

POSSIBILITIES FOR THE DEVELOPMENT OF ECOTOURISM IN PROTECTED AREAS OF WESTERN SERBIA

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Abstract: Sustainable tourism is an important element of modern tourism, which are strictly controlled by the impact of tourism on the environment. Balanced ecological, economic and socio-cultural components of tourism are therefore more frequently mentioned in the programs and strategies of tourism development. Sustainable tourism is particularly applicable to the development of tourism in the category of protected natural areas. These natural systems (national parks, nature parks, nature reserves and natural monuments) are all interesting areas for various segments of the tourist. Typically, this is ecotourism - a modern form of tourism in which through education, volunteering, learning about nature, we help protect and preserve nature. Tourism development in protected natural areas is particularly sensitive, and as such it involves the determination of carrying capacity, limits of acceptable changes, environmental impact assessment, tourism zoning and designing codes of ethics that would help tourists to coordinate their activities with the values of the environment

Keywords: sustainable tourism, ecotourism, protected areas, tourism potential

Introduction

The concept of sustainable tourism includes the ecological, economic and socio-cultural development of tourism. Optimal use and conservation of natural resources is a key factor in the development of tourism while maintaining essential ecological processes. Sustainable tourism involves the conservation of cultural heritage and traditional values in terms of long-term economic activity of the population. Protected areas of Serbia are its main environmental and tourism potential.

According to the Law on Spatial Planning of the settlements in Serbia protected areas are the space of protected natural area. "Protected natural area is well preserved nature of the natural rarities and forms for which it has a permanent

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ecological, scientific, cultural, health, recreational and tourist importance and as area of a common interest is entitled to special protection."² Natural resources, that the provisions of the Law on the Protection of Environment place under the protection are the National Park - an area with high levels of natural ecosystems in terms of conservation, the complexity of the material and bio-geographical characteristics, with various forms of flora and fauna, representative physical-geographical phenomena and historical values.

The following is a Nature Park - an area of well-preserved natural properties of water, air and soil, prevailing natural ecosystems and without degraded major changes in landscape character; area of exceptional importance - a relatively small area of colorful landscaping features, undisturbed primary value of the landscape character with the shapes of traditional ways of life and cultural heritage, and also protected environs of immovable cultural property. Natural reserve means the original or slightly modified part of nature, and of the particular characteristics of the composition of plant and animal communities; special nature reserve - the landscape in which are one or more natural resources to be protected expressed or natural phenomena that should be monitored and directed. Natural monument is a natural object or phenomenon, physically distinct and clearly defined of representative natural features, typically striking or unusual way of appearance, as well as botanical value formed by human labor (individual trees, alleys, parks, botanical gardens, etc.), if it has a special significance.

Context research

Attractiveness of protected areas in Western Serbia is reflected in the well-preserved natural ecosystems, representative geomorphological, hydrographic and botanical features of important recreational opportunities. Arrangement of natural and anthropogenic tourist values indicates a narrow concentration in areas that are most commonly found in transit tourist routes (Bjeljac, 2001). In protected areas, it is possible to develop different forms of sustainable tourism in accordance with the prescribed regime of protection.

In Western Serbia, there are a number of outstanding natural values (mountains Tara, Zlatibor, Zlatar, Golija, caves, speological objects, canyons and gorges, streams, springs and lakes, and relict plants and animal species. Significant anthropogenic motives (archaeological sites, monasteries, medieval forts,

²The Law on Environmental Protection, Article 13, Paragraph, 13: Official Gazette of the Republic of Serbia No. (66) /1991

monumental heritage, folk art) form part of the tourist attractions. Number of people participating in various forms of tourist movement is growing, and in spite of significant positive developmental effects, this region suffers negative consequences. Negative impacts of tourism can be particularly devastating in protected areas nature, which often is authentic ie. the way it was when it formed. Tourism in Western Serbia has to provide economic, social and cultural development in accordance with the regulations on environment protection. Excessive number of tourists usually results in damage and the complete devastation of space. Tourism development must be sustainable in order to obtain protected areas for future generations. This can be achieved in a way that certain modes of protection prevent harm to the environment and natural curiosities. Current trends in European tourism, highlight the preserved natural environment and sustainable development, but also long-term positive trend in demand for specific experiences and the experiences of indigenous areas. Ecotourism development should combine the most attractive tourist programs of more protected areas. The absence of ecotourism development strategies and appropriate environmental and social policy requires the inclusion of ecotourism in the protection program with its emphasis on environmental sustainability.

Ecotourism development model is a crucial step in defining strategies of ecotourism in Western Serbia. We propose that an integrated approach to the management of natural resources and the development of ecotourism is based on a commitment to balance the need to protect nature and the needs of local communities in a best possible way with the actual circumstances of the economy use. The initial model of financing conservation activities includes the establishment of economic instruments, ie. financial mechanisms for investment in environmental protection and the creation of conditions for the use of protected areas by tourists. Inter-sectorial partnerships to develop key resources through the common interests of the public, business and nongovernmental organizations requires development and spatial development plans in cooperation with tourism organizations and other relevant stakeholders. It is necessary to establish a broad communication management of protected natural areas with all relevant actors through all the levels and types of activity. Promoting ideas and plans for the development of ecotourism in protected areas of Western Serbia refers to the implementation of guidelines for its successful eco certification.

The theoretical framework

The emergence of ecotourism in the world of 1980s of the last century was a different behavior of tourists, the need for a more humane approach, spiritually enriching personal and purposeful relationship to natural and anthropogenic tourist values. The term ecotourism was formulated in 1983 by Hector Ceballos-Lascurain and he introduced two of the three key criteria of ecotourism: natural attractions and educational motivation. He considers cultural attractions as well as secondary tourist attraction, so that ecotourism is not limited only to the natural values (Wiever, 2006). The third criterion, environmental and social sustainability has subsequently been introduced and defines ecotourism as responsible travel to natural areas that preserve the environment and improve the well-being of the local population (Epler-Wood, 1991). Appropriate for this research is the definition of ecotourism that it is travel to sensitive, pristine, and usually protected areas that strive to be low impact and (often) of small scale. This helps the education of visitors providing funds to protect, directly benefits the economic development and political empowerment of local communities and encourages respect for different cultures and for human rights (Honey, 2008).

Ecotourism has the potential to create positive environmental and social impacts, provided that it resolves the core issues of their existence, the provision of social inclusion, partnership commitments of the participants in the ecotourism process and control of influence (Epler-Wood, 2002). Ecotourism made equal by a large number of people to sustainable tourism. There is a consensus around the fact that ecotourism is the best way to help the local people and protected areas in developing tourism. It is an ideal component of the strategy of sustainable development, where natural resources can be used as a tourist attraction, without causing harm to protected areas.

For complete success of certain ecotourism initiatives there are key elements of the following:

- Low impact on natural resources in protected areas,
- The inclusion of stakeholder partners (stakeholders): individuals, communities, eco tourists, tourism organizations and government institutions during the phase of planning, development, implementation and control
- Respect for local culture and traditions,
- Generating sustainable income for local communities and other stakeholders,
- Generating revenue for the conservation of protected areas and

- Educating all stakeholders about their role in the protection of natural resources (Drumm, Moore, 2005).

Differences in access to three key criteria: the ratio of the attractive natural resources, education and motivation environmental and social sustainability differentiate two different types of ecotourism. The first can be described as a comprehensive model that requires a holistic approach to nature conservation. It has a tendency in the true sense to the ideal type of sustainable tourism. Minimalist model, opposite to it, is on the borderline of sustainability and represents a superficial approach to protected areas. The division on the overall and minimalist approach is the recent phenomenon in the literature. The difference between "hard" and "soft" dimension has long been established as a theoretical, but also as an empirical design. These two comprehensive typology/minimalist) and hard/soft ecotourism are fundamentally different. The first is based on a holistic, easy access, improvement and the sustainability of the status quo, while the other is more focused on the typology of market characteristics and experiences of tourists (Weaver, 2006).

The tourist destination is the basic unit on which all the complex dimensions of tourism are based. Eco destinations are usually protected areas with natural features and rich biodiversity, but may include relatively altered rural area. The tourist destination is simplified and can be seen as a tourist product which in certain markets competes with other products (Keller, 2000). Success of destinations is more and more determined by degree of balancing economic, social, environmental and cultural factors. Ecological environment is a key factor in the value of any tourist destination. Protection and rational use of space, as well as its improvement is the most important foundation of sustainable tourism policies in developing tourist destinations.

Protected areas of Western Serbia

National Park Tara covers most of the Tara Mountain in the western part of Serbia, encompassing an area of 19,175 ha. It was declared a National Park in the 1981 and the care for the most beautiful part of the mountain has been entrusted to the Public Company National Park Tara. Very specific geographical location of Tara, complex geological structure, morphology of the terrain, hydrology and climate characteristics affected the wealth of its flora and fauna. Tara National Park area is 80% forest ecosystems have been thousand plant species discovered more than a 34 forest and 19 meadow communities. Large number of them are endemic species, but the most attractive is the Pančić's spruce (*Picea omorika*), tertiary relic whose native habitat is Tara Mountain. In

addition to the significant Pančić's spruce there are Turkish hazel (*Corylus colurna*), yew, common holly, Balkan-Dafne, Derventan's knapweed, fern rebrača, peony and others. Than 251 types of mushrooms that grow on this mountain only three are poisonous. On Tara there are 53 species of mammals recorded, representing 56% of the total of 94 species living in Serbia, including the attractive brown bear, chamois, deer and others. The best-known species, which may be said to be a symbol of the invertebrate fauna Tara endemic relict Pančić's grasshopper (*Pyrgomorphella serbica*). Of 135 species of birds, 43 are migratory, especially ones there are the most endangered species such as eagles, hawks and other natural cleaners. In waters of National Park there are 40 species of fish the most famous of which are mladica, grayling, catfish, carp and others. This resulted in the fact that National Park Tara has ten reserves, five natural monuments, six immovable cultural property, two hunting - breeding reserves and one hunting - scientific reserve divided into three zones of protection. The most notable are: Zvezda, Crveni potok, Karaula Štula, Crvene stene, Ljuti breg, Bilo, Podgorušica, Gorge Derventa, Račanska šljivovica, Brusnica i Pančić's spruce under Omar.

Tara Mountain with planned development, a rich cultural - historical heritage, a large number of vantage points, 18 hiking trails and 27 bike paths makes very attractive tourist destination, with excellent conditions for the development of different forms of tourism. Nature Park and Biosphere Reserve Golija was established in 2001 and covers an area of 75,183 ha as a Nature Park, and by decision of the Commission of UNESCO in the Man and Biosphere (MA) program it was declared a protected Biosphere Reserve Golija - Studenica an area of 53,804 ha. Geologic, soil, climate and vegetation conditions provide a rich hydrographic network. It is estimated that in this mountainous area there are some 200 rivers located and numerous springs, so that Golija plays a significant role of hydrographic hub of Western Serbia. Mountain Golija is the most forested mountain in Serbia, because the forest is 53% of the territory. Beech forests in particular are present, while some parts of the forest have a character of a rainforest. Peat in spruce forests were preserved as a specific and sensitive ecosystem. Golija with Tara Mountain is a tertiary flora refuge in Serbia and is important as a center of genetic diversity and ecosystem in the Balkans and in Europe. Floristic biodiversity of Golija builds about 900 taxa of flora. Special significance in the flora has endemic and relict species, and species that have become endangered. Among the preserved natural rarities stand endemic mountain maple species (*Acer heldreichii*), then Pančićeva bedrenica (*Pancicia serbica*), Adamić's thyme (*Thymus adamovicii*) which are of international importance for biodiversity conservation. In addition to significant natural resources which are the main reason for the protection of areas rich cultural -

historical heritage had important role so the famous medieval monasteries Studenica and Gradac, become part of the Park representing an important cultural and tourist resources in Western Serbia.

Nature Park "Šargan – Mokra Gora" includes Southeast surface of Tara (1544 m), northwest branch of Zlatibor (1359 m), Šargan Pass (1167 m), the valley Mokrogorska located in its southwestern foothills and valleys of Kremna. The total area of the Nature Park "Šargan - Morka Gora" is 10813.73 hectares on which protection regimes I, II and III are established. Degree of protection covered the territory of 359.66 hectares; strict protection level II covers the territory of 1179.78 ha, while third-degree protection regime covers the territory of 9274.29 ha. Nature Park "Šargan - Mokra Gora" expanded in 2008. Until then it was under a decree that this area belonged to the area of exceptional importance "Šargan - Mokra Gora" (lower level of protection) it included smaller area one that which now is the part of the nature park.

From a total of 722 species and sub-species of flowering plants and ferns of the region, 6.2% are endemic taxa. The largest number of endemic species belongs to the group of Balkan elements that do not exceed the limits of the Balkan Peninsula. Here you can find endemic relict cvakija (*Halacsya sendtneri*), Yugoslav bellflower, (*Edraianthus jugoslavicus*), Hajnaldova nevesika (*Athamantha haynaldi*), Hrvatska bresina (*Micromeria croatica*), Pančić's spurge (*Euphorbia pancicii*), Serbian onion (*Allium tenuiflorum*), runjika (*Hieracium gymnocephalum*), toadflax (*Linaria rubioides*) and others. There is also an alpine knapweed (*Centaurea alpina*), which belongs to the category of highly endangered species in Serbia. Limestone sections of Ogradenice are its only habitat in Serbia. Different types of habitat have caused the abundance and diversity of wildlife in Nature Park. Luxuriant nature, a lot of mineral water, cultural and tourist complex Drvengrad which is located on a hilltop Mećavnik, famous as a museum Šargan Eight - tourist narrow gauger railway and unique in Europe, the ski resort in Iver, authentic ethnic heritage, traditional hospitality of the local people and products, represent the potential on which the Nature Park "Šargan – Mokra Gora" is based underlying various forms of tourism. Most developed are picnic, convention, sports and recreational tourism, but in the process of development and environmental, agricultural, cultural and scientific educational tourism.

Uvac Special Nature Reserve is a protected natural reserve of great importance, natural area, which includes part of the Gorge Uvac, between the mountains Zlatar and Javor. At a place called Pavlović boat, Gorge of Uvac was first protected in 1971 with an area of 267 ha, while in 2006 Reserve was expanded

to 7543 ha. The special value of the canyon parts of the valley are trapped meanders, which are located upstream of the confluence Veljušnica and downstream to Kokin Brod. Some have meanders meandering angle of 270 degrees. Special Nature Reserve Uvac with Gorge of the Mileševka was ranked on a list of "important bird habitats in Europe" called "Uvac - Mileševka" due to the fact that in this region 71 species of birds were recorded. The biggest attraction is the reserve Griffon vulture (*Gyps fulvus*), one of two remaining species of vultures nesting in Serbia and the number of which with only 7 individuals, thanks to the enthusiasm of the people of this region has been increase and the protection given to about 300 individuals. So the colony of this unique species of birds becomes the largest in the Balkans and one of the largest in Europe. Caves of the Special Nature Reserve Uvac with natural state of the river and lake reservoirs, diverse habitats of endemic and relict plant and animal species, is of particular importance for biodiversity and geodiversity, and thus contribute to the development and promotion of tourism in the region of Western Serbia.

The Mileševka Gorge was declared a Special Nature Reserve on within area of 1235 ha. It is located between Jadovnik and Zlatar, and what makes it particularly attractive is feature of the canyon, which is characterized by wildness, cruelty, ruggedness and depth (in some places more than 300 meters), the sides of which almost vertically go down to the river bottom. Geographical location and climatic characteristics have influenced the Mileševka Gorge to be a refuge for rare plant species.

A natural monument Sopotnica waterfall is located in the valley of the river Lim, above the Mountain Jadovnik the municipality of Prijepolje. It was protected in 2005 and covers an area of 209 ha. Natural monument was placed under protection in order to preserve the morpho-hydrological values. Accumulated debris from the collapse of tuff and cascading water, shaped waterfalls of the unusual beauty, which at an altitude of more than a thousand meters represent natural rarity. Attractive nature and ethnic heritage with the planned development are becoming more and more a meeting place of tourists who enjoy an active holiday.

Stopića cave is protected as a Natural monument of the first category over an area of 62.8 ha and is located on the left bank of the river Prištavica, at an altitude of 711m, near the village Stopić, between the villages Rožanstvo, Sirogojno and Trnava, on the eastern slopes of Zlatibor. The first speleological research was done by J. Cvijić 1909 and 1913. Explored part of the cave is 1600m and is full of very rich cave ornaments. Stopića cave consists of three

important morphological elements: The main channel, Channels with travertine terraces and openings to the surface in the roof of a cave - daylight hole. A small part of the Hall of Light, Dark hall and Hall with a travertine terraces is decorated for visitors. This part of the cave is illuminated. Lights hall is also the entrance to the cave. It is 18m high, 40m wide and the main access road is 75m long. From Lights hall crossing a wooden bridge there's a Dark hall, which is 100m long, and it is the highest form of the underground cave. From here over a new wooden bridge there's the Hall of travertine terraces. Travertine terraces created layers of dissolved limestone are very attractive, because they form of a wall from which water is constantly overflowing. Right from travertine terraces the underground waterfall about 10m high is observed and it is called the Source of Life. Stopića cave belongs to the type of river caves with allogenic watercourse.

Northeast of the Stopića cave is a Potpeć cave in the village Potpeće at the foot hill (932m) of Drženička gradina. Periodical con flows out from it and under emerge the two springs, which together build the Petnica, right tributary of the Đetinja. The cave explored by J. Cvijić, J. Žujović and R. Lazarević, who prepared the plan of its tourist organization. The total length of the canal system of halls is estimated at about 8km. It was explored and arranged for tourists in a length of 555m. The entrance to the cave, 50m high, 12m wide at the bottom and 22m at the top is highest cave entrance to the cave halls in the Balkans. In the cave halls there are very attractive cave ornaments, of which special attention draws a group of jewelry known as Snow White and the Seven Dwarfs, then Don Quixote, Monument and Nevestin's veil. Particularly attractive is the Gallery of young researchers at the beginning of which is Cvijić hall with a group of stalagmites that are known as Cvijić and speleologists, then Hall of Macaroni, Coil, Palm in potted, Beehive, and Uncle and son's children and other.

Table 1. Protected areas of Western Serbia³

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------------------------------------|------|-----|---|------------------------------------|--------------|--|
| Tara | | NP | Bajina Bašta | | 19.175 00 00 | JP NP Tara, Bajina Bašta |
| Golija | | PP | Kraljevo, Raška, Novi Pazar, Sjenica | | 75.183 00 00 | JP Srbijašume, Beograd |
| Forest Park Ivlje | PnPL | | Nova Varoš | Drmanovi ći | 65 00 00 | |
| Mileševa River Gorge | RPP | | Prijepolje | Kosatica, Hisardžik, Sedobro | 456 06 45 | |
| Šargan – Mokra Gora | | PP | Užice, Čajetina, Bajina Bašta | | 10.813 73 00 | Nature Park Mokra gora d.o.o., Mokra Gora |
| Tesne jaruge | StPR | | Bajina Bašta | Zaglavak | 02 92 00 | |
| Iznad Tatalije | StPR | | Bajina Bašta | Zaglavak | 02 16 00 | |
| Uvac | | SRP | Nova Varoš, Sjenica | | 7.543 00 00 | Reserve Uvac, Nova Varoš |
| Čalički brook | StPR | | Požega | Tometino polje | 02 57 00 | |
| Velika peć- Vražji vir | StPR | | Požega | Tometino polje | 28 64 00 | |
| Ravništa | StPR | | Prijepolje | Milošev Do, | 138 45 00 | |
| Paljevine | StPR | | Sjenica | Kaćevo | 04 50 00 | |
| Gutavica | StPR | | Sjenica | Kladnica | 09 54 00 | |
| Zelenika 1 | StPR | | Užice | Ugao | 00 12 00 | |
| Forest Park Ribnica | StPR | | Čajetina | Stapari | 12 54 00 | |
| Bjeluška intermittent source | | SP | Arilje | Ribica | 02 45 17 | Municipal Government of Arilje |
| Cave Bukovik | PS | | Nova Varoš | Ljepojević i | | |
| Potpeć cave | | SP | Užice | Potpeć | 19 60 00 | TO Užice |
| Stopića cave | | SP | Čajetina | Trnava, Rožanstvo | 65 82 52 | TO Zlatibor |
| Klokočevac | | SP | Kosjerić | Drenovci | 00 64 00 | JP Srbijašume |

³ Name of the protected area according of Law on Nature Protection until 1991

NP - National Park, RPP - Regional Natural Park, PnPL - The area of outstanding natural beauty, STPR - Strict Nature Reserve, PS - Natural Monument, MPS - Memorial natural monument, PPNKD - Natural area around an immovable cultural property,

Name of the protected area according of Law on Environmental Protection since 1991

NP - National Park, PO – Park Nature, PIO - area of exceptional importance, SRP - Special Nature Reserve, SP - Natural Monument

Possibilities for the development of ecotourism in protected areas of western Serbia

| | | | | | | |
|---|-------|----|---------------------|---|---------------|---------------------------------|
| Monastery Mileševa | PPNKD | | Prijepolje | Mileševo [Sedobro, Kosatica, Hisardžik] | 289 69 00 | |
| Kadinjača | MPS | | Užice, Bajina Bašta | Stapari, Zaglavak | 52 77 61 | |
| Old village in Sirogojno | PPNKD | | Čajetina | Sirogojno | 25 24 00 | |
| The Sopotnica waterfalls | | SP | Prijepolje | Sopotnica | 209 34 00 | PD Kamena Gora, Prijepolje |
| Hadži-Prodan Cave | PS | | Ivanjica | Rašići | | |
| The group of eight Turkey oak trees | PS | | Ivanjica | Bedina Varoš | | |
| Tree of pine Lira | | SP | Nova Varoš | Draglica | 00 00 77 | JP Srbijašume |
| Tree of Bosnian pine in the village Senište | | SP | Nova Varoš | Senište | 00 02 16 | JP Srbijašume |
| Visibaba — English oak tree | | SP | Požega | Visibaba | 00 11 05 | JP Dir. of Construction, Požega |
| Tree of English oak Ljutice | | SP | Požega | Tvrđići | 00 05 10 | JP Srbijašume |
| Tree of English oak – Bele vode | | SP | Požega | Glumač | 00 05 31 | JP Srbijašume |
| Tree of Turkey oak Počeča | | SP | Požega | Gorobilje | 00 04 52 | JP Srbijašume |
| The group of five trees | | | | | | |
| English oak — | PS | | Požega | Rasna | | |
| Draganovac | | | | | | |
| Tree of sessile oak Debela granica | | SP | Užice | Ribaševina | 00 01 13 | JP Srbijašume |
| Tree of Turkish hazel | PS | | Užice | Užice | | |
| Three trees of pine trees | PS | | Čajetina | Dobroselica | | |
| Turkish hazels on the square of St. | | SP | Užice | Užice | 00 03 65 | JKP Bioktoš, Užice |

| | | | | |
|--|-----|-----------------------------------|----------------|--------------|
| Sava Zaovine, in the process of launching | PIO | Bajina Bašta | | 5.593 61 00 |
| Zlatibor — in the process of launching | PP | Čajetina, Nova Varoš, Užice | | 32.174 00 00 |
| Spring of Mali Rzav — in the process of launching | PIO | Arijlje, Ivanjica | | 3.357 46 00 |
| Gorge Đetina , in the process of launching | PIO | Užice, Čajetina | | 865 24 65 |
| Kamena Gora, in the process of launching | PIO | Prijepolje | | 7.808 65 00 |
| „The St. Pine tree“ on Kamena Gora, in the process of launching | SP | Prijepolje | Kamena Gora | 00 02 59 |

Legend: 1 – Name of protected area (ZDP), 2 – Type of protected area (ZDP) on the basis of Law on Nature Protection from established Bureau since 1948-1991(1), 3 - Type of protected area (ZDP) on the basis of Law of Environmental Protection from 1991(2), 4 – Municipality/City, 5 – Cadastral municipalities, 6 – Area (ZDP) in ha | a | m², 7 – Caretaker ZDP

The research results

Development trends of sustainable tourism and nature conservation in protected areas of Western Serbia are insufficient. Under the influence of economic development, transportation and urbanization, protected nature is barely maintained, ie. preserved nature is declining steadily. Due to the general pollution of air, soil, water and waterways, overcrowded cities, major urban and industrial noise, lack of space, there is growing population, need for rest and recreation. The unfavorable conditions of life in the urban environment cause people to fulfill their needs in the areas of preserved and protected nature. These recreational and tourist activities put additional pressure on natural resources. On the other hand, the main goal of nature is to provide permanent protection and preservation of the most valuable parts of nature, especially complex and

landscape attractive landscapes and ecosystems, rare and interesting natural objects and phenomena, as well as rare species for the purposes of science, education, recreation and tourism. In determining the purpose and extent of use of those parts of nature, the activities and interests of protection of nature and tourism become the same ones. If the environment is closer to the original and of a more complex morphogenetic and ecosystem structure, the more attractive is the motive of tourist visits. It is also important to permit construction of small-scale in the preserve environment intended for tourism on a strictly defined locations so that due to rapid construction of the most attractive areas there is no degradation and impoverishment of the tourism environment. It is necessary to determine the scope of construction and a total load capacity of space up to a tolerant capacity of environment, through which, irreversibly, the ability to maintain the ecological balance of nature is lost..

Ecotourism is a form of recreational tourism, which is the main motivation for travel - tourist visits and stay in a protected and preserved nature, and preserved rural areas, an aim far the visitor to relax in nature and carefully preserve and explore it (Nikolić, 2006). It is necessary to point out that we can isolate two ecological types of tourism development ecotourism two types of the focus of tourism.

The first is related to tourism in protected natural areas where the focus of tourism is on tourist visits and planned activities, and the tourist construction strictly defined and peripherally located. The second type is the sustainable development of ecologically preserved nature reserve, which is planning to develop tourism. The first type is based on the regulations and is to be revered, while other allows a higher concentration of tourism construction, but with respect to the concept of environmental protection in tourism.

However, every citizen is free to initiate the preservation and protection of nature and their environment, to be socially engaged and pooled into appropriate forms of activity. In all modern developed societies, as well as in ours, to protect nature and the environment is regulated by a number of regulations adopted by a government institution.

Extent of protected areas in Serbia makes 6% of the total territory and by a long-term plan of nature protection, and the Regional Plan of Serbia it is planned that about 10% of the area is a protected area, with the tendency to increase, in line with EU regulations. Extent of protected areas in Western Serbia is significantly higher than the average of Republic speaks for which the attractiveness of the

area if it is known that the natural attractiveness is main motive of tourist visits to an area.

Tourist Organization of Serbia, as well as local tourism organizations should play a key role in the initiation and promotion of ecotourism development models, and initial training of the local population. Ecotourism development encroaches in many areas and depends on the decisions of various sectors of the public administration. Serbia should always follow good practices of European and worldwide destinations, documents of EU and UN about ecotourism. It is necessary to turn to the work of international forums dealing with issues of ecotourism, which should result in better positioning of natural resources in western Serbia as a destination for ecotourism.

Conclusion

In the area of West Serbia Region there are 37 protected resources, while six are in the process of making laws for the protection. The system of nature protection of this area is characterized by the dynamics of the process of protection of natural resources that takes place through processes of continuous monitoring of the situation in which it is located. This process is expertly managed by the Institute for Nature Conservation of Serbia, which is responsible for the audit of the status of each natural resource. Protected areas of Western Serbia cover planned activities revision of the current situation, which will contribute to their better protection in the future.

Along with the implementation of the prescribed measures and procedures for the protection of natural resources, we need more intensive presentation in the public, so that scientific, educational and tourist values that characterize them are more accessible to visitors with different needs and interests. It is necessary to observe the development plans of the region relating to the protection of nature, and in accordance with the needs of tourists. We should enable the construction and development of a number of resorts, recreation centers, visitors centers, gazebo, eco camping, walking and cycling trails, encourage rural tourism development, but also pay attention to the active participation of local people in care procedures and management of existing natural resources.

Protected areas, ie. their educational, scientific and tourist values must be more accessible to visitors, but in a proper way, because you should always put the emphasis on conservation.

Most protected areas are part of the overall tourist offer of the region, and education of the local population can be achieved if they adequately manage existing natural resources, with some financial benefits which would be achieved through various forms of tourism business

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