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THE CONDITION AND POSSIBILITIES OF DEVELOPMENT RURAL TOURISM IN MOUNTAIN PART OF VOJVODINA PROVINCE

Abstract: The subject of this paper is the inventory and classification of functional values of relevant conditions and factors, with the emphasis on fundamental resources, comprising natural and social tourist attractions, which stand in immediate connection with the rural tourism in mountain part of Vojvodina province, on the case study of settlement of Gudurica (in Panonic part of Serbia); as well as establishing possibilities and strategies for the development of the settlement as an eco-rural tourist destination.

The goal of the paper originates from the contemporary trend of eco-rural tourism in the world and excellent conditions for its development in Gudurica. Assuming the fact, that such realization has failed, the paper offers directions based on potential resources, i.e. the strategy of eco-rural tourism development, and indicates the specific features and significance for demographic and economic recovery of the village.

The basic tasks of the paper are based on the inventory and qualitative approach to tourism valorization of Gudurica as a potential eco-rural destination. The tasks consist of the following: the selection and evaluation of functional values of natural resources of the environment; the classification of cultural and historic heritage values from the exploitation point of view concerning the needs of eco-rural tourism foundation and development; the development of the receptive base of ecotourism; the conservation and reconstruction of objects which are the key features of the continuity and development of tradition; the initiation of eco-rural tourism on family farms, public objects with preserved rustic elements, as well as households built according to contemporary building concepts (secondary importance); the concept of various and dynamic tourist offer; the highest utilization of complementary environment values; and the unification of eco-rural tourism with industrial activities, branches, groups, and sub groups of activities which with its authenticity and tradition make a constituent part of tourism in general.

Key words: Vojvodina, rural tourism, Mountain of Vrsac, Gudurica

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Introduction

The paper studies the relevant conditions and factors, with the emphasis on the so-called basic resources which form natural and social tourist attraction of with the rural tourism in mountain part of Vojvodina province, on the case study of settlement of Gudurica, and explores possibilities and strategies to turn this settlement into an eco-rural destination.

The paper results from the current position of eco-rural tourism in the world and favourable conditions for its development in Gudurica. It also renders the strategies of development of eco-tourism on potential resources and points to its specific features and significant role in demographic and economic recovery of the village.

The basic goals of the paper are based on inventory and qualitative approach to tourist valorisation of Gudurica as a potential eco-rural destination.

Basic notion of eco-rural destination

Working definition of eco-rural destination which will serve as the basis of relevant indicators and sub indicators for the explanation of such destination, is reached by combining definitions of the following terms: destination (Encyclopaedia of Tourism, 2001), eco tourism (IUCN, 1996), and rural tourism (Popesku, 2002).

Eco-rural destination is a larger area functioning as a unit, which builds its tourist identity on the concept of cumulated attractions, which combine the experience they offer and appropriate infrastructure, and represent the area of intensive tourist gathering. Such destination, an preserved region of nature, receives visitors who get pleasure from the nature and respect the nature and cultural objects of the present and past. It also promotes preservation of the nature by receiving little influence of visitors and thus provides useful and active social and economic engagement. Tourists, who come mainly from urban regions, define the rural character of the destination primarily according to the level of traditional social structures as well as general social values which are not present in urban centres. First of all, rural areas are supported by strong feeling of coexistence, local instead of cosmopolitan way of life, which is "slower", less materialistic and less complicated in comparison to urban areas.

According to this, eco-rural tourist destination comprises higher concentration of preserved attractive resources in the area which enable functional orientation

in tourism. It is visited by the tourists who respect the nature and rural environment, which differs from the urban one by its simplicity in the way of life, thus being more attractive to urban people.

Factors of establishment and development of eco and rural tourism

Tourism development in the country, the unpolluted environment, with its prominent individualization of tourist demand and its direction towards non-standard tourist products, represents one of the basic applications of such concept of tourism development.

Nowadays, eco and rural tourism in Europe and in the world is the result of the prevailing tendencies in tourist demand:

- psychological and physical refreshment of urban people by travelling through the areas which differ geographically (tourist travels from low land to mountains, from towns to village, etc.),
- trend towards the experience in connection with cultural and historical heritage and preserved nature,
- “green” movement or tourism which is also called alternative, “soft”, “good” or “new” tourism refers to tourism in the country. Primarily, it implies pure water, healthy food and unpolluted air, i.e. it is environment friendly,
- demand for the places, events and experience with prominent identity and differences,
- demand for village (rural) and agro tourism, which implies stays in different accommodation types (not only in rural households) and activities such as sport, adventure, challenges, manual work, etc. (Popesku, 2002).

It would be correct to classify rural tourism as the form of tourism connected with “special interests”, which oppose to mass form of tourism, i.e. “arranged travels”. Thus, rural tourism is complementary to other forms of tourist offer, i.e. tourist product. The problem arises in defining, i.e. quantifying rural tourism (turnover, profit, etc.) which demands detailed approach to differentiating factors of rural tourism compared to other forms of tourism.

One of the approaches, which may contribute to defining rural tourism in comparison to other forms of tourism, implies observation of rural tourism in correlation with the surroundings. The experts highlight that the following parameters should be taken into account:

- population density and size of the settlement,
- the way of using the soil,
- form of economy and
- traditional social structures.

According to its features, Gudurica has preconditions for being turned into an eco-rural tourist destination. First of all, it is underdeveloped rural area with traditional agricultural production of small scope. Urban population defines the rural character of the destination primarily according to the level of traditional social structures. A rural settlement of Gudurica is characterized by the population which has a strong feeling of coexistence, local instead of cosmopolitan way of life, which is “slower” and less complicated in comparison to urban areas.

Natural conditions for rural tourism development in Gudurica

Gudurica is situated in Vojvodina, southern Banat, occupying traditional agricultural area. It is one of the most important villages in the municipality of Vrsac. It had the largest population (2.812) in 1890, and it is still among bigger villages in the municipality with the population of (1.267) in 2002. The village of Gudurica is built on the left side of the Markovacki brook valley – the central part of the settlement is 117 m altitude. The fact that Gudurica on the contact point of piedmont and abrasive terrace, renders certain physiognomic and functional specific features. Through the middle part of Gudurica area, from the southeast to northwest, there is the valley of Markovacki brook, which offers special landscape and ambience value (Bukurov, 1950). The analysis of the position of Gudurica and other settlements in the area may raise the question of justification of tourism development, because this area is far from regional road lines, sometimes called “appendices of Banat”. However, eco and rural tourism does not demand modern and busy traffic lines. It is sufficient that there is a solid asphalt road to reach an eco-rural destination. Otherwise, it would be considered too urban and unattractive for prospective tourists coming from the urban areas.

The climate of this area is not the factor which may jeopardize tourist activities, although there are periods of unfavourable climate conditions (drizzle of long duration or strong winds). But there are also the weather conditions when it is a real pleasure to spend time on the hills, meadows or vineyards. Mean winter temperature is 1.5 °C, mean spring temperature is 11.5 °C, mean summer temperature is 20.8 °C, and mean autumn temperature is 12.3 °C. The prevailing wind is Kosava, then the winds of southern, eastern and north-eastern direction.

The area of south-eastern Banat is the windiest part of Vojvodina. The wind Kosava which has the largest mean velocity dominates during all four seasons. During hot summer days it produces cooling effect, whereas in colder periods of the year it brings clean and cold air, making them “healthy periods of the year”. Vicinity of forests on the slopes of the Vrsacke Mountains influences micro climate specific features, especially in summer when cooler air from that area reaches Gudurica. Other climate elements can not significantly jeopardize eco and rural tourism. During the warmer period of the year climate conditions are favourable (humidity in summer 67-68 %, cloudiness 4.3, daily sunshine about 9 hours, and annual sunshine 2.050 hours). Mean annual precipitation is about 660 mm (highest in June 86 mm and lowest in March 32 mm) whereas during vegetation period there is about 400 mm or 60 % of the total precipitation, what is significant for agriculture (Bugarski, Tomic, 1987).

Being situated on the slopes of the valley, above alluvial plain of Markovacki broke, Gudurica is safe from high level of ground waters, although there might be certain problems with old buildings and streets where the drainers are neglected during rain season. In Gudurica and the surroundings there are several springs. The springs are important for water supplies, whereas the broke valleys represent terrains for various activities. Markovacki broke is the dominant hydrographic feature, whose valley is the central relief unit influencing the position of the houses and the settlements, road lines and also numerous agricultural activities.

Social conditions for tourism development

Cultural-historical heritage of the village and the surroundings – cultural and historical heritage of Gudurica is one of the key features for making an eco-rural destination. The most significant parts of the heritage are cultural assets, which according to official classification belong to the following categories:

- objects of monumental and artistic features (houses and other architectural objects);
- spatial cultural and historical units (old settlement centre, rural ambience units, sacral objects);
- folklore heritage (buildings and premises, costumes, old trades, oral tradition, cuisine tradition, traditional sports and dances); values of events;
- cultural institutions with their activities (hall of culture with the library);
- parks;
- wine routes;

The basic plan of the settlement Gudurica is of irregular shape. The village stretches along the left side of the Markovacki broke valley. The main street

follows the edge of the valley side, and the village broadens towards south near the abrasive area. The map of the streets is also irregular, net type. It is one of the factors which make the village a specific one in the area of Vojvodina.

In the central part of the village there is a possibility of conservation, reconstruction and making a network of comfortable but rustic accommodation and catering objects, which would also offer cultural, entertainment and recreational facilities. The restaurants with local cuisine should be owned by the local population. The households for the reception of tourists should work in concordance to the law, and financially sustainable. Other houses used for accommodation of tourists should portrait the local character and traditional style.

The accommodation objects which comply with the standards of the eco-rural destination should be organized according to the predictable stable base of the visitors. That is to say, architectural solutions should not disturb general orientation towards tradition, authentic ambience, the meals, bathroom facilities, etc.

Gudurica was the most important vineyard centre in the villages of the Vrsacke Mountains, by the WWII and even later. There are numerous historical data on that period. The data may serve as material, factual base for the homeland museum. The plans for the museum have been made and the location has been agreed upon. The opening of the museum would be purposeful, due to the fact that there are several human activities with interesting material (viticulture and wine production, history, ethnology, ethno demographic characteristics of the village through history and its problems).

In the centre of the village there are large cellars famous for wine production. The buildings are built in baroque style with attractive arcades. It is noticeable that the cellars are visited by the hunters and businessmen in the sector of viticulture and wine production. Lately, the cellar has been added to the tourist wine tour. That means that there are initial motifs and categories of visitors who would encourage the building of receptive objects: restaurant with a garden, smaller museum of viticulture and wine production, degustation point, and shopping premises. Gudurica is the place with the most complex ethnic structure among the villages and well preserved autochthonous folklore, therefore it is possible to organize performances of songs and dances of the local population in the cellar. Spacious access is suitable for building a large parking lot.

Population as the factor of eco-rural tourism development – In comparison to other villages, the population of Gudurica is less involved in agriculture, but mainly employed in the factories in Vrsac, which own certain portion of the land

and vineyards in the area of Gudurica. The population, mainly the colonists from passive regions, is unaccustomed to long and heavy agricultural work. Our presumption is that they would more easily decide upon rendering tourism services, due to the fact that the agriculture is not the absolute and single way of earning money.

Old valuable and well preserved houses were most often built by the German population, who were over 98 % by the WWII. Hardworking and wealthy population created the environment where not only the agricultural works were performed with devotedness, but also the habits of resting, entertainment, friendship in a neat an cosy atmosphere were cherished.

The contacts of the tourists and the local population should be spontaneous. It is necessary to preserve the exchange of thoughts upon all the problems which may arise. Thus, the atmosphere of mutual influence between the locals and the tourists should be created.

Economic activities as the factor of tourist offer – Smaller orientation of the population towards agriculture is illustrated by the fact that the average size of the owned land is only 1.2 ha. The land in the area is undulated; therefore there are more forests and pastures. Lately the land has been activated by vineyards and orchards. It is interesting that the arable land hardly exceeds vineyards (Milovanov, 1994).

The wine and grapes during the season should be the most important part of the tourist offer in Gudurica. It is noticeable that the population is aware of that and this segment of the offer is moving in the right direction. The owners of vineyards and well-known cellars have excellent plans. They are learning from each other in a competitive spirit, with the wish is to produce quality wines. A part of the population works for Vrsacki vinogradi company and has contacts with oenology post in Vrsac. The cooperation should be a constant one because a brand name wines should be created. Such a process demands experts who would conduct the making of brands. Also, Gudurica should be included in cultural tourism tours “Wine roads”.

This type of tourist tours is popular today and attracts large number of tourists. Therefore it is necessary to make internet presentations of the wines included in the offer. It is necessary to pursue the project “Wine roads” in order to selectively include certain households in the tours, but also continue the tradition of the old cellar in Gudurica. This would contribute to higher quality of

the tourist offer, together with obeying the standards of the wine tours offer, and standards of behaviour (Hadzic, 2005).

Material base for rural tourism development in Gudurica

Basic criteria for development of tourism which we classified as eco-rural are: 1) estimation of tourist attractiveness of the rural settlement and the surroundings and 2) estimation of the attractiveness of the rural household.

1. The elements on the basis of which the rough estimation of **attractiveness of the rural settlement and the surroundings** is performed:

- favourable climate,
- unpolluted air and water,
- absence of noise and vibrations,
- absence of potential dangers (floods, fires, explosions, etc.),
- preserved nature,
- preserved heritage,
- preserved socio-cultural qualities with the aim of their further revitalization,
- picturesque position of the village, near and far surroundings,
- freedom of movement for tourists,
- recreation and free time facilities and choice of amenities and their accessibility,
- catering objects, serving regional food and drinks,
- good road accessibility,
- phone lines,
- department of a hospital and post office (according to international standards, less than 15 km),
- distance between rural households and shops and inns (according to international standards, less than 5 km),
- large number of households interested in rural tourism.

One of the special preconditions is open-hearted and positive relationship towards guests, based on professional relationship towards the job and conditions regulated by the law, which refer to the tourism activities performed in a rural family household.

2. Basic elements for the evaluation of the status of the *tourist rural household* are:

- ownership of a suitable agricultural land,
- ownership of accompanying buildings next to a residential object,
- necessary size and organization of a village yard,
- ownership of cattle,
- possibility of presentation of agricultural production to guests, especially their children,
- attractive location of a residential object,
- provided car approach to the house,
- provided electricity and water (from a suitable water supply system) in the house,
- provided telephone line in the house or a public telephone booth within 500 m from an accommodation,
- the possibility that a rural household (house, accompanying buildings, yard, etc), as part of economically acceptable investment, could be modified into a rural tourist household and
- number, age and affinities of the members of a rural household should suit the needs of tourism services.

In recent times tourists ask for pleasure in acquiring autochthonous practical knowledge such as: old handicraft trades, skills that are an integral part of folk arts and crafts (knitting, weaving, etc).

However, although tourists seek preserved nature and rural architecture, they are used to at least minimal comfort while living in urban areas. If there is no asphalt road or at least last 5-6 km of a good macadam road to the tourist rural, that kind of household cannot be included in the offer of rural tourism since it would not survive the competition. So, these are the parameters that tourists can tolerate only up to a certain limit. That as well influences the starting of that form of tourism activity within certain household.

When the offer of individual buildings is concerned, Gudurica village has a possibility to organize services in three different types of capacities:

- 1) village households,
- 2) so-called rural houses, i.e. renovated old buildings built in authentic style. Characteristic elements of building as well as authentic materials were kept. They successfully transmit to new generation the spirit of past that attracts with its slow pace of life which at the same time is adapted to human needs,

- 3) newly built houses of high comfort and standard. However, these houses stand out from the others and ruin the concept of rural tourism, apart from the aspect of accommodation and wine and food choice.

Apart from old more or less preserved rustic objects, which are mainly located in the center of the village, and family houses that belong to the type of traditional objects, there are many new houses built in the last couple of decades. These houses are built along the roads, are mainly two-storey houses and are built according to the plan of big standard houses. Some owners of these houses are people who are temporarily working abroad. Households in these houses are rarely agricultural. The traditional signs are preserved in certain details, such as fenced and decorated wells, smaller flower gardens in a yard that belongs to the residential area. More than anything those signs can be seen in vaulted wine cellars that represent miniature imitations of cellars in the center of the village. In certain cellars there are tools presented which were once used for vineyard work or for wine and brandy production. Some other agricultural tools are as well presented there. These kinds of houses can be included in the village tourist offer, but only as objects for accommodation and wine and brandy degustation and sale. Since they cannot have the status of typical agricultural tourist households, they can be offered as an alternative accommodation, without expected typical eco-rural contents. Those kinds of contents tourists will find in other parts of the village and in the surrounding area.

Dry, airy and light rooms with adequate furniture are necessary for the accommodation of guests. A bathroom with hot and cold water and with a toilet should be provided in every room or in every few rooms. Apart for that, a room for dining and sitting is also necessary. Rooms in a house should be dry, light and organized in such a way that they offer needed peace to guests, i.e. they should be separated from a host's private rooms. Special attention should be paid to joint rooms that should be very pleasant to stay in and decorated with local characteristic elements (furnace, fireplace, corner table with benches, local authentic building material, and souvenirs). It is expected that the house outlook has a value of the rural architecture of this area.

Areas of the yard used to be paved with pieces of stone from the Vrsacke mountains. Those household owners who have serious eco-rural tourist intentions pave their houses in traditional way. However, the back part of the yard is usually set in concrete. Concrete plate stands out from the whole house ambience and that is why it should be visually separated by low fence with a gate.

Considering the fact that potential rural households do not have enough experience, they need help to professionally organize themselves and recognize the importance and possibilities of their family household. That is why they need to acquire new knowledge and skills that they would be able to apply on their house.

Offer of one rural destination such as Gudurica

Starting from the principle of the behaviour of the population of one eco-rural destination, and taking into consideration the specific features of Gudurica, basic services and activities of the local population that is included in the tourist offer would be the following:

- boarding and daily accommodation of visitors and tourists,
- organization of excursions to different contents of eco village and to the surrounding area,
- manufacture of agricultural and ecologically clean products (from land preparation to the preparation of food for winter),
- organization of certain sport activities - mountaineering, rock climbing horse riding school, field riding, therapeutic riding, taking part in agricultural works,
- with the help of experts from the field of natural sciences, tourism and it would be advisable to place, in a very neighborhood of the village towards the central massif of the Vrsacke mountains, so-called eco-paths along which they can learn something new about the nature of the region (geoheritage, flora and fauna),
- production and sale of souvenirs,
- milch cows raising and sale of milk,
- production and sale of bales of hay
- wine growing, grapes and wine production, as well as production of spirits as an additional product of wine production,
- fruit growing, production of fruit brandies, production of jams,
- organization of hunting for the category of tourists that are interested in this kind of activity, whether that is game hunting, watching and photographing birds and other wild animals,
- sheep raising, production and sale of cheese, etc.

Guests should be able to take part in certain household or season works. That would complete the tourist offer of village tourist economy and additionally contribute to an unforgettable stay and holiday that would differ from common contents that are offered by hotel complexes and urban environment.

Planning and management of rural tourism development and education problems

The types of rural tourism are determined according to the presence of suitable resources for the development of tourism and tradition of rural tourism development. In that sense, Gudurica belongs to the second type that is marked as *rural area with important resources, but without enough tradition in tourism development*.

One of important preconditions for successful planning and management of rural tourism sustainable development is active involvement of local community, i.e. population into that process. Every usage of resources for the needs of tourism development, without the approval of local community, can be marked as abuse by local population and represents dissimulating factor of rural tourism development.

It is necessary to educate visitors how to use resources in rural areas. One of the most common ways of this kind of influence is proclamation of official rules of behaviour so that tourists, by adapting their behaviour could bear a part of responsibility in resources' protection.

It is necessary to educate the entire population – so that they would participate in the realization of the joint project of the development of rural tourism; employees in local tourist information centers, local travel guides and animators – with an aim to gain wider knowledge about the characteristics of the region, especially tourism resources, ways advertising tourist products, recreational techniques, etc.

Benefits of eco-rural tourism

Village Gudurica with the central massif and slopes of the Vrsacke mountains, which with its significant part belongs to the district of this village, has a lot of advantages for the development of eco-rural tourism. They represent the unique union of culture, history, natural beauties, ethno demographic values, autochthonous gastronomical products.

The advantages of the development of eco-rural tourism in this area are:

- revitalization of interesting and once very demographically and economy vital village,
- preservation of the rural area population,
- employing,
- preparing village population for independent work,
- recovery of wine growing and production,
- recovery of old craft trades,
- recovery of authentic customs,

- preservation of social and culture specificities,
- stimulation of primal farm products and procession of agricultural products.

The programme of development of rural tourism would contain the following forms of tourism:

- tourism in village family buildings,
- wine routes,
- cultural tourism,
- sporting recreational usage of marked walking, cycling, trekking, riding paths; horse hire,
- trekking along the marked paths, with the possibility of choice between paths of different lengths and difficulties; walking in continuity or walking from one to another natural or cultural-historical attraction,
- hunting tourism and
- eco-tourism.

Final Conclusions

It is recommended that eco-rural tourism of Gudurica contains few key principles of tourism development, which have already proved as the factor of success in the case of similar tourist destinations across Europe:

Integrative approach in the creation of tourism product. The interest of cooperation, with an aim to achieve the quality of a tourist product, between all relevant factors and functions of future tourism development (local government, nongovernmental organizations, tourism organizations, ecological movements, private entrepreneurs). Tourist offer will be complete and qualitative, whereas the satisfaction of tourists will be optimal only in the case of the realization of this principle.

Authenticity of rural environment. Visitors seek authentic experience. Rural heritage of Gudurica must be built upon authenticity. Authenticity is recognized in the outlook of the village, life of local residents, nourishment of the tradition of wine cellars, creation of manifestation, as well as in the preservation of natural environment, with a special emphasis paid to the Vrsacke mountains.

Quality of tourism offer should offer special, striking and different notions. The authenticity of future tourism offer is clearly noticed when compared to other villages in Vojvodina, which have a tendency of the development of ecological and rural tourism. Gudurica does not have a typical physiognomy and surrounding as other villages in Vojvodina. In combination with its tradition of

wine growing and production, the village can become one of the more famous centres of rural tourism.

Environmental sustainability. Tourism in Gudurica will be useful only if it contributes to the protection of the environment, economy wellbeing, improvement of local cultural and social identity and at the same time satisfies tourists. The realization of the components of sustainable tourism is extremely difficult. However, that is a process people should gravitate towards.

Eco-rural tourism must be based upon studying and understanding tourism needs. Eco-rural (especially wine) tourism of Gudurica must be based upon qualitative studying and understanding of tourism needs. Modern tendencies and aspirations, also in the surrounding countries, prove that the interest for rural, ecotourism and wine tourism is constantly growing. That can be a starting encouraging fact for investing in the tourism offer of Gudurica. However, that is not enough. It is necessary to thoroughly examine the expectations of tourists on local level, i.e. on the spot of the place.

Tourism offer must be informative. Tourism offer of Gudurica must be heterogeneous, rich and adapted to different segments of tourists. That is influenced by basic characteristics of village potentials - wine cellars, authenticity, and natural environment. Contents of the offer must be noticeable in space and time. For example, it is possible that every season has its offer, recognizable and characteristic for the way of life and works which are connected with that period.

Taking care of every detail of tourism offer. The quality of tourism offer must be reflected in qualitative planning and realization of every possible detail, especially through providing enough information and tourism services.

Begin tourism development with a small number of qualitative programmes. A small number of good initiatives is much better than a large number of poor and unconvincing. They can even ruin the chance and perspective of tourism development. The beginning of tourism development in Gudurica must be marked with strong and qualitative programmes that reflect the level of tourism development. Rationalism must be the characteristic of this (initial) phase of tourism development.

Success is recognized through joint appearance of even competitive associations. A lot of small tourism companies, similar organizations and other groups must be included if the qualitative tourism product is to be provided. This especially refers to the cooperation of those who take initiative in the involvement of their own wine cellars in the offer, because apart from the fact that they are competition to each other they are also part of unique tourism offer of Gudurica.

Complementary performance of all activities of interest for tourism. Qualitative tourism of Gudurica will depend on many other activities such as

agriculture, old crafts, traffic, as well as other service. Realization of tourism offer cannot be imagined without equal participation of all of these activities.

Patiently wait the time needed for the realization of first positive results.

Tourism initiation and providing qualitative tourism offer takes time. It is much more practical to set and plan goals that can be achieved every year than set those which are unachievable. This principle insists on patience, because the results of tourism development cannot be so easily and quickly noticed. The principle of necessary time is especially important for the initial phase of tourism development.

Providing qualitative information for visitors is of special importance for the satisfaction of tourists. The quality of communication must be shown through the communication realized in tourism propaganda, between tourism organizers and potential tourists. Initial phase of tourism development must imply propaganda that would not overrate the real situation.

Well organized monitoring. Tourism organizers and competent institutions must conduct opportune monitoring of tourism influence upon Gudurica and its surrounding area, especially in the area of satisfaction of tourists, initiatives, environment, local community and economy.

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