

# AUTHENTIC TOURIST POTENTIAL AND PERSPECTIVES OF TOURISM DEVELOPMENT IN GORNJI MILANOVAC MUNICIPALITY

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**Abstract:** For successful performance of tourist activities in an area, it is primarily necessary for this area to include diverse and, at the same time, extensive tourist potential. This paper deals with the authentic tourist potential of the Municipality of Gornji Milanovac, that is, it studies the natural and anthropogenic resources as components of the authentic tourist offer. In the analysis of these resources, a number of social science methods are used (descriptive method, statistical method, SWOT analysis, etc.) in order to prove that the municipality has exceptional potential for the development of different types of tourism. Therefore, the aim of the paper is to point out the natural and anthropogenic resources that as a whole can make the tourist offer of the Municipality of Gornji Milanovac more meaningful and attractive. The obtained research results can be used by tourism representatives not only in this municipality but also in other territorial areas in order to promote their tourism development.

**Key words:** Tourism, natural resources, anthropogenic resources, Gornji Milanovac municipality, development

## 1. INTRODUCTION

Tourist offer is a very wide concept which, as a rule, highly depends on the movement and interest of tourist demand. In economic theory, there are two main parts of the tourist offer: the original (primary) and derived (secondary) tourist offer [1]. The first part includes attractive factors – natural features, ambience, cultural and historical heritage, and the like, while the second part refers to the organized economic activity of various companies that provide the necessary services and tourist products.

The Municipality of Gornji Milanovac, as a relatively new destination on the tourist market, with various tourist values which, with some effort and investment of financial resources, can be efficiently used and put into the function of

development of different types of tourism: hunting, excursion, health, manifestation, religious, ecological, etc. In this sense, the available potentials and traditions provide great opportunities for the development of tourism, in a way that will ensure the recognition of this area and increase the employment of its population.

The Analysis of natural and anthropogenic potentials of the Municipality of Gornji Milanovac is the starting point for the study of its various tourist potentials. Due to the existence of a large number of attractive resources, this area has a good basis for faster tourism development in the future. Natural and anthropogenic tourist resources provide excellent conditions for the development of various types of tourism, which may meet the needs and wishes of modern tourists, especially those who prefer healthy and ecologically clean continental surroundings.

## 2. GEOGRAPHICAL TOURIST POSITION OF GORNJI MILANOVAC MUNICIPALITY

The Municipality of Gornji Milanovac territorially mostly coincides with Takovo region, which is the usual name for the surrounding area in the central part of Serbia, on the border of Šumadija and Western Serbia. Takovo is the largest part of the Municipality of Gornji Milanovac, which borders the municipalities of Kragujevac, Topola, Arandelovac, Ljig, Mionica, Požega, Čačak and Knić. This is the reason why the name "Takovo region" is common for the Municipality of Gornji Milanovac, although it also contains the parts of the surrounding areas of Moravica, Gruža, Kačer, Podgorina and Užička Crna Gora [2].

The municipality of Gornji Milanovac administratively belongs to Moravica region. According to the estimates, the total number of inhabitants of the municipality in 2019 was 41154, which is 27.7% of the total number in the area, and 0.6% of the total number of inhabitants in Serbia. As far as the surface area is concerned, the municipality occupies 27.7% of the area, and 0.9% of the country. The percentage of settlements in total number of settlements in the area is 30.6%, while in country that percentage is 1%.

**Table 1:** General data on Gornji Milanovac Municipality [3]

	Municipality of Gornji Milanovac	Moravica region	%	R. Serbia	%
Surface area in km <sup>2</sup>	836	3,016	27.7	88,499	0.9
Number of inhabitants, the state on 30. 06. 2019.	41,154	198,568	20.7	6,945,235	0.6
Density of population in 1 km <sup>2</sup>	49	66	-	-	-
Number of settlements	63	206	30.6	6158	1

The municipality of Gornji Milanovac is located at the junction of Western Serbia, Gruža and Pomoravlje in the southwestern part of Šumadija. It covers the foothills of the mountains of Rudnik, Suvobor and Maljen. The territory of the Municipality of Gornji Milanovac is bordered in the north by the municipalities of Ljig and Arandelovac, in the northeast and east by the municipalities of Topola and Kragujevac, in the southeast and south by the municipalities of Knić and Čačak and in the west and northwest by the municipalities of Požega and Mionica [4].

The geographical position of this municipality, in modern socio-economic trends, depends on the size of the territory and the polyvalence of its space. The high frequency of people and goods, both within the municipality itself and between it and the municipalities with which it borders, has a favorable effect on several complementary activities: agriculture, transport, catering, industry, crafts, etc.

The tourist position of the Municipality of Gornji Milanovac arises from its geographical position. It is reflected in the relation towards the main tourist directions in Serbia, towards the main tourist dispersants and towards the neighboring and further regions, and towards neighboring countries. The municipality has a favorable tourist position which is dependent, since it is surrounded by large dispersants at a distance of up to 150 km (Belgrade, Kraljevo, Kragujevac, Niš) and by tourist resources of both its own and neighboring areas, and therefore it has great opportunities to valorize its tourist values.

## 3. NATURAL TOURIST RESOURCES OF GORNJI MILANOVAC MUNICIPALITY

The natural tourist resources include relief, climate, hydrography and flora and fauna. In the morphological sense, the municipality of Gornji Milanovac represents mainly the southern foothills of Valjevo mountains. The largest part of the municipality is located in Dičina basin (Zapadna Morava basin), and smaller parts belong to Gruža basin in the southeast and Kačer in the north (Kolubara basin). This area belongs to the highest Šumadija mountains and their foothills. According to the morphological features, two different zones stand out: 1) the mountain rim of the southern foothills of Maljen and Suvobor mountains and the southwestern foothills of Rudnik, 2) the northeastern and northern slopes of Ješevac and Vujan, which frame the central valley part, the so-called Takovo parish. The lower part of the terrain (conditionally lower, up to 500m) occupies the central part of the municipality of Gornji Milanovac. The lowest points are in the north in the valley of Dragolj (233m above sea level) and in the south in the valley of Despotovica (258m above sea level). The municipal center is also located in the lower part of the terrain, with an average altitude of

329 m [5]. In addition to the central part of the municipality, there are lower terrains in the valley of Kamenica, in the area of the villages of Pranjani, Srezojevci, Leušići and the valley of Gruža.

The relief of Takovo region is hilly and mountainous. It is divided into the river valleys of the rivers: Kamenica, Čemernica, Dičina, Despotovica and Gruža. It touches Western Serbia, Šumadija, Gruža and Pomoravlje. Watersheds divide the territory of the area into smaller landscape units. To the north of the settlement and the mountain of Rudnik, a special form of relief in the form of conical elevation called Ostrvica (758m) stands out from this surface. Rudnik is the most popular mountain of both the municipality and the whole area of Šumadija. Its position is dominant in Šumadija, due to its height and vastness. The highest peak, Veliki Šturac (1,132 m), was renamed to Cvijić peak in 1965 on the occasion of the centenary of the birth of the great geographer, Jovan Cvijić [6]. Considering the overall relief structures of the municipality of Gornji Milanovac and their effect on the development of tourism, it can be concluded that they are more attractive for individual, selective, and less for mass tourism.

The position of the municipality of Gornji Milanovac and its pronounced relief conditioned the colder climate in relation to the lower areas of Šumadija and western Pomoravlje. In that sense, the climate of this area is temperate-continental. The coldest, humid climate is in the area of the peaks of Rudnik, somewhat wider around the peaks of Rajac and in the northwestern part of Bogdanica. The moderately humid climate is characteristic for the parts of Majdan and Rudnik and in the greater part of the area of Suvobor and Rajac. The mildest, subhumid climate is present in the area of Trudelj, Dragolj and Brđan. Other parts of the territory have mild humid climate. The values of the average annual air temperature range from 7.2°C to 11°C. The average annual air temperature in Gornji Milanovac is 9.8°C. On the peaks of Rudnik it is 7.7°C. The lowest average annual temperature of 7.2°C was recorded on the peak of Suvobor, and the highest value (above 11°C) is present only in the part of the settlement Dragolj. January is the coldest month, and July is the hottest. During the summer, the temperature exceeds 30°C, while in the winter it drops below -18°C [7]. Winds are very rare and weak, occurring in early spring and late autumn. The north wind blows mainly in autumn and the south wind in spring. The rainiest months are May and June, and the least rainy are February and March. Snow mostly falls in January and December. The average annual precipitation ranges from 788mm (300m above sea level) to 985mm (the top of Rudnik). The highest average annual precipitation heights (over 950mm) are at the very peaks of Rudnik, Suvobor and Rajac. The least precipitation (below 800mm) falls in the vicinity of Gornji Milanovac (city area, parts of Velereča and Brusnica) and in Davidovica. The duration of snow is from 80 to 120 days in the lower regions and from 160 to 200 in the higher regions. The average value of relative air humidity in Gornji Milanovac during the year is about 77.8%. The lowest humidity is during the summer (69.4%) and the highest in the winter (85.4%). The average cloudiness is 96 days a year and occurs mainly in autumn and winter. The daily duration of sunshine in summer is 9.3 hours, and 2.3 in winter. The average number of the hours of sunshine is 2100 per year [8].

Based on these data, it can be observed that the climate of the municipality of Gornji Milanovac, can be an attractive tourist motive. The benefits of the climate in certain seasons are important for the development of various forms of tourism, but also as the basis for tourist propaganda with beautiful illustrations of natural resources.

In terms of hydrographic characteristics, the rivers of the municipality of Gornji Milanovac are not large in terms of the amount of water or the surface of basin. The network of several larger and numerous smaller streams makes the catchment area very indented, but not rich enough in water. The largest river is the Kamenica. The greatest number of watercourses belongs to the basin of the Zapadna Morava and a smaller part to the basin of the Sava. In the area of Suvobor and Maljen, the river Kamenica flows, which originates on the southern slopes of Divčibare. Below Suvobor, in Mokra cave, is the spring of the river Čemernica. Both rivers flow into the Zapadna Morava. The Dičina springs at the foot of Suvobor, flows through Takovo and flows into the Čemernica [9]. On the southern slopes of Rudnik, the river Gruža springs and flows in the west-east direction. It is the watershed of Rudnik and Jaševac. The Despotovica springs below Rudnik, on the west side of Cvijić peak, and its basin includes parts of Rudnik, Jaševac and Vujan. In the part of Gornji Milanovac towards Čačak, it broke through serpentine mass of Vujan and Ilijak and built the Brđanska gorge. The river Jasenica, which flows in the northeastern part of the area, also springs below Cvijić peak. Dragobilj and Kačer spread in the northern part and belong to the Sava basin.

At the foot of the old, massive mountains, there are thermo-mineral springs that have not been exploited, despite the fact that the spring waters have healing properties. The most significant thermo-mineral springs are: Mlakovac, Svračkovci, Savinac and Barutnjiva Voda. In the thermo-mineral spring Mlakovac, the water reaches the temperature of up to 40°C. Two abundant springs are located in Svračkovci with water temperatures up to 28°C. Water of the spring in Savinac reaches the water temperature of 25°C, and in Brđani up to 15°C [10].

The relief together with the climatic conditions and the hydrological network conditioned a significant biological and landscape diversity. The area under forests is about 32% of the total surface area of the municipality. The most common species are oak and beech. Different types of forests are present in this area, and some of them are: Hungarian and Turkey oak forests, Sessile oak forests, Turkey oak forests, hill and mountain beech forests. In the nature reserve „Veliki Šturac“ which is located near the highest peak of Rudnik mountain, there is a forest of mountain beech (*Fagetum moesicae montanum*) which is one of the rare remnants of the once rich forests of Rudnik mountain, wherefore this area is protected as a natural rarity which is significant for the preservation of the gene pool of the mentioned species. The flora is very rich with about 900 species of plants, among which there are about 15 rare and endemic species. There are about 100 species of herbs. The presence of about 85 species of fungi was determined, of which over 50 are edible fungi. Some trees are protected as natural assets: two pedunculate oaks (*Quercus robur*) with the adopted name „Takovski grm“ (3rd category), a Turkey oak tree (*Quercus cerris*) in Donja Crnuća (3rd category) and a pedunculate oak (*Quercus robur*) with the adopted name „Pedunculate Oak - Stražev“ (3rd category). The famous

place „Takovski grm“ is located in the immediate vicinity of the monument to Miloš Obrenović, in the area that has been declared a cultural asset of exceptional importance, there are two pedunculate oak trees of more than hundred years old. „Pedunculate Oak - Stražev“ is located in Sinoševići and it represents an exceptional representative of the once widespread communities of pedunculate oaks. It is 25 meters high and about 300 years old. The natural asset „Turkey oak tree“ in Donja Crnuća is over 180 years old [11].

In the animal world, the most numerous group are birds (over 120 species) and mammals (about 50 species). The most important game that is raised in hunting grounds are: roe deer, wild boar and rabbit. The presence of 7 species of fish was determined in the rivers. The wealth of forest and aquatic fauna in the municipality of Gornji Milanovac is great. Therefore, it is necessary to pay more attention to the development of hunting and fishing tourism. The urban greenery of the city center with its parks, lawns and tree-lined avenues, in addition to contributing to a more beautiful visual experience of the city, also have the health significance.

#### **4. ANTHROPOGENIC TOURIST RESOURCES OF GORNJI MILANOVAC MUNICIPALITY**

Anthropogenic tourist values include cultural and historical heritage, manifestation, ethnographic and other values. Among the numerous cultural monuments in the municipality of Gornji Milanovac, the monastery Vračevšnica stands out, which is located on the southern slopes of Rudnik, 4.5 km from the village Vračevšnica, in the valley of the river of the same name, or 18 km from Gornji Milanovac. It was built by the great leader Radič Postupović (known in epic poetry as Oblačić Rade) in the first half of the 15th century, more precisely in 1431 [12]. This monument is under state protection. The Monastery includes the Church of St George and three residences. Significant objects, icons, a copperplate with a representation of the monastery from the 18th century, pieces of furniture of the Obrenović family and several portraits of members of that dynasty are kept in the monastery treasury, including the works by the famous Serbian painter and poet Đura Jakšić.

To the south of the church is the residence of Radič Postupović, and to the north there is Miloš's residence. The residence of Prince Miloš is a house built of stone and covered with wooden shingles. It was built on a sloping terrain wherefore it has two levels, a basement and a residential part above it. The basis of the residential part has the shape of Cyrillic letter „T“. The dominant premise in the house is the guest room named „odžaklija“ with the fireplace in the wall. For three years, from 1815 to 1818 this house was the Serbian ruling house. As such, it is of inestimable importance for the tourist valorization of this municipality. Historically, this monastery had a significant role in both the First and the Second Serbian Uprising. There, in 1812, Karađorđe held an assembly of people's leaders at which, in the presence of the Russian consul Count Ivelić, the provisions of the Peace of Bucharest were read. After the end of the Second Serbian Uprising, in 1818, Miloš held an assembly of national leaders here, at which it was decided that the capital of liberated Serbia would be Kragujevac [13].

Vujan monastery is located on the wooded southern slope of Mount Vujan. It is not known when it was founded, but it certainly dates from the Middle Ages. It was built on the site of a hermitage hut, the grave of an unknown monk. Turks demolished this sanctuary to the ground. However, in this place, the people secretly gathered, so in time, the Obrovina monastery was built there [14]. Today's church of the Holy Archangel Gabriel was renovated in 1805 by Nikola Miličević Lunjevica, a prominent merchant, insurgent and duke from the village of Lunjevica. Except for the founder whose grave is located along the south wall of the nave, a prominent military leader of the First Serbian Uprising, Lazar Mutap, was buried in this church.

Takovo region is also known for other cultural monuments: the Church of St. Dimitrije, built in the 19th century, famous for its 1951 iconostasis; Church of St. Nikola in the village of Brusnica which was built by Miloš's brother Jovan Obrenović; Church of St. Trojice in Gornji Milanovac, log cabin church in Takovo, etc. The latter, built of wood and small in size, lies on a small hill, in the shade of centuries-old lindens and oaks, which represents a significant ambient value of this area. Its foundations are made of stone on which the hewn logs are placed. The roof is steep, covered with short oak planks – shingles or leats.

A special tourist value is the site of the medieval town of Ostrvica, which was built on extinct volcanic magma on a hard-to-reach peak of 758 m high and with an extraordinary view of the undulating Šumadija. It is mostly visited by mountaineers and is very attractive for alpinism because the unequipped tourists can hardly reach the top of the rock and the remains of the fortification on it. As such, it provides an opportunity for adventure tourism in terms of staying on an extinct volcano and experiencing the days when it had been active.

At the top of the volcanic rock Trijeska, on the western mountains of Ješevac, 6 km to the east of Gornji Milanovac, there are the remains of a medieval fortress called „Town“. The origin of this fortification, as well as the origin of the fortress on Ostrvica, is attributed to Prokleta Jerina, the wife of the Prince Đurđe Branković. This fortress is not accessible to tourists either, but Trijeska with its surroundings is very attractive and easy to overcome not only for mountaineers but also for all nature lovers and fans of adventure tourism. About 3 km from the town of Rudnik, of the northern mountain slope, at the source of the river Jasenica, there are the remains of an old city – a fortress which the inhabitants call „Cities“. According to its basis, it resembles Roman castrums and was first mentioned in written documents in the 14th century. Not far from the Cities, there is a ruin of an Islamic place of worship, which the Muslims and Turks called the „Mass“ so among Christians there was a belief that it was a mosque built on the foundations of a medieval Catholic church. As there is no archeological nor historical evidence for this, it is more likely that it is not a former mosque but a second-order Islamic chapel (Arabic: mosvid) whose local pronunciation could have

been /mosa/ or /misa/ [15]. This facility, as well as numerous remains of old churches, fortifications, towns and mining facilities, have not yet been explored or arranged for tourist visits. However, even as such, they have the value for the adventure oriented tourists. The monument „1300 corporals“ is dedicated to the combat war unit of the cadets of the Skopje military school who were sent from the school benches in 1914 to the front of the Battle of Suvobor in Rudnik Offensive. In 1926, the citizens of Ruznik town erected a monument to the warriors who died in the First World War, near the primary school in Rudnik. On that occasion, the relics of Duke Arsenije Loma, a prominent insurgent led by Karađorđe and Miloš Obrenović, were buried in the pedestal of the monument. Two marble sculptures were placed in the green space in front of the building of the district administration: Duke Milan Obrenović and Prince Aleksandar Karađorđević.

On the hill of peace there is a Memorial Park, a monumental complex that includes the following: the ossuary of the fighters of Takovo region; the ossuary of the fallen Red Army soldiers; a monument to internees killed in Norway, a mountain house – a copy from a Serbian mountain house from Mount Stern in Norway, where refugee camp inmates from the Second World War took refuge; a monument to the internees killed in Mauthausen; and a monument to the Serbian freedom, dedicated to the fallen fighters of Takovo region from 1991 to 1999 in the war conflicts in the former Yugoslavia. This complex covers an area of about 4.5 ha planted with different types of conifers, deciduous trees and ornamental shrubs [16]. The hill of peace does not have a definite form – the possibility is left to be constantly built and supplemented with new contents of historical and cultural-artistic value. As a monumental complex and botanical garden, it represents a special landscape value that adorns the city, which all together makes it an invaluable tourist attraction.

At Prince Mihailo Square in the center of Gornji Milanovac, there is a monument symbolizing the united struggle of the people against the occupiers. It is built of white marble in the shape of an open book, and next to it there is a bronze lightning bolt that symbolizes the striving for the future and progress. A special tourist attraction may be an old war tank, which is placed as a monument, at the intersection of roads leading from Gornji Milanovac to Belgrade and Kragujevac, in the memory of the battles that people from Takovo fought against the Germans in the autumn of 1941 when they captured two German tanks [17].

The monument complex on Ravna Gora was erected during 1990s. First, in 1992, a monument was built – a bronze sculpture of General Draža Mihailović, and then, not far from the monument, in 1998 the church dedicated to St. George, the protector of warriors, was built and the construction of memorial home began in the same year.

Several important cultural, artistic, scientific, economic and memorial congresses are common in the area of the Takovo region. The Biennial of Miniature Fine Arts is held every second year in Gornji Milanovac and has international significance. The art colony “Mina Vukomanović Karađžić” is held every summer in Savinac. The manifestation “Vidovdan Encounters”, a review of original folk singing, has been taking place on Rudnik every second year since 1997. “Lyrical Circles” is a literary review that takes place during the summer. “Plum Days” is the name of economic review that is held in Koštunići in September together with the scientific symposium on fruit growing and especially on plum growing [18]. The most significant of the memorial gatherings are the following: the memory of the Battle of Suvobor, which is held every December the 3rd, in Koštunići; the gathering on Ravna Gora on May the 13th, which is dedicated to the Ravna Gora movement in the Second World War; and the Caravan of Yugoslav-Norwegian Friendship, which is held every second year.

Ethnographic tourist values may be a very attractive tourist motive. Tourists may be presented with the examples of folk architecture, old crafts, costumes, cuisine, memorial fountains, natural rarities associated with ethnographic customs, etc. The architecture is specific for the mountainous areas of the municipality of Gornji Milanovac, rich in forests and stone. The examples of such architecture can be found in almost all villages near Gornji Milanovac. The houses are built of stone, logs, loam or a combination of materials – semi-log cabin or semi-chatmara. The authentic type of log cabin is the residence of Prince Miloš in Gornja Crnuća from 1814, which is under state protection [19]. The most numerous are “chatmamaras”. Some of them have monumental value, i.e. the characteristics of “ethnographic museums under the open sky” [20]. These are the houses like Tanasko Rajčić’s in Stragari, school in Ovsišće, and others. In some houses, the old utensils are preserved, such as: “sach”, “verige”, “nacve”, “stupa” and the like. The ethno house in Koštunići was built in the design of folk architecture and as such it is a symbol of both tradition and modernity, together with a hotel, museum, church, sports, catering and other ancillary facilities, as well as ethno houses in the wider and closer surroundings. The house of Yugoslavian-Norwegian Friendship is also built in the spirit of folk art, as a symbol of the friendship between Yugoslavs and Norwegians in the time of the German occupation. Its shape symbolizes the unity of Viking ship and the Serbian traditional house. The so-called Forest House is located right below the Cvijić peak (the highest peak of the mountain Rudnik) at an altitude of 1,132 m, as the highest point of Šumadija. As such, it is a “large terrace” under the clear sky with an extraordinary view of a great part of Šumadija. The building of the district administration and the district court is the oldest building in Gornji Milanovac and the oldest building in Serbia built for the needs of the court. It was built in 1856 and its design and interior are the typical examples of the architecture of the time of its creation. In addition to its architectural significance this building also possesses historical value which is important for the purposes of tourism. In it, Duke Živojin Mišić made an operational plan and issued an order on December 3<sup>rd</sup>, 1914, for the beginning of the Rudnik Offensive, within which a great victory in the First World War was won through the battles of Suvobor and Kolubara.

## 5. SPATIAL TOURIST MOVEMENTS IN GORNJI MILANOVAC MUNICIPALITY AND FUTURE DIRECTIONS OF DEVELOPMENT

Considering the listed tourist resources of the municipality of Gornji Milanovac, geographical position, natural features, rich cultural and historical heritage, as well as relatively well preserved quality of the environment, it may be concluded that they represent the most important preconditions for tourism development in Takovo region. Starting from the presented potentials, it is possible to identify several basic forms and directions of tourism development in the area of this municipality, namely: urban tourism, health tourism, excursion-sport-recreational tourism, rural, spa, hunting and fishing tourism, and the like.

Urban tourism may be developed in the city itself, since it has all the characteristics of a modern city. From its beginnings it was built according to previously designed urban plan. It is characterized by wide streets that intersect at right angles and the spacious square in the center. There are not many old buildings from the period prior to the Second World War in the city. The church, the old court and a few more buildings are the only remains of the architecture from the second half of the 19<sup>th</sup> century and the first half of the 20<sup>th</sup>. The reason for this is that on October 15<sup>th</sup>, 1941, a German „punitive“ expedition managed to enter the free city and burnt it completely [21]. After the Second World War the city continued to develop as an industrial center.

The basis for the development of health-treatment tourism in the municipality of Gornji Milanovac, dates back to 1922, when the stock company „Air Spa Rudnik“ was founded, since it was considered at the time that the „air on Rudnik, as less moisture than on Zlatibor, was more suitable for treating tuberculosis“ [22]. In that respect, Rudnik can be classified in those climatic places such as the Alps, which are the best example of air spas growing into the centers of mass and selective tourism, such as the area of Davos in Switzerland, as a typical example. Likewise, it may be concluded that this mountain is suitable for such tourism, because at a similar altitude, the ancient Celts founded the world famous center of St. Galen in Switzerland, which today houses the best institute for studying such tourist trends.

Excursion-sports-recreational tourism builds on the previous one and forms a complementary whole with it. Developed roads and access to numerous natural and anthropogenic tourist values enable wider tourist movements and the organization of excursion tourism. Among the arranged and most frequently visited picnic areas, the most popular are Rudnik mountain and the town with the same name, which have numerous remnants of old cultures. In addition to this picnic area, the surroundings of Gornji Milanovac with the complex of Takovo, are also very attractive. The neighboring villages of the city of Gornji Milanovac are of the „old Vlach“ type of broken villages. They are located on flat slopes or valley sides. As these villages have been better connected with the main and other roads, and due to their rich tourist value in the recent decades, they represent a good potential for the development of excursion tourism. Excursions are also possible to be conducted on hiking trails that can reach all potential excursion points and a beautiful look-point on Veliko Brdo on Rudnik, which offers a view of the Valjevo mountains in the west, the mountains of Rudnik massif in the south, and to the north over Bukulja, Kosmaj, Avala all the way to Belgrade, and when the weather is nice, it is possible to see Vojvodina with Fruška Gora.

In order to fully launch this form of tourism in the municipality of Gornji Milanovac, it is necessary to reconstruct health trails; regulate springs, adapt and rearrange fountains at springs, adapt old mills, build new mills on the site of the former ones; rearrange old and set up new benches and tables, set up trash cans on picnic sites and on the way to them, set up signposts and arrange the necessary traffic infrastructure to the destination, as well as the accompanying installations and the like. This form of tourism has the best prospects for development in the municipality in the near future. At an altitude of 600 m and above, it provides the ideal conditions for the preparation of various athletes. At the local institutional level, it has lately been planned, not only the reconstruction and adaptation of existing sports fields, health trails, trim and cross tracks, etc., but also the construction of new ones. All capacities that are now in operation, with the necessary adaptation, as well as the construction of new ones, will contribute to the faster development of this type of tourism in the future.

The municipality of Gornji Milanovac, together with the municipality of Ivanjica, is a leader in the development of rural tourism in our country [23]. Rural settlements that are successfully engaged in rural tourism are the following: Rudnik, Savinac, Koštunići, Gojna Gora, Valerič and Pranjani. These and other villages have a significant material base for further development of this type of tourism. In addition to growing number of households that are actively engaged in rural tourism, there have been built hotels, motels and children's resorts with the capacities that significantly exceed the capacities of private households.

The municipality of Gornji Milanovac, in addition to natural and anthropogenic tourist resources, has a relatively good material base, as well as the roads that connect this area with all parts of Serbia and the world. This connection of roads with the main communication traffic routes in our country, keeps the municipality constantly connected with the tourist demand not only in Serbia but also with the main emitting countries of Europe and the world. The offer of various tourist contents, accommodation and catering capacities, with good propaganda and presentation of tourist motives increase the traffic of tourists and the number of overnight stays in this municipality. With the available capacities, accommodation and food for tourists, as well as non-board facilities, the municipality of Gornji Milanovac has achieved the following tourist traffic in the new millennium.

**Table 2:** Number of tourists and overnight stays in Gornji Milanovac municipality [24]

Year	Tourists			Overnight stays		
	Total	Domestic	Foreign	Total	Domestic	Foreign
2019	11,299	9,207	2,092	43,066	36,998	6,067
2016	12,840	11,376	1,464	53,592	47,866	5,726
2013	10,107	9,013	1,094	55,361	49,310	6,051
2010	11,310	10,203	1,107	55,294	49,365	5,929
2007	12,664	11,761	903	72,373	67,984	4,389
2004	13,948	13,317	631	66,601	65,482	1,119
2001	11,310	10,889	421	48,824	47,952	772

According to available data, the municipality of Gornji Milanovac was in 2019 visited by the total number of 11,299 tourist, 9,207 domestic and 2,092 foreign. They respectively realized the number of 43,066 overnight stays, 36,998 by domestic and 6,067 by foreign tourists. In the same year, Moravica region was visited by 92,623 tourists, 62,984 domestic and 29,639 foreign. Likewise, the number of tourists at the national level was 3,689,983 in total, 1,843,432 domestic and 1,846,551 foreign. The share of tourists who visited Gornji Milanovac during 2019 in total tourist movements in Moravica region is 12.2%, which is 0.3% of the total number of tourists in Serbia.

Observing the movement of tourists from 2001 to 2019 with certain oscillations during certain years, it can be concluded that the number of tourists in the first and last year is almost the same. The greatest number of tourists who visited the municipality was in 2004, when the number was close to 14,000. The same trend is observed among domestic tourists. However, among foreign tourists, it can be noticed that their number increased significantly during the observed period, from only 421 tourists in 2001 to 2,092 tourists in 2019, which is an increase of as much as five times. Even though the number of foreign tourists in relation to the total number is still small (18.5 %) it can be seen that it recorded an exceptional growth in the observed years. This shows that this municipality is becoming interesting for foreign tourists and this fact must be considered when developing future strategies and plans for its tourism development.

The municipality of Gornji Milanovac, with its diversity and various degrees of attractiveness, is suitable for the development of different types of tourism. In comparison to some interesting examples of spatial division of some developed countries, geographically the area of the municipality can be divided into: plain, foothill and mountain areas. The plain area includes the city and suburban settlements, which are suitable for the development of the following types of tourism:

- City tourism of multiple purposes: education, culture, business, congress, etc.;
- Religious tourism, due to rich cultural heritage of the city, suburban settlements and villages;
- Transit tourism, towards the directions significant for the municipality, with its rich natural and anthropogenic resources;
- Rural tourism of suburban settlements, which should be transformed into ethno settlements of high quality and with original physiognomy.

Foothill area includes the border parts of the plain area, as well as the hilly terrain, which are suitable for the development of the following types of tourism:

- Rural tourism may be the main type, which together with the agriculture as dominant economic activity may provide greater economic benefits.
- Health tourism may be significant developmental opportunity of this municipality since it includes numerous picnic areas and clean air;
- Excursion tourism may also be significant due to the specific configuration of the terrain and numerous anthropogenic resources of the municipality.

The mountain area can play the significant role in the future development of the municipality of Gornji Milanovac. As an independent tourist offer, as well as a complementary offer to other types of tourism in the foothill area, it is suitable for the development of the following types of tourist movements:

- Winter sports and recreational tourism, primarily in Rudnik, as a mountain that meets the international criteria of winter tourist centers;
- Health tourism in this area in combination with the foothill area, is suitable for the treatment of cardiovascular and respiratory issues; and
- Hunting tourism, since the mountainous forest areas of the municipality are the habitats of various game.

In addition to the listed types of tourism, the certain facilities, spaces and phenomena in the territory of Gornji Milanovac may be of specific value in the tourist market: old school, houses, log-houses; agricultural products and their processing; traditional clothing and the folklore, rural burial customs, cemeteries, partly demolished buildings during the NATO bombing, and other markers of the so called black points and sensational spots [25]. The images presented to such visitors may provoke surrealistic experiences, since it is known that they possess a specific sensibility and inclination towards the miraculous and the unusual.

As a contribution of this paper to the development of tourism in the municipality of Gornji Milanovac, a SWAT analysis of all factors influencing the development of tourism in this municipality was performed.

**Table 3: SWOT analysis of tourism in Gornji Milanovac municipality**

Advantages	Disadvantages
<input type="checkbox"/> Relatively favorable climate <input type="checkbox"/> Preserved natural surroundings <input type="checkbox"/> Diversity of tourist offer <input type="checkbox"/> Recognizable geographic areas <input type="checkbox"/> Developed tourist infrastructure <input type="checkbox"/> Rich gastronomic offer <input type="checkbox"/> Hospitality of Local People	<input type="checkbox"/> The lack and low quality level of accommodation facilities <input type="checkbox"/> The lack of major tourist projects <input type="checkbox"/> Undeveloped commercial offer (souvenirs, etc.) <input type="checkbox"/> Outdated traffic infrastructure <input type="checkbox"/> The lack of adequate measures that would encourage long-term tourism development
Opportunities	Limitations
<input type="checkbox"/> Development of new selective forms of tourism <input type="checkbox"/> Expansion into existing markets <input type="checkbox"/> Penetration of new markets <input type="checkbox"/> The interest of rural inhabitants to engage in tourist activities <input type="checkbox"/> Positive reaction of urban inhabitants to preserved and healthy natural environment	<input type="checkbox"/> Lost tourist markets <input type="checkbox"/> The tourist offer of surrounding municipalities <input type="checkbox"/> the distance from corridor 10 <input type="checkbox"/> Insufficient development of the activities complementary to tourism <input type="checkbox"/> Regional competition in the offer of diversified tourist offers

The municipality of Gornji Milanovac can gain a significant advantage on the tourist market due to its natural and anthropogenic resources. The natural beauties of this areas, combined with the numerous cultural and historical monuments from different epochs, represent a great wealth for intensive modern tourist development. This, in combination with healthy foot and the hospitality of the inhabitants, make a unique tourist product which should be placed on both domestic and international markets. Due to the characteristics of the destination itself (possibility of developing selective forms of tourism), greater emphasis should be placed on market segments with special interest in culture, protected environment, rural, mountain, excursion, hunting, fishing, eco-tourism, etc.

## 6. CONCLUSION

Contemporary world processes in tourism directly encourage the development of certain tourist destinations. Thereby, the originality and diversity of tourist resources of certain regions enable tourist destinations to permanently maintain a stable position on the market, which directly contributes to rapid development of the tourist sector.

Based on the available original tourist resources, we can conclude that the municipality of Gornji Milanovac can make an attractive tourist product. Its natural and anthropogenic resources are considered attractive for organizing the contemporary forms of tourism. Due to its insatiability. It can be said that the municipality of Gornji Milanovac is already ready for the so called individual type of tourism. In order to achieve this, a strategy for tourism planning and development must be determined, which will lead to the integration of tourism into other economic activities.

Based on the performed analysis, it is evident that the available potentials and traditions provide great opportunities for the development of tourism in the municipality of Gornji Milanovac, in such a manner that the recognition of this area will be ensured and the employment of its population increased. Within the further development of tourism, it is necessary to examine and analyze the conditions for the selection of the tourist offer, as well as to motivate and train the population to engage in tourist activities.

In the coming years, Gornji Milanovac should become a place infrastructurally and ecologically arranged for the needs of the inhabitants, which will be integrated into modern economic, tourist, technological, communication and other trends. The vision of the municipality in the coming years is as follows: "healthy, safe and sustainable environment, a place comfortable to live in for all generations and economically developed, and a destination attractive for new investments with available resources rationally managed." Therefore, the mission of local authorities must be conducted in accordance with the principles of sustainable development and with the care of a good host.

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