna Trava [15], [23].

* This paper is a part of the project „Development programmes and revitalization of villages in Serbia”, (Number: 176008) financed by the Ministry of Education, Science and Technological Development of the Republic of Serbia.

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Contemporary tourism requires diversity of areas with authentic and well-protected environment, because only within such areas, the development can be planned and economic and social benefits can be provided for both, the local population (receptive) and tourists (initiative). In spatial planning, for the needs of tourism, it is always necessary to provide preservation of authenticity and to emphasize the local, zonal and non-zonal tourist features of specific area [18]. Although AEF “Vlasina” has the status of protected natural area, this area is certainly orientated towards development of tourism, but these activities are still in the initial phase. Master plan with precise proposals of business activities for providing the tourism development within the lake Vlasina [9], predicts better opportunities for development of tourism in this area and emphasizes the complementarily linkage of the resources that are suitable for development of different types of tourism. Already established obstacles for tourism development of this area are represented in the form of unfavorable demographic situation (demographic aging, deagrarianization and depopulation) and poorly developed transport infrastructure (roads that are more adapted to the terrain rather than the needs of the inhabitants). There are also problems with illegal construction within the area with the highest degree of natural attractiveness and protection, as well as problems with the state of communal infrastructure and problems of wild dumps [12], [14], [24] [17].

The Spatial plan of the Republic of Serbia 2010-2020 [16], pointed out to the basic objective of spatial development within the high-mountain areas in the Republic of Serbia, their protection and regulation with sustainable socio-economic development that will enable a better life and economy for the local population, as well as creating the favorable conditions for relaxation and recreation of urban population, in accordance with the capacities of natural systems and elements. According to that, within the Southeastern Serbia, a special emphasis is placed on the AEF “Vlasina” [13].

Nowadays, there is a great demand for preserved natural areas and, according to that, tourism activities often take place in attractive and unique surroundings that are more sensitive to changes in comparison to other areas, which is the reason for special consideration of the fact that human influence should not change the basic elements of natural landscape, their basic function and the quality of the environment [19].

AEF “Vlasina” is an area with preserved natural environment, where conditions of the nature could be preserved in its present state only with integral and strategic planning approach, which could also result in creating the suitable income. With such approach, it is possible to improve the tourism offer of Vlasina and upgrade the level of tourists’ satisfaction, along with providing the sustainability of all unique natural resources of this protected area [21].

2. METHODOLOGY

In order to determine the current state and potentials for further development of tourism in the AEF “Vlasina”, this research obtained a questionnaire, formulated precisely for the purpose of examining these facts on the basis of tourists’ and local residents’ attitudes regarding this topic. Also, additional information was obtained on the basis of direct interviews with the respondents. For example, in the research conducted by Opačić and Banda (2018) [11], authors have also considered tourism destination and its attractiveness on the basis of the perception of the visitors and the local population.

Field researches within AEF "Vlasina" have indicated several tens of inhabitants within the secondary residence. The definition and understanding of the concept of holiday home (secondary residence) was changed along with the spatial and temporal evolution of weekend movements. If the main criteria of classification of the secondary residence are frequency of arrival and length of staying in it, it is possible to execute the following typology of these residential objects:

- Objects for daily use during the non-working part of a day;
- Objects used during the weekend and shorter holidays;
- Objects used in the season (annual leave);
- Objects used during the better part of the year (double residence function) [10].

The assumption that secondary residences are mostly visited by the middle-aged and elderly people who are looking for a stronger relation with the natural environment [6], [22], [1], was also confirmed in the research within the plateau Vlasina. Due to the deep spiritual and identity relation with the Vlasina lake, majority of the weekend tourists consider themselves as members of the local population. However, they cannot be classified in this category (local population), because they spend most of the year in their homes within the larger cities. This fact unambiguously defines them as weekend tourists placed in a secondary residence for recreation and relaxation. Given the fact that they originate from this area and that they show unbreakable inner connection with Vlasina (proving that by frequent and long - lasting stays), they can be called "homeland tourists".

The research was conducted in the period from 28th to 31st August 2017, within the AEF "Vlasina". During the research period, tourists were questioned about the motivators that influenced their choice to visit AEF "Vlasina", while the members of the local population were questioned about their attitudes to the development of tourism.

The sample: A convenience sample of 50 tourists and 52 members of the local population have been obtained. When filling out the questionnaire, there was also a conversation with every respondent, taking care that all survey sheets were properly filled in, so all of it could be processed in the next stages of the research. Beside the Serbian language, questionnaire was also translated into English, in order to provide the opportunity for foreign tourists to participate in the survey. The questionnaire was composed of two parts. The first part obtained questions on the respondents' socio-demographic characteristics, while the other part obtained 23⁴ motivators for visiting this area (these motivators were oriented towards tourists) and 29⁵ states about

⁴ **Motivators:** Socializing and travelling with friends – family; Security and safety within the AEF "Vlasina"; Activities in the nature; The hospitality provided by the local population is very important; Natural environment, aesthetics and landscape values of AEF "Vlasina"; Received value for given money; Unique experience; Richness of natural motives; Vlasina lake is the most interesting touristic value of this region; Opportunity to experience a real adventure; Infrastructure equipment; Searching for new excitement and experiences in nature; Ecological conscience; Exploring new cultures; Contacting with other visitors; Prices of accommodation, food and drinks; Touristic objects are in good condition; The existence of information in media; Local gastronomy of this part of Serbia; The recognisability of this AEF within the tourist map of the entire Serbia; There is an adequate transport connection within the AEF "Vlasina"; Existence of cultural and historical motives; Distance from the place of the residence.

⁵ **Attitudes:** Natural environment, aesthetics and landscape values of the AEF "Vlasina" are unrepeatable for tourists; The Lake Vlasina represents the most interesting touristic value of AEF "Vlasina"; Richness of natural motives (The Lake Vlasina, floating islands, mountains Vardenik and Čemernik) is the most attractive for tourists; Socializing and traveling with friends is important for tourists; Tourists feel safe and secure within the AEF "Vlasina"; AEF "Vlasina" provides as unique experience; There are good conditions for production and distribution of healthy food; The hospitality provided by the local population is very important; Tourists are more interested in shorter staying within AEF "Vlasina"; Searching for a new ex-

development of tourism (focused on the local population). Within the questionnaire, respondents were supposed to express degree of their agreement with the given claims on the basis of the Likert's scale (from 1 to 5). Data processing was performed in Statistical program for social sciences (IBM SPSS Statistics 20), primarily by using the descriptive statistics, but also by conducting the t-test for determining the possible differences among the respondents' (primarily on the basis of the respondents' gender structure) attitudes.

3. RESULTS AND DISCUSSION

Tourism is the sector of economy that can be of major importance for the regional development of certain region [20]. In respect to that fact, the research of *pull* and *push* factors begun during the 70s of the 20th century [3]. In this research single out "motivators" and "attitudes" with high mean value are considered as *pull* factors of AEF "Vlasina", and internal *push* factor for tourists.

Considering the protected area that is the subject of this research and the basic characteristics of its local population, it could be said that there are two basic problems within the border settlements: the boundaries phenomenon, together with characteristics of the border area, on the one hand, and the indicator of the life quality of the local population, on the other, which is in line with the gained results represented in the research conducted by Djerčan et.al (2017) [4]. Respecting contemporary world's trend in terms of significance of the tourist motivation researches, as well as consideration of importance of regional and social features of AEF "Vlasina", in this paper we have devoted same attention to the both categories of respondents, with the view that the tourist offer of AEF "Vlasina" in the best way that can be shaped only by integral and complex approach.

3.1. Motivators of the tourists regarding the AEF "Vlasina"

Looking at the gender structure of tourists that participated in the research, it could be noticed that slightly higher number of female tourists took part in the survey (27 compared to 23 male respondents), while it was noticed that male respondents rather participated in the interview than females. By analysing the age structure of tourists, it can be concluded that the most numerous were respondents 16 years old, (eight of them), and they are mostly the secondary school pupils. Although the pupils were the most numerous tourists within AEF "Vlasina", field research confirmed the assumption that middle-aged and elderly people are those who are looking for a stronger relation with the natural environment. If we take a look at the respondents according to the current occupation (15 of them) they also made up the largest group. The oldest respondent (a tourist) was 78

periences is a dominant motive for arrival of tourists; In goal of better development of tourism, cross-border cooperation with Bulgaria should be improved; Unfavorable demographic structure is an obstacle for regional development within AEF "Vlasina"; For the further development of this area it should be invested in tourism and agriculture; The prices of accommodation, food and other expenses are affordable; Exploring a new culture is one of the most important motives for arrival of tourists; Local population is aware of ecological importance of AEF "Vlasina"; Received value for given money; Recognition of this area on the tourist map of Serbia; Local gastronomy is attractive for the tourists; Good infrastructure equipment; Tourists are interested in a longer stay within AEF "Vlasina"; Touristic objects are in good condition; Popularity of this AEF is high on the foreign market; Adequate information are provided in the media/on the Internet; Tourists have developed ecological awareness on the importance of the AEF "Vlasina"; The existence of cultural and historical motives in the vicinity of AEF "Vlasina" are equally attractive to tourists as well as the natural motives; There is an adequate transport connection within the AEF "Vlasina".

years old. According to tourists' educational structure, only 26% of these respondents were college – educated, 12% have higher education (two-year study after the secondary school), while majority were respondents with secondary education (58%). According to the respondents' profession, beside students, another dominant group of the respondents were also and pensioners (11 of them - 22% of the total sample), which is not surprising, since it is an age group with the most of free time.

The research of emotional status and the answers to the question “*With whom do you spend your time within AEF “Vlasina”*” take an important position in this research, primarily because these aspects could be connected with specific motivators for visiting the AEF “Vlasina”. For example, results of different researches [5], [7], [2], [25] suggest that many travellers are single, and that they are more inclined towards certain motivators such as “*Search for a new excitement and experiences in the nature*”, “*Exploring the new cultures*”, “*Meeting the new people and making the new contacts with other visitors*”, “*Possibility of experiencing the real adventure and more liberal behaviour comparing to their behaviour at home*” etc.

This study showed that slightly more than a half of the respondents (56%) are married, or they are in a relationship. The most of them were traveling with their partners (23), or friends (25), while there were only two single participants in the survey. The research results, gained by the linking of the respondents' marital status, as independent variable, and above-mentioned motivators, as dependent variables, are represented in the following table:

Marital status	Parameters	Search for a new excitement and experiences in the nature	Exploring the new cultures (people, places)	Dating and making the new contacts with other visitors	Opportunity to experience a real adventure
Single	*N	19	19	19	19
	**M	3.95	3.74	3.42	3.95
	***SD	1.129	1.327	1.261	1.026
In a relationship	N	8	8	8	8
	M	3.63	3.75	3.50	4.50
	SD	0.916	1.165	1.309	0.756
Married	N	20	20	20	20
	M	4.00	3.80	4.10	3.95
	SD	1.214	1.056	1.165	0.887
Divorced	N	2	2	2	2
	M	2.50	4.50	4.50	4.00
	SD	0.707	0.707	0.707	0.000
Others	N	1	1	1	1
	M	5.00	5.00	5.00	5.00
	SD	0.000	0.000	0.000	0.000
Total	N	50	50	50	50
	M	3.88	3.82	3.78	4.06
	SD	1.136	1.155	1.234	0.913

Legend: *N – Number of the respondents; **M – Mean value; ***SD – Standard deviation

Table 1: Comparison of the value of obtained results of certain motivators and the emotional status of the tourists

Analysing the research results within the category of single and divorced tourists (see Table 1), it could be concluded that for the categories of single and divorced tourists, almost each of the above mentioned motivators is evaluated as generally important (grade 4) and very important (grade 5), so the mean values of their responses could be classified as $M > 3$ (except in the case of the motivator “*Search for new excitement and experiences in nature*” that is classified, as generally irrelevant ($M < 3$) among divorced respondents), which is in line with the above mentioned contemporary world-wide trend. However, according to the gained results, it could be seen that even those respondents who declared themselves as married or divorced, consider all of the aforementioned motivators as important when making a decision for visiting the AEF “Vlasina” ($M > 3$).

Domestic and foreign tourists took a part in the survey. However, domestic tourists were more numerous compared to foreign ones. The most numerous were the tourists from Pirot (14 of them – 28%), Vranje (10 of them – 20%) and from Belgrade (8 of them – 16%), making the 40% of the total sample. Among the foreign visitors who participated in the survey, four of them were from Austria and one was from Bulgaria.

According to the research results, 13 respondents were staying for the first time within the AEF “Vlasina”, the same number visited this area between “two and five times” and even 24 of them visited this area for “more than five times”. Reasons can be found in the fact that majority of the respondents live in the nearby cities.

Among the several offered answers to the question: “*How did you find out about AEF “Vlasina”*”, majority of the respondents cited their friends and family or the Internet, as the main tool of widely available information technology. Also, it can be concluded that classic tools of tourism propaganda are not sufficiently represented, so it is necessary to improve these propaganda activities (with the special emphasis on orientation towards the mass media as well as towards active participation and presentation of this AEF within the tourism fairs in the country and abroad).

Tourists are mostly coming to the AEF “Vlasina” by their private cars (37 of them). Most of them stay in hotels (15 of them) or private houses (11). Their staying in this AEF is usually longer than six days (even 66% of the respondents).

In order to find out whether the tourists enrich their staying within the AEF “Vlasina” by visiting the other natural or anthropogenic values in the vicinity, the questionnaire also obtained one question on this topic. Majority of the respondents (60%) gave the negative answer, seven respondents confirmed that they are trying to enrich their staying by visiting the other values in the vicinity, while 13 of them do that just sometimes. This is an important indicator which is pointing to the fact that it is necessary to encourage the tourists for visiting the natural and anthropogenic tourist values in the surrounding, which could further be reflected in longer and richer content during the staying of tourists within the AEF “Vlasina”.

By selection of several *push* and *pull* factors of motivation for visiting the AEF “Vlasina”, it is possible to make identification of the strongest and the weakest motivators that are (un)important for the respondents’ arrival at Vlasina lake. Out of the total number of 23 offered motivators, Table 2 obtains those with the highest and the lowest mean values of tourist’s responses.

Items (motivators for visiting the AEF “Vlasina ”)	N*	M**	SD***
Socializing and travelling with friends – family	50	4.82	0.482
Security and safety within the AEF “Vlasina”	50	4.62	0.805
Activities in the nature (hiking, collecting the healthy herbs, watching the birds, water sports)	50	4.50	0.707
The hospitality (provided by the local population, representatives of tourism industry) is very important	50	4.48	0.931
Natural environment, aesthetics and landscape values of AEF “Vlasina”	50	4.42	0.810
Local gastronomy of this part of Serbia	50	3.30	1.418
The recognizability of this AEF within the tourist map of the entire Serbia is of great importance	50	3.14	1.212
There is an adequate transport connection within the AEF “Vlasina”	50	3.10	1.488
Existence of cultural and historical motives (churches, museums, memorial sites)	50	2.40	1.278
Distance from the place of the residence	50	2.26	1.426

Legend: *N – Number of the respondents; **M – Mean value; ***SD – Standard deviation

Table 2: The strongest and the weakest motivators for arrival of the tourists at AEF “Vlasina”

Having in mind that majority of the respondents are domestic tourists, from surroundings cities, it is not surprising that recognizability of this AEF on the tourist map of the entire Serbia and local gastronomy (which is everyday part of their diet), do not have greater significance in making a decision to stay within the AEF “Vlasina”. However, it is a real surprise that motivator “*There is an adequate transport connection within the AEF “Vlasina” (traffic accessibility and infrastructure facilities)*” is in the group of those with less importance. This can be interpreted in two different ways. The first is a view that such construction could disturb the natural and landscape values of this area, or that these tourists are highly-aware of sustainability and ecological importance of the AEF. The second is that they were evaluating the current state, or they did not understand the statement in the right way.

Furthermore, t-test of independent samples was applied in order to provide comparison between the opinions of two groups of the respondents, according to their gender structure. Among the statements in which there is a large difference in the level of significance ($p < 0.05^6$), lower mean values were represented among the female respondents and this refers to the following motivators:

1. *Richness of the natural motives* (the lake Vlasina, floating islands, mountains Vardenik and Čemernik) ($M = 3.96$), ($p = 0.000$; $t = 3.964$; $df = 48$),
2. *Natural environment, the aesthetics and landscape values of entire AEF “Vlasina”* ($M = 4.07$), ($p = 0.001$; $t = 3.661$; $df = 48$),
3. *Search for a new excitement and experiences in the nature* ($M = 3.58$), ($p = 0.027$; $t = 2.279$; $df = 48$).

The other 20 motivators didn’t show statistically significant differences in attitudes between the male and female respondents.

In the end of the questionnaire, respondents were asked to round one number from 1 to 10, which will express their overall satisfaction with the tourist value of AEF “Vlasina”, taking into account their overall impression. The obtained results showed that the largest number of the

⁶ p – significance levels, taking into consideration those claims with $p < 0.05$
df – degree of the freedom, $df = N - 2$; N – total number of the respondents
t – test statistic - can be with a positive (+) or negative (-) sign

respondents answered with 8, which shows that they are quite satisfied with their staying within AEF “Vlasina”. In the field researches, throughout direct interviews with the respondents, it could be realized that majority of the respondents shared the general opinion that: “*The natural values and the beauty of the AEF “Vlasina” overcome all of its material deficiency*”.

3.2. Attitudes of the local population regarding the AEF “Vlasina”

Beside tourists, this research also involved the local residents from the following settlements: Vlasina Rid (49 out of 52 respondents, making up about 94% of the total sample), Vlasina Stojkovićevo, Vlasina Okruglica and Crna Trava⁷. The age structure of the respondents is between 16 and 82 years, with majority of the group with over 50 years. According to the respondents’ profession, the most of them were pensioners (20 of them - 38.5% of the total number of the respondents).

The majority of the respondents among the local population have a secondary education degree, almost 60% of the total sample, while only six respondents (11.5%) have a faculty degree education (based on observation on the field these people are already pensioners and they consider themselves as members of the local population, although they are actually weekend tourists – explained in methodology section).

For the purpose of the research, it was important to examine how many of local population have a catering, or accommodation facility, and accordingly to that, the questions have been formulated. The research results showed that only five out of 52 respondents own an object for providing the accommodation services, while only three respondents provide food and beverage services or have a commercial object⁸.

In order to compare the opinions and the importance of certain motivators for tourists during their visits to the AEF “Vlasina”, the similar items were used within the survey with the local population. Table 3 is representing five out of the 29 given answers of the local population (with the highest and the lowest mean values).

Interesting results that have been reached are that the tourist’s motivators and the opinion of local population about them (the pleasure of the tourists, during their stay at Vlasina Lake) have almost completely coincided.

There are also overlaps on their attitudes regarding the least important motivators, such as: “*Existence of adequate transport network within the AEF “Vlasina”*”, “*Existence of cultural and historical values as important and attractive motives for visiting this area*”. Majority of the local population consider that there is nothing interesting about the cultural and historical values in the vicinity that could be presented to tourists. Another similarity was identified for the motivator “*Existence of accuracy and adequate information in the media and within the Internet*”. Therefore, these items are not so important for tourists when making a decision to visit this AEF, while the local population characterized the same items as not important during their stay within the AEF “Vlasina” (Table 2 and Table 3).

⁷ According to the 2011 Census, there were 467 inhabitants within the Vlasina Plateau in the following settlements: Vlasina Rid, Vlasina Okruglica and Vlasina Stojkovićevo.

⁸ On the field it has been noticed that this type of objects are a mixed-goods stores, with a modest range of products. The same respondent provides accommodation and catering services (mainly a bed and breakfast, which is realized especially on the request of tourist).

Items (attitudes of the local population)	N*	M**	SD***
Natural environment, aesthetics and landscape values of the AEF “Vlasina” are unrepeatable for tourists	52	4.81	0.445
The lake Vlasina represents the most interesting/the most visited touristic value of AEF “Vlasina”	52	4.67	0.706
Richness of natural motives (The lake Vlasina, floating islands, mountains Vardenik and Čemernik) are the most attractive for tourists	52	4.67	0.760
Socializing and traveling with friends/family is important for tourists	52	4.60	0.634
Tourists feel safe and secure within the AEF “Vlasina”	52	4.48	1.057
Popularity of this AEF is high on the foreign market	52	2.87	1.372
Adequate information is provided in the media/on the Internet	52	2.48	1.196
Tourists have developed ecological awareness on the importance of the AEF “Vlasina”	52	2.35	1.186
The existence of cultural and historical motives (monuments, churches, museums) in the vicinity of AEF “Vlasina” are equally attractive to tourists as well as the natural motives	52	2.33	1.004
There is an adequate transport connection within the AEF “Vlasina” (traffic accessibility and infrastructure)	52	1.79	1.109

Legend: *N – Number of the respondents; **M – Mean value; ***SD – Standard deviation

Table 3: Five the most important and five the least important attitudes of the local population regarding the tourism resources within the AEF “Vlasina”

Natural values and beauty of the environment, first of all Vlasina lake, are cited as the most attractive motives for staying within the AEF “Vlasina”, in which attitudes between two categories of the respondents (tourists and the local population) are the same again. The research results that showed such overlaps, are pointing to the fact that the local population can be good in: gaining the satisfaction among the tourists during their stay within the AEF “Vlasina”, recognizing their needs and wishes, which further implies and suggests that there is an evidenced interest and sympathy of the local population towards tourists and towards the general development of tourism in this area.

As well as in the case of analysing the tourists’ motivators, t-test was also conducted on the sample of the local population, in order to compare the opinions between two groups of the local respondents (males and females) in terms of individual parameters given in the Likert’s scale, i.e. to determine if there is significant statistically difference in opinions between the local population of male and female.

There are only two statements with an obvious difference in the level of significance ($p < 0.05$). The lowest mean value in the first statement was given by the female respondents and this refers to the following attitudes:

1. *Natural environment, aesthetics and landscape values of the entire AEF “Vlasina” are unrepeatable for tourists* ($M = 4.56$), ($p = 0.007$; $t = 2.828$; $df = 50$)
2. *The local population has developed awareness on the significance of development of tourism within the AEF “Vlasina”* ($M = 3.06$), ($p = 0.004$; $t = -3.016$; $df = 50$).

In other 27 statements – attitudes, there were not significant differences between the male and female group of the respondents in the category of the local population.

4. CONCLUSION

One way to enrich the tourism offer and bring the nature closer to tourists is a construction and marking of bicycle paths, better marking of the existing hiking trails, as well as construction of the walking promenade next to the lake. On the basis of conducted interviews with tourists, these contents are recognized as contents of great importance for further improvement of tourism offer within AEF "Vlasina".

It would be important to make interviews with tourist businessmen that operate within the AEF "Vlasina" in order to provide the basic information on their further plan for tourism development. Thus, it is important to take into account the consideration the opinions of all relevant subjects, including the tourists and the local population. Joint participation of all stakeholders is very important for creating an integral tourist offer within AEF "Vlasina".

According to the field research, there has been noticed that there was an auto – camp in the function within the AEF "Vlasina" two years ago. Renovation of the camp with better communal equipment could bring tourists closer to the nature. Some of the next steps in the research should be testing the possibility for reopening and further equipping of the camp.

Limitations that occurred in this research are related to unclear status of the inhabitant who is staying in the AEF "Vlasina" for more than four months a year, who cannot be classified as weekend tourist, but who is declared as resident of the AEF "Vlasina". Recommendations for the further researches are to do another interviewing with this group and bring them to a different status.

The general conclusion is that obtained data should not be generalized. The researcher's recommendation is to repeat this research, necessarily during the peak of the tourist season when both, foreign and domestic visitors, are more numerous within the researched region (in this way, structure of the sample will be more representative and more heterogeneous in term of the respondents' socio-demographic characteristics). By repeating such a research during the several tourist seasons, further possibilities for the tourism development should be the main goal of research. In addition to the sports-recreational, swimming and excursion tourism, in the future it is possible to expect development of many other types of tourism.

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