

THE POSSIBILITIES OF DEVELOPING MOUNTAIN TOURISM ON THE MOUNTAIN OF GOLILJA

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Abstract: The mountainous area of Golija has substantial potential for the development of tourism. Mountain, sports and recreational tourism require that tourists stay for extended periods of time, longer ski seasons, as well as establishing contact with nature. Serbia is a country rich in mountains which possesses exceptional potential for the development of mountain tourism. Despite that, mountain tourism in Serbia is not at a satisfactory level. A case in point is the mountain of Golija. If the economic and social situation of the country were any different when it comes to the tourism market and the natural resources which our mountains possess, it is undoubtable that many mountainous areas would by now have become prominent tourist destinations on the European market. Golija, with its numerous idiosyncrasies and specificities, as well as its location and elevation, has a strong modifying influence on the climate, hydrography and flora and acts as a traffic barrier in south-west Serbia. The subject matter of this paper is the analysis of the possibilities for the development of tourism on the mountain of Golija, with the aim of identifying the key potential for the development of mountain, sports and recreational tourism. The authors will indicate certain locations on and roles of the mountain Golija in the development of the mountain, sport and recreational tourism in Serbia, while placing special emphasis on the role that Golija has as a tourist attraction on the tourism market of Serbia.

Key words: Golija, development, mountain tourism, natural and ecological values

1. Introduction

The possibility of developing mountain tourism on Golija is based on its favorable geographic location, the wealth of its natural tourist values (especially the plant life) and anthropogenic values. What is also of special importance is the possibility of developing the sports and recreational tourism

which would in turn complement rural tourism, along with mountain tourism. The possibility of developing sports and recreational tourism along with rural tourism on Golija is significantly greater than the current state of affairs, including the development of the material base, the content and length of the tourist stay. The idiosyncrasies of the development of tourism on Golija are viewed in relation to its potential to attract tourists. The tourist values of Golija are increased by the Golija nature park, which covers an area of 75.183ha which contains 963 taxons, 724 of which are vascular plants, including approximately thirty endemic and relict types, tertiary and glacial types, and also numerous herbs and other rare and endangered species. (Nikolić, 2011) The park consists of three zones which abound in plant life with special protection rules in place. The greatest natural values, and the park centers where tourism could be developed to the fullest extent include: Golijska reka, Bele Vod, Studenica, Odvraćenica, Rudno, Kušići and Šeremetovići.

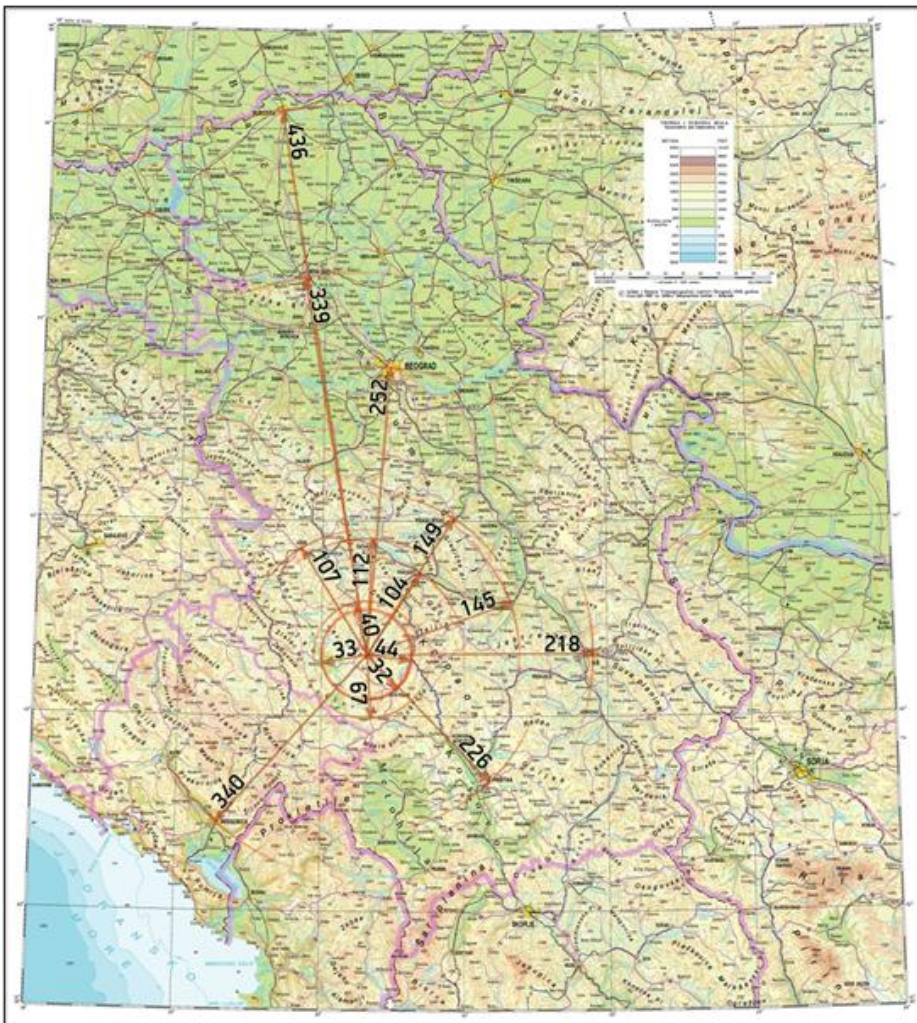
The development of tourism on this mountain requires suitable conditions for the regular transport and accommodation for tourists in village households or in other forms of accommodation, who would stay there with the aim of recovery or recreation (Bratić, M., 2015). Golija is well-known for its great wealth of natural and economic resources which offer a good living environment for the rural population, and now a good chance for the development of tourism, but is unfortunately, today characterized by economic neglect and depopulation.

The further development of tourism on Golija would be a significant factor in the transformation of the mountain itself, and on the other hand, would lead to an increase in the income of the population of Ivanjica, who are primarily involved in tourism. The consequence could be that tourism would emerge as the most important factor of the process of revitalization.

2. Tourist-geographic position

The Golija mountain is located in the south-west part of Serbia. It extends from west to east. The borders of the mountain are determined by rivers. To the north the mountain stretches to the Studenica river, then across the Ibar to the east, the Ljudska reka and Vapa to the south, and to the Moravica and Nosnica rivers to the west. In a morphological sense it includes the central part of the Dinar system. It belongs to the Starovlaška-raška

highland. The elevation of various parts of Golija differ significantly. The mountain is located at an altitude of 500-1.843m. The highest peak is Jankov kamen (1.843m). In the morpho-metric sense Golija has pronounced mountain peaks, horsts, high structural surfaces, ridges and other morpho-structural forms. The basic morphographical feature of this area is the arch network of mountain ridges, which are interspersed with deep gorges, river valleys of the mouths of the Moravica, Studenica and the left tributaries of the Ibar. In addition to the main peak, there are several other prominent peaks: Crni vrh (1.795m), Čardak (1.688m), Kulina (1.642m), Jadovita (1.56 m) etc. (Bratić, 2015).



Map 1: The position of the Golija mountain in relation to the main dispersion zones (Bratić, 2015)

The satisfactory tourist-geographic position of the mountain is based on its natural-geographic characteristics, a variety of different geographical features and favorable traffic conditions regarding access to the main roads in our country, since it is located near the Ibar highway which connects this mountain to Macedonia, Kosovo and Metohija and Montenegro via Belgrade. The main tourist attractions of this area include the Golija mountain, Obudovica, and the courses of the Studenica and Moravica rivers. The basic tourist attraction is the mountain Golija, while the others are complementary ones. There is an asphalt road which link the mountain to the main highway and indirectly connects it with the larger urban-industrial centers of our country.

In the first zone, at a distance of 100 km from Golija we find Ivanjica, Raška, Sjenica, Novi Pazar and Turin. The second zone is made up of cities and industrial centers at a distance of 200 km: Kragujevac, Kraljevo, Užice, Čačak, Kruševac. The third zone consists of urban-industrial centers at a distance of 200 km to 500 km: Podgorica, Niš, Novi Sad, Subotica, Priština, Kosovska Mitrovica, Leposavić and Belgrade.

In terms of transportation, this mountain is well-connected. However, the poor quality of the local roads, the unsatisfactory quality of the regional and national highways, as well as other roads, make this area unfavorable. The biggest roads in the vicinity are the national highway M22 (Kraljevo-Raška-Novi Pazar) M21 (Požega-Ivanjica-Sjenica) and M8 (Prijepolje-Sjenica-Novi Pazar). The railway lines are not highly categorized, nor is air travel. In the vicinity of Sjenica (around Duga Poljana) there is an air strip which has potential for further development, but to this day it has not been exploited.

From this we can conclude that the position of Golija in terms of tourist attractions, geography and accessibility is relatively favorable and that there is the possibility of tourists coming in from various areas. However, what makes this mountain unfavorable is the fact that it is surrounded by the mountain ranges of Jelica, Kopaonik, Čemerni, Radočel, Javor, Zlatar, Javornik and the Pešter highland. These mountain ranges represent the main competition when it comes to developing tourism on Golija, which is especially true of Kopaonik and Zlatibor which are large tourist centers. These centers, in relation to Golija, have better facilities both in terms of infrastructure and superstructure. They also possess more adequate and

modern ski hills, amusement parks, roads and are better equipped and more developed than Golija in terms of tourism.

3. Natural tourist values

The attractive natural elements which are conducive to the development of the mountain tourism of Golija can be seen in the geomorphological, climatic, hydrographic and bio-geographical natural values. In the development of the tourist potential of this mountain so far, some of these natural tourist values have been recognized (the main mountain ridge), while the others are significantly below the limits for the optimum possibilities for promoting and developing tourism. (Radivojević i sar. 2006)

Various types of geological structure, as well as intense geomorphological processes in this area have led to the formation of various shapes and forms, some of which possess significant possibilities for tourism. The relief of the mountain area of Golija is divided up by mountain ranges, river valleys and basins. This mountainous area in terms of its general position extends south to north, but with extensive deviations in some of its parts. Thus, the main mountain range with the highest peaks and ranges appears to be curvy, resembling the letter S, for approximately 33 km. This, so-called high mountain range extends towards the south and south-east and then takes a sharp turn downward towards Pešter and the valley of Novi Pazar, while towards the north it is deeply divided by the river valleys of the Studenica, Moravica and Nošnica into three mountainous areas. In a continued long decline, on the one hand in the direction, of the north-west, on the other towards the north, and even toward the north-east. Because of its location, it makes a very sharp orographic barrier, due to which the mountain is exposed to more cold northern influences of the climate. These high mountain ranges have sharp and smooth sides, and due to the elevation and a more severe climate, they represent the main and best terrains for the development of all forms of winter sports. (Nikolić, 2011)

The development of mountain tourism in this area is supported by a suitable climate, which brings a pronounced recreational tourist appeal, especially in the winter season. In correlation with the preserved, healthy environment, this type of motivated movement, has a stimulating and appropriate influence on the development of mountain tourism. The climate represents a complex product of the superposition and interaction of several

factors, such as longitude, latitude, altitude, surface vegetation, etc. On the Golija mountain, moving upwards from the lowest parts all the way up to the highest peaks we find alternating climate zones. From a moderate-continental to the temperate climate with a sub-Mediterranean character in the lowest parts, and all the way to the zone of the pre-Alpine climate in its highest parts.

In a hydrographic sense Golija represents the main hydrographic knot of western Serbia, since according to the data of the water management plan of Serbia, it has the highest density grid of water courses in Serbia, represented by fifteen small and big rivers. Of the rivers we place special emphasis on Studenica, which is located on the north-east side of Golija. This river valley represents the most specific geo-morphological and hydrographic occurrence in the relief of Golija. With its deep gorge valley it completely separates the bigger, north-east, mountainous part of Golija from the middle one, as well as from the mountain range of Čemerna. Its unique gorge is 30 km long, and in certain parts it has almost vertical limestone sides, and a depth in certain parts of approximately 800m. It is one of the biggest and most eye-catching in Serbia. It is rich in water resources, tributaries and forested regions. Along the valley there is an old, partly asphalt regional road which leads from Devići to Ivanjica.

The diversity of the bio-geographical tourist motifs of the area to a great extent influence the significance of the complementary nature of the mountain, that is, sports and recreational, health and wellness, and mountain tourism. The vegetation of this area is marked by grassy and forest phytocenoses which are mainly located in the zone of the Golija nature park which takes up most of the mountain. The five vegetation zones which can be found on the vertical profile of the mountain have a special significance for Golija. They include the belt from 400m in elevation to the highest mountain peak. Here at the foot of the mountain we find degraded forest complexes, meadow and pasture communities, a river. At an elevation of 600 m we find degraded forests, meadows and several types of mixed oak forests - Hungarian oak, Turkey oak, Sessile oak living alongside hornbeams, ash, sometimes even beech trees, beech and spruce forests all the way to the sub-Alpine mixed beech-spruce and spruce forests. Above this level we find high mountain pastures. "The most complex and high quality forests of spruce trees, pine trees and beech trees can be found in the area of Crni vrh – Radulovac, which represents a natural resource and rarity of the entire

European continent.” (Nikolić, 2011) The vegetation of the Golija mountain is represented by high quality and easily available forest complexes, and with its picturesque nature has a positive effect on human beings, which is one of the preconditions for the development of mountain and recreational tourism.

4. Anthropogenic tourist values

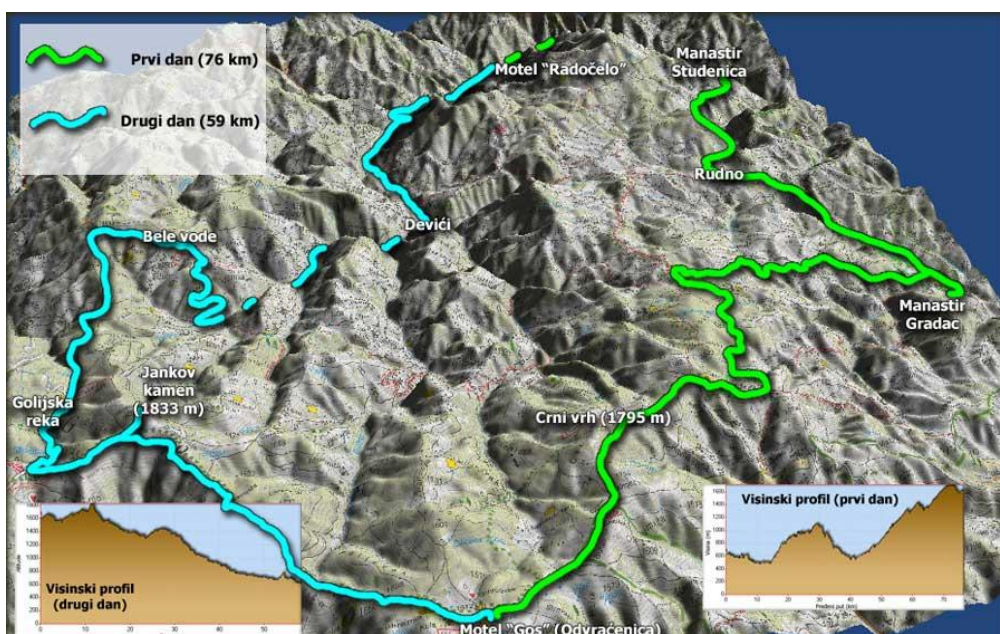
For the development of tourism on Golija the anthropogenic tourist values also play an important part, which in this area are represented by monumental and ethnographic tourist values. The elements of this complex date back from a different time and represent the development of historical, economic-political and cultural events. Medieval monuments of a sacral architecture as well as many monasteries are important forencouraging cultural tourism in this area. At the foot of the Golija mountain, we found the breathtaking monasteries of Studenica, Gradac, Stari Ras and Sopoćani. The ethnographic tourist motives can be seen in the specific customs, culinary specialties, folklore and traditional dress. They are characterized by originality and authenticity and represent complementary tourist values.

5. The existing infrastructure on golija

The technical equipment of the mountains of Serbia represents an important factor in the development of sports-recreational tourism. It is a necessary part of the functioning of the overall tourist space. It is often considered a part of the general standard of functioning of various forms of services, necessary for the satisfaction of physiological and cultural needs of visitors. They include: ski slopes, ski lifts and all the other recreational facilities and tourist services. Along with the material factors, the technical equipment represents an important factor, not only for the development of tourism, but also for the overall social-economic development of a certain spatial whole. In the mountain areas of Golija there are numerous possibilities for the development of ski slopes.

Golija, as a mountain with large tourist potential in terms of infrastructure, is not properly equipped. One of the bigger shortcomings that is preventing Golija from becoming a tourist attraction are first of all the run-down roads which lead up to the mountain, the poor accommodation and lack of other facilities.

As we have previously mentioned, the mountain Golija is located at an elevation of 500m-1.833m. Its highest peak is Jankov kamen (1.833m), and the second highest one is Crni vrh (1.795m). For the past ten years much has been said on the development of this mountain and the inclusion of the state in the realization of numerous strategic plans regarding the building and reconstruction of various objects, such as ski slopes and ski lifts. In 2009, a strategic plan was devised based on which investment capital started being diverted to Golija, and it slowly gained recognition as a mountain center of Serbia. Today this mountain notes great development in terms of tourist infrastructure. Its slopes are suitable to the development of winter sports, sports-recreational tourism, especially around: Odvracénica, Često vrelo, Šeremetovica, Ljute livade, Biser voda, Radočelo, Brusnik, Rudno, etc.



Map 2: The existing ski slopes on Golija, available at:
<https://www.google.rs/search?q=karte+ski+staza+na+goliji>

At an elevation of approximately 850m, at the location of Dajići there is a ski slope, with a ski lift, meant for beginners and children. The slope has a terrain at an angle and is protected by the ski club Golija from Novi Pazar. Another interesting part of Golija which is suitable for winter sport is the area around the Golija river. Here we find a single track 2.300m long, at an elevation of 480m. It is a track of a middle level of difficulty. The two-seater

ski-lift has a capacity of 1.200 skiers per hour. In 2007 the necessary provisions were made for the development of the “half pipe” discipline. The third and at the same time most suitable part of this mountain for a ski hill is the area around the peak Odvračenica. To this day, on it we find ski tracks which are solely used for recreation and belong to the group of easy slopes. They include: Kula 1, Kula 2, Kula 3, Kula 4, Goveđi do and Sovićke kolibe. In addition to the recreational track, there is also one meant for teaching skiers, and that is the track Kula 5.

We can conclude that in the mountain area of Golija we should promote the development of outdoor activities, the preservation of nature, traditional, mountain centers, authenticity, etc. In this sort of ambient, with the development of adequate sports-recreational content, recreational tourism could develop, both for the local and foreign tourists. Golija is the youngest, most popular tourist center in Serbia and it is still being developed. At this point there is not much additional content and most of the infrastructure facilities are closed or open objects located around the hotel just outside of the location of Odvračenica. They include basketball courts, volleyball, handball, football and tennis courts. In addition, there are parks with entertaining and recreational content for children and adults. In the vicinity of the Golijaska reka hotel there are three courts (for basketball, football and handball). Near the Golija hotel there is a children’s amusement park, a small sports court (basketball, volleyball and handball).

6. The material base for the development of tourism on golija

The beginnings of the development of tourism in the mountain centers of Serbia are tied to the beginning of the 20th century. Even so, they are still characterized by a pronouncedly unfavorable material base. On this location there is basic tourist accommodation, but it cannot meet the needs of foreign tourists.

The accommodation capacity on the territory of the mountain of Golija is similar to that of the infrastructure objects. At its disposal, Golija has 300 first category beds (hotels, motels, rest areas) in the vicinity of the tourist centers of Odvračenica, Studenica and 1.000 beds in the private sector in the vicinity of the river Golija. The service industry in the function of the development of rural tourism is tasked with providing food for tourists with an offer suited to their needs (The strategy for the development of the

mountain of Golija, 2009). This offer for the time being is quite unsatisfactory. These facilities are modest, both in terms of capacity and assortment, equipment and the amount of work force. Based on this we can conclude that the aforementioned capacities, that is, the overall accommodation capacity, as well as the tourist infrastructure is insufficient and inadequate for the area of Golija.

We can conclude that based on the equipment of the facilities in terms of infra- and superstructural objects, Golija is only in its initial phase of development. Its basic characteristics are the non-selectiveness and the inability to meet the demands of concrete demands. Thus, in any future plans for development and the affirmation of tourism on Golija, this category of tourist transactions should be given special attention.

7. Conclusion

Based on the indicated features and problems of the mountainous areas of Golija, this mountain possesses some of the most valuable natural, economic, cultural-historic and tourist values, and potential, of all the mountain centers of Serbia. Based on the resources and conditions for the development of tourism, forestry, agriculture, cattle herding, it belongs to the best hill-mountainous areas of country, irrespective of the fact that it is among the economically most underdeveloped ones.

In the further development of the tourism of Golija, we should focus on the complementary development of sports-recreational, country, mountain and eco tourism. "The complementary development include synchronicity in the construction of objects, enriching the offer, proliferation of the content made available during one's stay, year-round business, permanent and well-thought out propaganda, avoidance of disloyal competition" (Stanković i sar. 2005). Several types of tourism which have the same conditions for development on this area can influence the "more complex tourist equipment and recognition of the fact that the area is suitable for promoting polyvalent year-long tourism". At the same time, we must start from the initial understanding that the development of sports-recreational, rural and mountain tourism on Golija must begin with the "scientific verification of the facts that the aforementioned types of tourism should be developed only in such a manner and only to the extent that they bring the local community appropriate economic benefit and social effects" (Stanković i sar. 2005).

The favorable geographical location of Golija, its proximity and the good traffic connection with major city centers in its surroundings, as well as the proximity of the already established mountain centers, offer the possibility of combining various forms of tourism. The possibility of successfully developing tourism in the area of Golija is influenced by well-preserved natural beauties, such as forests, the abundance of plant and animal life, and a climate suitable for the development of various forms of tourism. These and many other benefits which Golija offers can form a special tourist product, which in correlation with the specific ambient of life in rural areas can meet the demands of tourism of special interest.

The further development and affirmation of tourism on Golija is represented by the infra- and superstructure, especially ski slopes, ski lifts, as well as the appropriate material base. Considering the fact that Golija does not possess an adequate offer when it comes to these capacities, their erection is necessary, both in terms of infrastructure, as well as superstructural objects and additional objects. In addition, it is necessary to modernize the existing accommodation capacities and to build new service industry facilities, which would offer their services to the tourists who would like to spend time on Golija. In this way, on this area it would be possible to develop several types of tourism and enable a better tourist connection with the larger city centers.

The wealth of natural resources, cultural heritage, the existing and future provision of accommodation and service facilities, along with the development of mountain tourism, are especially important not only for attracting a larger number of tourists, but also for the future plans for the development of tourism in this area. The complementary development of sports-recreational, rural and mountain tourism, has influenced both the structure and the average length of the stay, as well as the enrichment of the content of available during a tourist's stay, not only content which relies on natural factors, but also content for tourists who spend their vacations participating in sports activities, recreational activities, cultural manifestations, eco-tourism...

The planned and focused development of tourism on the territory of Golija would emerge as the factor of the improvement of the economic and social situation of the local population. The most important measure for the encouragement of economic and social recovery of the area of Golija would be the if the project for the development of Golija were to be assigned

national priority status, from which other measures for the improvement of protection and revitalization of Golija would emerge.

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