








Tourism Infrastructure in the Function of Sustainable Tourism Development: The Case Study of the City of Kruševac, Republic of Serbia

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Abstract: *The sights of the City of Kruševac are numerous and they enable the realization of various aspects of tourism: cultural-historical, religious, sport, mountainous, spa, rural, and event tourism. This paper contains an analysis of the existing and planned tourism infrastructure, as well as the potential and limitations it is facing on the territory of the City of Kruševac. The subject of the research is tourism destinations in the vicinity of Kruševac – Jastrebac mountain and Ribarska Banja spa, as well as the most important sites in the tourism offer of the City of Kruševac. Tourism offer has significantly been improved by the investment into the development of secondary tourism centers – Jastrebac and Ribarska Banja. For quite a short period Jastrebac has become a favorite tourism destination of the citizens of Kruševac and the tourists from other settlements of Serbia and the neighboring countries. For its health-care purposes, Ribarska Banja has long been popular among the older population, and recently among younger generations as well, thanks to recreational tourism and natural beauties.*

1. INTRODUCTION

Sustainable development is one of the most present concepts in science, media and society today, and yet it often remains unknown how to apply sustainability in reality. It is necessary for all spheres of human activity, and thus in the tourism industry (Sunara et al., 2013). It implies economic and social growth harmonized with the ecosystems in which it takes place, so as such it is sustainable in the long run (Črnjar, 2002). It involves the management of resources in order to meet economic, social and environmental needs, and preserve cultural, ecological and biological diversity (Kušen, 2002). The basic principles of sustainable tourism are summarized in the conceptual definition of UNWTO and UNEP (2005), which emphasizes that it is

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“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry the environment and host communities“ (UNEP, 2005).

Sustainable tourism planning must reflect local specificities in order to avoid generalization and inappropriate development. Community profiling helps tourism planners to integrate tourism development into the socio-economic and environmental environment of the community (Liburd & Edwards, 2010). The object, goal and methodological framework of this research are defined in that manner.

With its uniqueness and important natural, cultural, and historic values, the City of Kruševac represents an important tourist potential of the Rasina District, as well as of the wider area, whose significance will grow with the connection with the potential of the regional and national level. Kruševac is situated in the central part of Serbia, at the crossroads of communications that run across and connect the Balkans. It is located in the valley of two rivers: the Rasina and the Zapadna Morava (Veljković, Jovanović & Tošić 1995; Punišić, 2007). Around Kruševac, there are natural reserves and places for relaxation and recreation, as well as the nearby spa health resorts. In the wider surroundings of the city, there is the most wooded mountain of the Balkans, Jastrebac, with its lake and the excursion site at 650 m a.s.l., where the conditions are optimal for the preparations of athletes and the landscapes are attractive for nature lovers, mountaineers, scouts, cyclists, hunters, and hikers.

Around thirty kilometers away from the city, there is one of the oldest spas in the southeastern Balkans – Ribarska Banja. On the northern slopes of Jastrebac, at 540 m a.s.l., with six thermal-mineral springs in the forest, it has the characteristics of a climate health resort. When the “City below Bagdala”⁸ is mentioned, it is clear that we refer to Kruševac, with its most beautiful architectural structure from the beginning of the 20th century, “Mosaic Hall” in the building of the City Hall, a unique decorative entirety dedicated to Morava Serbia, the work by the artist Mladen Srbinović. Kruševac is surrounded by the monasteries Naupara, Saint Roman, Intercession of the Theotokos, Ljubostinja, Drenča, churches and holy places in the Mojsinje mountains, known as “Small Athos”, which are the unique example of the medieval sacral architectures and traditions of this part of Serbia. Kruševac is an urban center of various tourist values and potential for the development and attraction of tourists (Savić, 1969).

The research aims to analyze the current state and development of the tourist economy of the City of Kruševac, with a focus on existing and planned tourist infrastructure, as well as the potentials and limitations of its development, in order to review and supplement the existing tourism development guidelines.

2. METHODOLOGY

According to the object and aim of the research, the methodological procedure consists of the following steps:

- Analysis of natural and socio-economic characteristics of the City of Kruševac, in order to form a broader context in which the tourism economy is developing. Secondary data sources were used in this phase (existing literature; the latest data from the Statistical Office of the Republic of Serbia (2011 and 2018); Spatial Plan of the City of Kruševac (2011)).

⁸ “Bagdala” – in the free translation from Turkish, means “divine view”.

- Analysis of the current state of the tourist infrastructure capacity and attractiveness, i.e. tourist arrivals to the City of Kruševac, in order to perceive the current processes and trends. In addition to the existing literature and official internet presentations, the Tourism development program of the City of Kruševac 2017–2030 was consulted, and various publications of the Statistical Office of the Republic of Serbia (Tourism turnover, June 2019; Municipalities and regions in the Republic of Serbia in 2011, 2012, 2013, 2014, 2015, 2016, 2017 and 2018) were used as the sources of quantitative data.
- Perception of the planned tourist infrastructure of the City of Kruševac was performed as a basic precondition for the final step of the research, i.e. identification of priority projects and their connection to previously systematized development goals. This part of the research relies both on primary (collected by conducted field and survey research) and secondary data sources (Tourism development program of the City of Kruševac 2019-2024; Sustainable Urban Mobility Plan of the City of Kruševac 2017-2030; Spatial plan of the City of Kruševac).

Support in all phases of the research and cartographic attachment preparation is provided by contemporary GIS software capabilities (QGIS 3.16.11 software).

3. CASE STUDY AREA

The City of Kruševac is located in the central part of the Republic of Serbia and it covers the most southern part of Peripannonian Serbia (Figure 1), within the boundaries between 43°22'21" and 43°42'17" of northern latitude and between 21°9' and 21°34'8" of eastern longitude and covers the part of the Rasina River basin, the lower course of the Zapadna Morava River, between the mountains of Kopaonik, Željina and Jastrebac, and spreads from Šumadija to Southern Serbia ("Official Gazette of the City of Kruševac", No. 4/11). The dominant morphological form is the mountainous ridge of Veliki Jastrebac, with an east-west stretching direction, from which the largest ravine in the valley of the Zapadna Morava River stretches, the Neogene ravine of Kruševac. The low mountainous region is made up of the hills of Jastrebac, Juhor, and the Mojsinje mountains, and the lowland area is in the valleys of the larger water courses (Figure 2) (Punišić, 2007).

Transport infrastructure, as many studies show (Taotao, 2013; Đukićin Vučković et al., 2018; Gajić, Krunić & Protić, 2018; Gajić, Krunić & Protić, 2021) can enhance the overall economic performance of an area by reducing transport costs and increasing accessibility, which would directly lower the cost of input factors, increase private investment and stimulate the development of tourism. In the study area, the relief influenced the development of the road network. Traffic corridors of regional and wider significance intersect on the studied territory. The main road corridor is E-75, which runs through the subregion of Kruševac from the northeast and connects with the national arterial highway M-5 (Pojate–Kruševac–Kraljevo) near Pojate, 25 km from Kruševac, where it connects with the network of European highways. The railway line Stalać–Kraljevo–Požega is connected with the railway line Belgrade–Niš–Stalać from the northeast, and with the railway line Stalać–Kruševac–Kraljevo–Užice–Bar port from the west (Figure 7) ("Official Gazette of the City of Kruševac", No. 4/11).

3.1. Natural characteristics

The geological structure has greatly influenced the creation of lowland, mountainous, and high-mountain regions. The lowest point is at 140 m, at the confluence of the Rasina into the Zapadna Morava, and the highest one is at 1,492 m, Velika Đulica mountain peak on

Jastrebac, so the height difference is 1,352 m. The territory of Kruševac is mainly in the ravine and it has a significant level of continentality, so it is characterized by a moderate continental climate with the specific elements of microclimate (“župa”). The average annual air temperature is 10.8 °C, and the annual precipitation is 647.5 mm. Hydro-geographic network is developed and it is formed by the basins of the rivers Zapadna Morava, Rasina and Ribarska Reka, where the dominant one is the Rasina river. The territory of the City also includes the springs of mineral, thermal-mineral, and thermal waters, with the possibility for their usage. The most important is Ribarska Banja with the following springs: Trebotin, Buci, Majdevo, Sezemča, Slatina, Lomnica, Mrmoš, Dvorane, Čitluk, and Bela Voda. The hilly terrains of Jastrebac and the mountains of Gledić enable the existence of a variety of habitats in terms of orography and climate, as well as the presence of various plant communities, especially forest ones, with various fauna, which represent the basis for the development of tourism and hunting. The observed territory includes forests and wood-covered land of 27,349.50 ha, where the mountain of Jastrebac is one of the most wooded mountains in the Balkans (Ilić, 1971; Stošić, 1999).

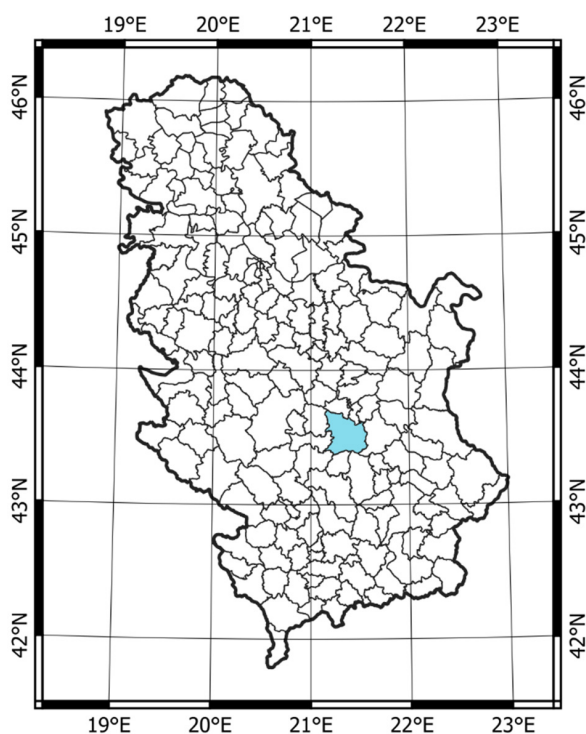


Figure 1. Geographical position of the City of Kruševac within the national territory

Source: elaboration of the authors

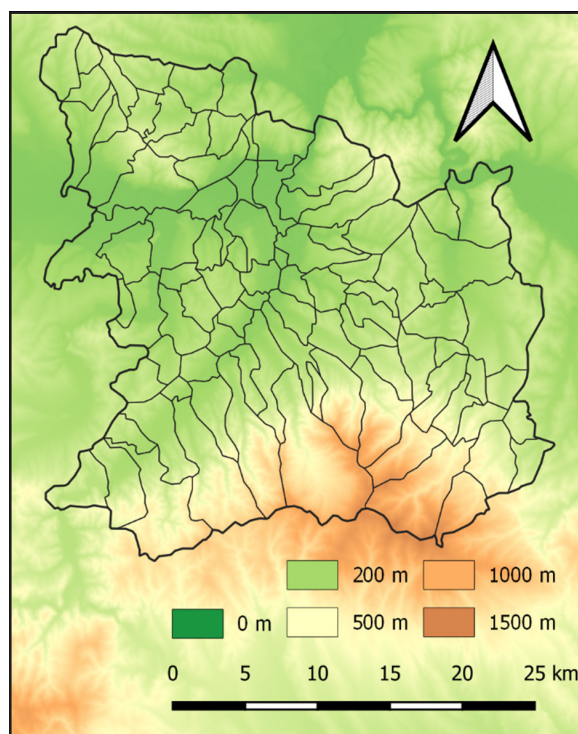


Figure 2. Spatial extent of the examined territory

Source: elaboration of the authors

3.2. Demographic characteristics

On the studied territory, with an area of 854 km², in 101 settlements (settlements borders on Figure 2), 121,293 inhabitants lived in 2018 according to the relevant statistical data (Statistical Office of the Republic of Serbia, 2013). The analysis of the trend of changes in the number of the inhabitants in the urban area, of the city of Kruševac and 11 suburban and rural settlements shows that the urban area records an increase in the number of inhabitants (Statistical Office of the Republic of Serbia, 2011 and 2018).

3.3. Economic characteristics

The most important economic branches are chemical, metalwork, food, woodwork, and textile industries, and civil engineering. Kruševac has a long experience and tradition in agricultural production and development of animal husbandry, cereal farming, vegetable farming, fruit farming, fruit and vine planting material of grapevine and the plants of roses, flowers, and decorative plants, which represents a good basis for development (Stošić, 1999). About a half of the population lives in a village, so the development of villages and agricultural production is important for opening new jobs and the staying of young people in the village.

The surroundings of Kruševac are comprised of the Kruševac wine region, the largest of the nine wine regions on the territory of the “Three Moravas” (“Tri Morave”). Viticulture is the main activity for 2,528 family-run farms, on a total territory of 1,900.66 ha (Ivanišević et al., 2015) Commercial wineries are mainly concentrated in the surroundings of Kruševac itself (Jovanović-Tončev, Jovanović, Malićanin & Dimitrijević, 2016). The same authors point out that the “Three Moravas” sub-region has significant natural and anthropological resources for the development of wine tourism.

3.4. Natural and cultural values

The natural beauty of the mountains, the existence of infrastructure and natural resources, the localities for the development of tourism, and cultural-historical structures, are the basis for the development of various types of tourism. In the observed territory, there is a medium-high mountain of Jastrebac and Ribarska Banja with proven healing characteristics and certain tourism potentials (Consulting tourism development, 2019). The City of Kruševac represents a destination with great potentials for the visit and stay of tourists. The mountain of Jastrebac, as the most wooded and watered mountain in the Balkans with the preserved nature, Ribarska Banja and Čelije Lake (a landscape with outstanding features) are the natural resources attractive to tourists. Jastrebac is not rich in snow cover, and there are no terraces where recreation activities could be done throughout the year, but it is densely wooded, covered with beech woods with the groups of other broadleaf and needleleaf woods, which makes it attractive for trips and excursions.

On the territory of the City of Kruševac, there are 13 springs of thermal-mineral water, where the dominating one is Ribarska Banja with its 6 springs of mineral water with a temperature of 38–42 °C, which is also a climate health center with developed spa tourism thanks to its dense forests and clean air. The locations of other important mineral springs could be valorized as tourism spots with great potential: Lomnica (Kisela voda), Bela Voda, Veliki Kupci, and Žabare. The Office for the Protection of Nature has made the Study for the Protection of the Landscapes with Outstanding Features of “Čelije” reservoir. The named natural resources contribute to establishing the balance in ecosystems, the attractiveness of the regions, the improvement of the quality of life, with the respect to conventions and strategies of a wider spatial entirety, and the implementation of principles, measures, and requirements for the protection of the nature.

The area of the City of Kruševac is characterized by various cultural-historical heritage. The categorized immovable cultural properties are the following: The Church of Sveti Stefan – Lazarica, Greek šor with Beg’s house, Simića kuća (House of the Simić Family), the Hall of the District Government, Memorial complex “Slobodište”, the building of the Art Gallery, and Kosovo Heroes Monument. Ethnographic and ethno-architectural sites are the Naupara

monastery, Monument and complex of Bela Voda. The cultural properties include the following monasteries: Naupara, Sveti Roman, Intercession of the Theotokos, Ljubostinja, Drenča, etc. The building heritage of Kruševac can be grouped according to chronology, typology, and monument values, as well as according to the cultural state of some of today's facilities and buildings ("Official Gazette of the City of Kruševac", No. 4/11).

Terzić, Bjeljac & Lović (2010) point out that events are a very important segment of the tourist offer of Kruševac. A large number of events of tourist character (very different in content, scope and range) are held in Kruševac. Very few tourist events in Kruševac can be considered as the main motive of tourists' arrivals, which are primarily cultural and sports events, trade shows, and professional and scientific events, as well as several major festivals, including the most important St. Vitus' Celebrations and Golden Helmet, the International Festival of Humor and Satire. It is important to mention the Wine Day, as a festival of Serbian wines of relatively recent date, which started in 2008 and is traditionally held in Kruševac every year on the eve of St. Vitus Day and brings together the best Serbian winemakers (Jovanović-Tončev et al., 2016).

3.5. Land use and technical infrastructure

The use of land is conditioned by the natural characteristics of the region: lowland and hilly zones, moderate climate, and pedological features of the land. This is a region of crops culture farming, growing vegetables, and viticulture in plains and hilly-mountainous regions, and the region of forests and pastures in the mountainous part ("Official Gazette of the City of Kruševac", No. 4/11).

The area of the City of Kruševac is mainly covered with road-traffic communications and all the settlements are connected by the network of 68 municipal roads, which are spatially divided into the regions of Zapadna Morava, Župa, Rasina, Veliki Šiljegovac, and Jastrebac. The Railway network comprises Stalać–Požega and Stalać–Niš railways. The existing sports airport on the territory of the greater city center is in the phase of moving to a new location – Rosulje.

All the settlements (101) are connected to a unique system for electric energy supply. Telecommunication infrastructure, network group MG-o37, is organized via commutation operational centers, multi-service accessing hubs, and wireless access to landline and mobile phone networks and telecommunication services.

Water supply infrastructure has been improved by the construction of "Ćelije" reservoir on the Rasina river, which established a reliable supply of water for the territory of the city itself, the peri-urban zone, and the rural settlements around the city. The development and urbanization of Kruševac has also been accompanied by the development of the utility infrastructure.

3.6. Potentials and limitations

The territory of the City of Kruševac represents a complex structure of natural (morphological, hydrographic, hydro-geological, pedological, climatic, floristic, landscape, etc.) characteristics and anthropogenic impacts in the built urban and rural areas and zones, infrastructural zones and borders, as well as the agricultural, forest, and water bodies, and the zones of erosive processes of different level and intensity.

Tourist attractiveness of the City of Kruševac is enabled by the convenient geographic position, favorable climatic conditions, agro-pedological characteristics, tradition in agriculture, agricultural products processing, the mountain of Jastrebac as an area with outstanding landscape features and important natural values, game habitats, and good conditions for hunting tourism and the richness in forest fruits, Čelije reservoir, with its main role as a defense against flood, holding deposits, supplying the settlements with water, irrigation, as well as its tourism purpose – it is well-known for “Pista” (‘runway’), a partly-arranged beach and a favorite spot of fishing-lovers, the springs of mineral and geo-thermal waters (Ribarska Banja, Bela Voda, Lomnica, Žabare, Čitluk), natural motifs, protected natural and cultural properties, rural settlements, and ethno-complexes.

During the analysis, the following limitations were noticed: insufficiently explored springs of thermal-mineral waters, unregulated watercourses, floods, ecological awareness at a low level, and unsolved treatment of wastewaters, underground waters not explored, illegal construction, legalization of the structures in the zones of the sanitary protection of the springs and the zones planned for water-supply facilities, bad technical-exploitation condition of the road network, delays in the relocation of the sport airport to the new location – Rosulje, insufficient use of funds, depopulation and aging of the population in all the settlements and rural areas, lack of tourist accommodation capacities with high-quality services in the rural areas, etc.

4. TOURISM INFRASTRUCTURE OF THE CITY OF KRUŠEVAC

The development of tourist offers is concentrated in spatial-functional areas of mountainous, water, transit, city, and spa tourism, which also comprises cultural, hunting, rural, and other types of tourism. The preserved natural ambience of spatial units, forests, hilly-mountainous relief, valley climate, numerous archeological and cultural-historical monuments, as well as the thermal-mineral springs, point to the possibility for the development of eco-ethno tourism, and the accompanying economic branches. Within the organization of the tourism offer, it is necessary to present the tourist activities and amenities, via thematic sightseeing tours and visits to attractive locations. The priority in the tourism industry is the development of spa and health-care center of Ribarska Banja and Jastrebac mountain, which is also confirmed by making the Suggestion for Defining the Area of Banja (Official Gazette of Republic of Serbia, No. 100/20). In this study, it has been highlighted that the advantages in terms of the basic climatic features, i.e. air temperature, insolation, precipitation, humidity, and air flow represent the key factors for the further development of health-recreational tourism in Ribarska Banja.

Tourism values and tourism offered on the territory of the City of Kruševac are enabled by the natural and cultural values, both on the territory of the city and in its surroundings. The most significant natural values are Bagdala Park and Pioneer Park, and the natural-cultural property - “Slobodište” Memorial Park, and Jastrebac mountain, Ribarska Banja, and Bela Voda situated in its vicinity.

Bagdala Park, a hill above the city, the synonym of Kruševac, represents a green ambience with the space arranged for hiking, recreation, and sports. Bagdala, in the free translation from the Turkish language, means “divine view”, so it is also a kind of a unique lookout. Bagdala offers a modern hospitality facility, children’s playground, a church dedicated to St John the Baptist, and “Miniature Park”.

Jastrebac is the highest mountain, 20 km away from Kruševac, which is reached through the villages of Golovode, Lomnica, and Buci. A spacious plateau with an artificial lake lies at about 650 m a.s.l., and the highest peaks “Đulica” (1,941 m a.s.l.) and “Pogled” (1,481 m a.s.l.) create the natural border between Toplica and Pomoravlje districts. Jastrebac has favorable climatic conditions, insolation throughout the whole year, fresh air currents, and an unspoiled environment, and thanks to its mild climate and diversity of flora and fauna, it offers extraordinary possibilities for relaxation and mountaineering. The landscapes of the most wooded mountain in this part of the Balkans are attractive for nature-lovers – mountaineers, scouts, mountain bikers, etc. The mountain of unique habitats of white birches offers valuable forest fruits and medicinal herbs, so it is also attractive for forest-fruit collectors. On the other hand, Punišić (2007) points out that it is necessary to pay special attention to the further tourist activation of Jastrebac, taking into consideration the negative demographic trends that characterize it, as well as the fact that there is a certain number of people in this area who need to have more stable sources of income.

Ribarska Banja is one of the oldest spas on the territory of the southeastern Balkans. It belongs to the six first Serbian spas renovated back in 1833, and the warm and healing waters of Ribarska Banja have been used since ancient times. In its location, in Roman times there was a fortress of Roman colonists. The first chemical analysis of the water of the Ribarska river was done in 1834, at the time of Prince Miloš, in the laboratory of the Faculty of Medicine in Vienna. Within the spa center, there is Special Hospital for Orthopedic, Osteoarticular, and Degenerative Diseases (Belij, 2007).

In the close vicinity of Kruševac, on the way to Ribarska Banja, ethno-village Srndalje is situated. **Ethno-village Srndalje** and watermill-restaurant Srndalje are situated 2 km from Ribarska Banja. The village is characterized by beautiful and pure nature, a clear river rich with trout. All the households produce food for the visitors of Ribarska Banja and their village. Besides the watermill restaurant which is run by Ribarska Banja, there are also smaller restaurants in the village where organic products are served. During the summer months, tourists on the relation Ribarska Banja – Srndalje are driven by a tourist train “Trucko”. Also, the destinations are connected with the hiking trail which goes through the untouched nature⁹.

The village of Bela Voda (*English: White water*) is situated between the slopes of the Gledić Mountains and the Zapadna Morava river, 14 km far from Kruševac. The village got its name after the spring which sprang up from the underground in white bubbling jets in the area of today’s Sculpture Park. Bela Voda is famous for its sandstone of Bela Voda – the stone that has been exploited for six centuries, and the springs of mineral waters. Thanks to the numerous quarries rich in good stone, Bela Voda has been the capital of sculpture art and craft in Morava’s Serbia for centuries. There was an industrial railway to the quarries of Bela Voda built in 1954.

Lazarev Grad archeological park – presents the remains of a medieval town, built by Duke Lazar in 1371, as his capital and fortress (Đidić, 2008). It was built in the typical Serbian-Byzantium style and had the basic functional and strategic value rather than the aesthetic value. On the other hand, “Lazarica” church has an immense artistic value, so it is regarded as a cultural heritage of exceptional importance (Ristić, 2001). There are numerous historical facts about this site, as well as many legends and epic poems. The stories are usually considered as very interesting for the visitors (Stanojlović et al., 2010). Significant knowledge about the appearance of Medieval Kruševac and a more detailed view of the life in it was provided by the archeological

⁹ Ribarska Banja - ethno-village Srndalje more info on <https://www.ribarskabanja.net/info/etno-selo-srndalje>

research of the complex carried out between 1961 and 1971 (Stošić, 1999). The complex “Lazar’s town” is a significant cultural-historical site, well renowned, not only in the local area but also on the national level (Stanojlović et al., 2010). In the previous period, the medieval structures which were well-known were Lazarica church, the remains of the central tower with a part of the protection wall toward the north and the traces of the walls inside the complex. As one of the few city centers, and an important political and economic center of Morava’s Serbia, Kruševac had a great contribution to the development of culture and art in Serbia, since the building of the parts of the city with clearly defined urban concepts started in the 14th century. Such a type of city represents the Medieval Kruševac, which will become a pattern for the further construction of fortified cities in Morava’s Serbia, thanks to its defense solutions and how military and civil functions were united.

Kosovo Heroes Monument – represents a symbol of Kruševac and the most monumental work of the national sculpture from the beginning of the 20th century, designed in the spirit of French academism. It is a work by the Serbian sculptor Đorđe Jovanović, and in 1900 he was awarded the Gold Medal of 1st Degree at the World Exhibition in Paris, where the elements of the monument were created and exhibited.

4.1. Accommodation capacities

In the studied area, around 14,000 m² of hospitality – accommodation space in a large number of facilities have been built, with 650 beds, excluding private accommodation and the accommodation in the Special Hospital in Ribarska Banja. The accommodation capacities are located on the territory of the city of Kruševac, on Jastrebac mountain, and in Ribarska Banja – Special Hospital Ribarska Banja (Table 1). The Special Hospital Ribarska Banja has 510 beds and accommodation in 9 residential facilities, built at the end of the 19th century and the beginning of the 20th century. On the foundations of the old Turkish bath from the 17th century, a modern spa center has been built (<https://www.ribarskabanja.rs/index.php/kapaciteti/smestaj>).

Table 1. Accommodation capacities in the City of Kruševac

Destination	Number of rooms	Number of beds
The Rubin Hotel	113	211
The Novi Palas Hotel	18	44
The Golf Hotel	44	90
The Dabi Hotel	48	88
Villa Biser Lodging	15	42
Konak Lodging	10	28
The Trajal Hotel (Jastrebac)	17	35
Mountain Lodge (Jastrebac)	-	55
Villa Idila (Jastrebac)	19	55
Private accommodation	-	366
Ribarska Banja	-	510
The “Pane Đukić Limar” Hotel	29	
“City” Hotel Garni	11	30
“Nicolo& Spa” Hotel Garni	20	26
“Verige” restaurant – lodging	-	-
“Barbiko EX” Lodging	12	-
“Saradis” restaurant and lodging	-	44+10
“Lukas” rooms for rent	10	30
“Stanković Jelica” rooms for rent	7	20

Rural tourist household of Slavoljub Milićević	6	6
Villa Zorica	8	14
“Mali raj” villa	2	4
“Pastrmka” ethno-restaurant	1	4
Zeleni dvor	15	30
“Di Lusso” villa	25	60
“Janus” villa	21	52
“Marija” villa	8	24
“Žarko Žarić” Mountain Lodge		60

Source: Tourism development program of the City of Kruševac 2017–2030.

Table 2. Overview of the number of tourists’ check-ins in 2019 by June 30, 2019.

Check-ins											
Total				Domestic				Foreign			
June 2019	Jan–Jun 2019	indices		June 2019	Jan–Jun 2019	indices		June 2019	Jan–Jun 2019	indices	
		June 2019/2018	Jan–Jun 2019/2018			June 2019/2018	Jan–Jun 2019/2018			June 2019/2018	Jan–Jun 2019/2018
Kruševac											
3,363	11,753	124.1	102.6	2,860	9,497	128.1	106.6	503	2,256	105.5	88.7
Ribarska Banja											
1,333	3,801	92.1	96.7	1,302	3,635	91.8	96.6	31	166	106.9	99.4

Source: Tourism turnover, June 2019, Statistical Office of the Republic of Serbia

From the table (Table 2), it can be seen that the total number of tourists in Kruševac in the period between January and June 2019 increased by 102.6% in comparison with the same period in 2018. An increase of 96.7% was also recorded in Ribarska Banja. In Kruševac, in the first half of 2019, the number of nights increased by 104.3% and in Ribarska Banja by 98.7%, compared to the first half of 2018.

A comparative overview of the number of tourists’ visits and the number of nights in the period between 2010 and 2017 shows a significant rise in the number of nights when compared with the number of visits, which points to the fact that visitors stay on the territory of the city for several days (Table 3).

Table 3. Comparative overview of the number of tourists’ check-ins and the number of nights in the period 2010–2017.

	Tourists			Tourists’ nights			Average number of tourists’ nights	
	total	domestic	foreign	total	domestic	foreign	domestic	foreign
2017	25,443	19,216	6,227	96,465	82,601	13,864	4.3	2.2
2016	20,919	15,731	5,188	84,394	73,407	10,987	4.7	2.1
2015	21,828	15,244	6,584	82,127	69,128	12,999	4.5	2.0
2014	21,962	14,560	7,402	85,699	70,202	15,497	4.8	2.1
2013	26,199	17,387	8,812	93,137	75,539	17,598	4.3	2.0
2012	27,295	19,037	8,258	100,657	85,551	15,106	4.5	1.8
2011	27,618	20,772	6,846	174,908	163,142	11,766	7.9	1.7
2010	27,663	22,641	5,022	190,327	179,062	11,265	7.9	2.2

Source: Municipalities and regions in the Republic of Serbia in 2011, 2012, 2013, 2014, 2015, 2016, 2017 and 2018, Statistical Office of the Republic of Serbia.

4.2. Tourist points

In the Tourist Information Center of the Tourist Organization of the City of Kruševac, tourists get information about the tourist offer of Kruševac and its surroundings. Next to it, there is an interactive TOT board that enables tourists to access information about the city and its surroundings, in the Serbian and the English language. On the 23 locations in the city and along the main roads, information direction boards are put up, as well as 300 hiking and tourism signs, where 35 cultural-historical sites of the city and its surroundings are presented (City of Kruševac, 2018).

4.3. Facilities and zones for sports and recreation purposes

On the territory of the city of Kruševac, there are sports facilities that meet the standards for the organization of top-level sports competitions. “Sports Center Kruševac” has the following outdoor and indoor facilities:

- Indoor facilities: sports hall, sports rooms, a complex of indoor swimming pools, gyms, bowling alleys, and rooms for table tennis.
- Outdoor facilities: city stadium and athletics and football block, a complex of outdoor swimming pools, running track, tennis courts, courts for mini sports, skate-park, beach volleyball court.

Near the “Sports Center” there is an excursion site Bagdala which has courts for mini sports, an outdoor gym, and a jogging track. Private sports facilities are also available for athletes and those who do recreational activities. The abovementioned sports infrastructure in the city of Kruševac meets the national and international criteria for the preparation of athletes and sports teams. In the village of Globare there is “*Gajić*” *moto-race track*, equipped according to world standards with a length of over 1,700 m, so Kruševac was the host of the European Championship in moto-cross in 2016.

Within *Jastrebac Lake Resort* there is Adventure Park, the most naturally fitted into the environment in this part of the Balkans, which is made up of four parts: a children’s adventure park; a zip-line over the lake; the rock for the training of the mountaineers and alpine climbers and the international competitions in free climbing; and two-level adventure tracks for passionate “adventurers”.

Sports – recreational center with an equestrian club in Lomnica near Kruševac was founded in 2000 and it gathers all the lovers of sport and recreational horse riding. The center has grass and sand courts and a stable with about 20 horses.

The recently opened *sports – recreational center “Samar”* in Ribarska Banja contains mini waterpark, surrounded by century-old forests and offers refreshment and adrenaline fun. The amenities of the Center are three swimming pools with slides, beach volleyball, tennis courts and courts for mini sports, and the possibility of bicycle renting (<https://www.jastrebaclakeresort.com/avantura-park>).

4.4. Tourist hiking and cycling trails

The organization of the 240-minute-long hiking tour organized by the Tourist Organization of Kruševac as a trip titled “Beautiful city of Kruševac” (“Lepa varoš Kruševac”) enables the visitors to get to know the most important cultural sites. The route is the following: starting from

outside the “Rubin” Hotel – “Lazarev grad” archeological park – the Gallery of Milić of Mačva – Mosaic Hall – Kosovo Heroes Monument – the house of the Simić family (“Simića kuća”) – Warriors’ Monument – “Mother Serbia and Mother Greece” Sculpture – “Slobodište” Memorial Park – return to the “Rubin” Hotel. The jogging tracks are within the Sports Center and the parks: Bagdala, Pioneer Park, and Slobodište.

Although there are morphological conditions, there is no developed cycling infrastructure in the city. Only two cycling paths have been formed, and they are not interconnected, so the primary task is the development of the integrated cycling network in the city by forming the main cycling trail in the north-south direction, as well as the secondary network.

The mountain of Jastrebac has hiking trails to the peaks “Stena” (1,257 m), ”Stracimir” (1,390 m), “Maznica” (1,140 m), “Majorova česma”, as well the trails to the water spring, to the old St Petka church and Gradac medieval fortress (<https://www.jastrebaclakeresort.com/avantura-park>). The system of mountaineering trails of Veliki Jastrebac is formed of the two main trails:

- Trail No. 1 connects Grebenac pass in the east and the village of Ravni in the west, going over the most important peaks of Jastrebac.
- Trail No. 2 connects the historical places of Slatina in the north and Ajdanovac in the south, as well as the peaks Crni Vrh (1,040 m a.s.l.), Bela Stena (1,256 m a.s.l.), and Zmajevac (1,381 m a.s.l.).

The configuration of the terrain of Jastrebac mountain enables the formation of one of the best destinations for mountain cycling in Europe. The favorable conditions that contribute to it are numerous springs that are active throughout the whole year and the fact that cycling takes place in the shades, which makes the activity even more pleasant. According to the difficulty level of the paths, Jastrebac has amenities for mountain cycling because of the existence of short paths, only several km long, which are ideal for familiarizing with mountain cycling, and long paths, which are over 80 km long.

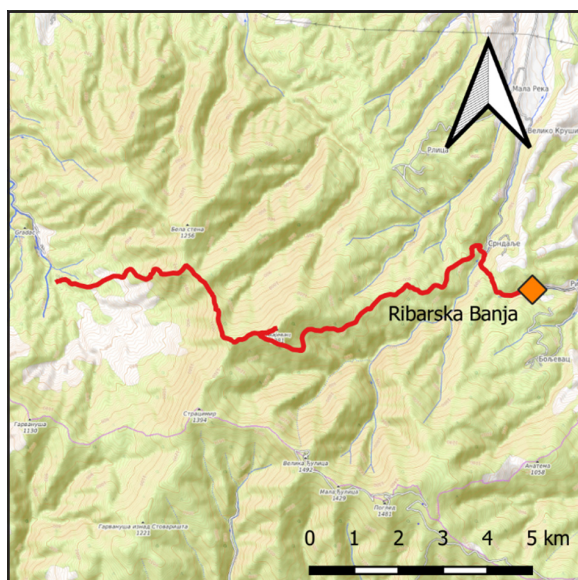


Figure 3. Hiking trail Ribarska Banja – Mountain Lodge (“the first trail”)

Source: Soleks, 2013

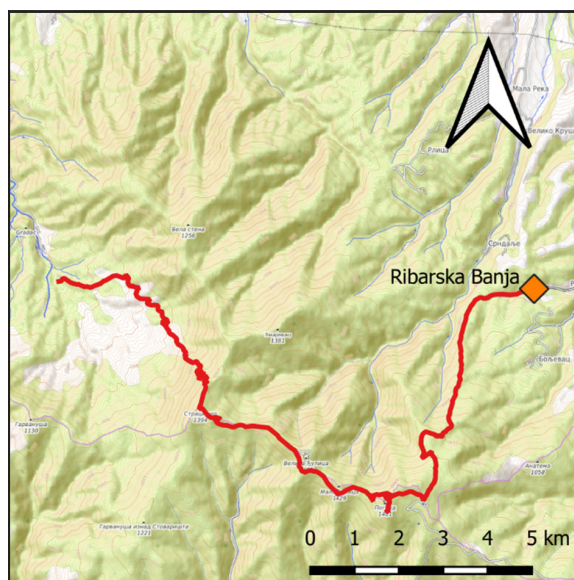


Figure 4. Hiking trail Ribarska Banja – Mountain Lodge (“the second trail”)

Source: Soleks, 2013

Hiking trail *Mountain lodge – Bela Stena* has the following characteristics: trail length – 10 km; total ascent – 818 m; total descent – 804 m; the lowest point – 522 m a.s.l.; the highest point – 1,282 m a.s.l.; fitness difficulty level – 3/10; technical difficulty – 1/10; springs of drinking water – 3 known; average ascent inclination – 17.8%; average descent inclination – 17.7%; maximum ascent inclination – 27.6%; maximum descent inclination – 34%.

Hiking trail *Gornja Jošanica – Ajdanovac – Majorova česma – Mountain Lodge* has the following characteristics: trail length – 20 km; total ascent – 723 m; total descent – 640 m; the lowest point – 460 m a.s.l.; the highest point – 1,167 m a.s.l.; fitness difficulty level – 4/10; technical difficulty – 2/10; springs of drinking water – 4 known; average ascent inclination – 8%; average descent inclination – 8%; maximum ascent inclination – 17%; maximum descent inclination – 21%.

Cycling trail *Jastrebac Circle* has the following characteristics: trail length – 52.5 km; total ascent – 664 m; the lowest point – 184 m a.s.l.; the highest point – 848 m a.s.l.; fitness difficulty level – 5/10; technical difficulty – 2/10; springs of drinking water – 7. Jastrebac is connected with Ribarska Banja by the two main hiking trails (Figures 3 and 4).

5. RESULTS AND DISCUSSION

5.1. The planned tourism infrastructure of the City of Kruševac

Improvement and increase in the number of accommodation capacities, renovation of the existing, decrepit facilities, and investment into rural tourism, are the preconditions for the increase in tourist turnover. The surroundings of Ribarska Banja and Jastrebac mountain have potentials for the development of rural tourism. The building of “Samar” sports center in Ribarska Banja has contributed significantly to the development of this type of tourism. On Jastrebac mountain, the construction of the adventure park and the renovation of the hotels Idila and Trajal have had a great impact on the fulfilment of the tourism offer of the City of Kruševac. Connecting Jastrebac and Ribarska Banja into an integral tourism center will enable the optimal usage of tourism potentials, the development of other types of tourism, and the activation of hiking and cycling trails.

The development of sport-recreational tourism in the city itself will enable an increase in the number of tourists and revenue. The planned sport-recreational center “Rasina”, by the river Rasina, will offer various types of sports and recreational tourism, the walking area, developed swimming area, mini-reservoirs, tennis courts, football pitches, and beach volleyball courts, as well as children’s playground equipment. The construction of the new pedestrian bridge will ensure the safe crossing of the pedestrians over the watercourse, from one side of the city to the other.

The construction of pedestrian and cycling trails will enable the development of these types of tourism which will represent the tourist offer of the City of Kruševac. In the part of the city, in the area of the previous “Airport” (Aerodrom), the construction of “Šarengrad” amusement park is planned, with the amenities meant for sports and recreation. With its position and amenities, the hill of Bagdala above Kruševac is great potential for the development of tourism.

5.2. Accommodation capacities

The development of tourism and planning of the amenities in the tourism zones is reflected in the following: raising the level of hospitality services, planning and equipment of accommodation

capacities and the accompanying tourist capacities and health-care and treatment complexes, activation of tourist-recreational amenities, and rural tourism.

It is possible to construct and expand the existing accommodation capacities in Ribarska Banja, which was initiated by the activation of “Samar” sports center, visited by a large number of tourists.

“Rasina” sports-recreational center, within the city park, includes the formation of a unique sports-recreational complex by introducing sports-recreational amenities and commercial activities for mass usage, recreation, and relaxation of the users. As a parameter for the organization of the purposes and amenities, the maximum number of 26,000 users in a single-use during the summer season is taken. It is also planned to build hospitality and accommodation facilities (motels) for 2,000 users.

“Bagdala” restaurant is situated in a beautiful location, in a forest oasis, on the hill above the city, and it is used for various types of celebrations. At their disposal, the visitors and citizens have sports-recreational amenities in the immediate surroundings of the facility. This location is the venue for the famous event, “Kruševac through the clouds” (Kruševac kroz oblake) hot-air balloon festival. There are possibilities for the expansion of the accommodation capacities and a wide range of services.

5.3. Tourist points

The development point of spa (spa and health center) tourism in Ribarska Banja represents the potential for further development of the tourism industry. According to the research, the mineral water springs are insufficiently used, even though localities such as Lomnica (Kisela voda), Bela Voda, Veliki Kupci, and Žabare, with certain investments, could become significant tourism points (“Official Gazette of the City of Kruševac”, No. 4/11). With the construction of the “Adventure Park” on Jastrebac and the renovation of the hotels Trajal and Idila, the conditions for forming a modern tourist point have been created.

The vicinity of tourist centers, Ribarska Banja and Jastrebac, as was mentioned before, provides the conditions for their connection into a unique functional unit – a multi-functional tourist point. The precondition is the modernization and construction of the traffic and technical infrastructure. The development and investment in rural tourism could be intensified by the creation of tourist points in the villages near Ribarska Banja and Jastrebac. The good examples are ethno-village Srndalje and “Eldorado” ranch in Lomnica, which initiated the expansion of their accommodation and service capacities, and the quality of services by forming the tourist points.

5.4. Facilities and zones in the function of sports and recreation

The area by the river Rasina, with its functional and ambient characteristics, represents an attractive zone for the development and improvement of all the types of sport-recreational and tourist amenities and is used as a multi-functional city park. Within the city park, in Kruševac, it is possible to form a unique sports-recreational complex by introducing sport-recreational amenities, which can be of mass use along with additional tourist and commercial amenities. The observed area is organized as a green area with the accent on the river Rasina and the two micro-reservoirs as the target points of the visitors’ itinerary. Besides its recreational character, the future amenities and capacities will be used for the preparation of athletes and for organizing

various educational and specialized sport-recreational programs. Besides the abovementioned indoor facilities, it is planned that new outdoor sports amenities should be offered. A significant area of the sport-recreational complex will be covered by the arranged green areas that fit into the natural environment. The park along the river Rasina will be arranged for the needs of the water sports-recreational activities during summer: beaches, swimming areas formed by the system of dams, as well as swimming pools, etc. (City of Kruševac, 2019).

In the part of the city near the airport, “Šarengrad” amusement park will be constructed, with an area of 1.5 ha, and with about 20 replicas of dinosaurs, numerous amenities for fun and recreation, children’s playing equipment, a restaurant with children’s playing area, and a souvenir shop (RTK, 2019).

Rural tourism, as a type of active tourism, is in the function of sports and recreation. The tourists’ motives for coming to rural areas are the autochthonous nature, clean air and drinking water, traditional gastronomic specialties and hospitality, which is why an intensive and abrupt development of rural tourism has been recorded, with the tendency of accelerated development in the future. These villages offer active vacation through numerous activities: hiking, fishing, horse-riding, hunting, mountaineering, cycling, as well as doing everyday agricultural activities in a rural household (City of Kruševac, 2016). Rural households around Ribarska Banja and Jastrebac have recognized the opportunity to make their income from tourism, and one of the good examples is the already mentioned ethno-village Srndalje. The good practice provides a chance for involving other rural settlements in these processes through the “Tourism development program” by investing in the road infrastructure, education of the population, renovation and construction of residential buildings, spatial arrangement, and the construction of technical infrastructure.

5.5. Tourist trails

Hiking trails. In October 2009, the European Ramblers’ Association (ERA) approved two European hiking corridors which are going across the territory of the Republic of Serbia, where corridor E4 goes through the eastern, and E7 through western Serbia (Figure 5). It was planned that the corridors be used by tourists and mountaineers, and certain sections could be taken in continuity or with breaks at different times. The hiking trails through Serbia start at the border with Hungary and finish at the border with Bulgaria. The hiking corridor E7, which starts on the Canary Islands in the Atlantic, and stretches over the Mediterranean, Andora, and France, along the Italian Lake of Garda and southern Hungary, has one of its sections that go over Jastrebac, on the territory of the city of Kruševac. There are five million hiking tourists in Europe, and Serbia has about 17,000 mountaineers, although hiking as an activity is not taken up only by mountaineers, but also by the tourists interested in culture, art, and getting to know new places, which is the opportunity for Kruševac to join the new tourist trends. Hiking tourists are reputed to have a high awareness of the protection of the environment.

Cycling paths. The city of Kruševac has both natural and created predispositions for the development of cycling traffic for everyday needs, taking into account that the majority of services and the main points in the city are accessible by a 10–15-minute bike ride. In order to improve the level of services in the cycling traffic, additional amenities are necessary: public bike renting, e-bikes, repairing services, etc. In the network of European cycling routes (EuroVelo) which comprises 15 routes, the route “EuroVelo 11 – Eastern Europe Route”, which connects North Cape in Norway in the north and Athens in the south of Greece, goes through Finland, Estonia,

Latvia, Poland, Slovakia, Hungary, Serbia, and Macedonia. On this route, there are 6 capitals (Helsinki, Vilnius, Warsaw, Belgrade, Skopje, and Athens), and the section through Serbia goes through Kruševac (Figure 6). This cycling route connects the places between Trstenik, Kruševac, Blace, Prokuplje, and Niš, so it can be used by tourists and the local population (Sustainable Urban Mobility Plan 2017-2030).



Figure 5. European hiking corridors E4 and E7 in the Republic of Serbia

Source: Sustainable Urban Mobility Plan 2017-2030.

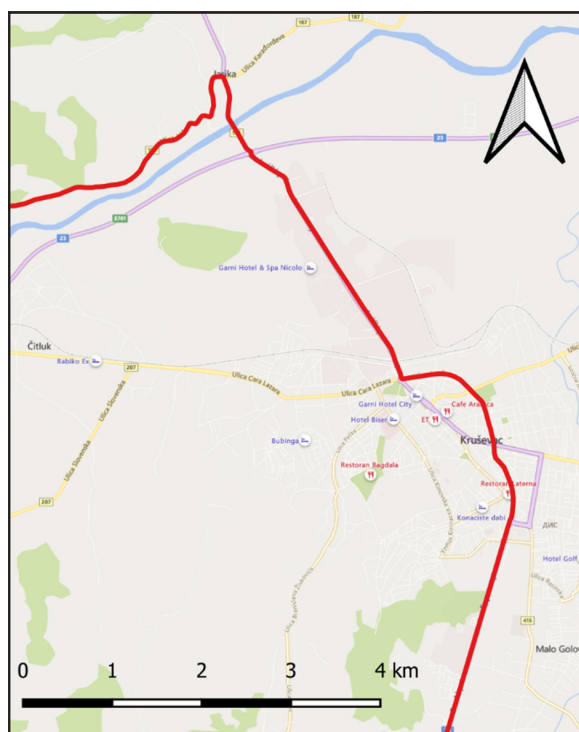


Figure 6. “EuroVelo 11 – Eastern Europe Route”, the section through Kruševac

Source: Sustainable Urban Mobility Plan 2017-2030.

Ski-slopes on Jastrebac. The tourism offer of Jastrebac mountain mainly refers to summer and warmer months of the year, so it is focused on summer tourism. There are potentials for the development of winter tourism which will be realized by the renovation and repair of the existing ski-lift, the construction of the ski-track, and the system for artificial snow covering. It is possible to form the ski tracks in the length of 500 m, along the ski-lift, for the capacity of 800 to 1,000 skiers.

From the abovementioned, the tourism infrastructure of the City of Kruševac contains the facilities for information, rest, supply, recreation, education, and amusement of the tourists (Law on Tourism, 2019), which directly and/or indirectly affects the development of tourism and tourism offer in the studied area of the three tourist destination (Table 4).

5.6. Development goals and priorities

After the performed research, the goals, high-priority projects, and actions for their realization in the function of the tourism development on the territory of the City of Kruševac can be grouped into the three categories: accommodation capacities, tourist trails, and tourist facilities and points. The tourism offer of the City of Kruševac and the maximum use of the potential that this space has, can be improved by the design and implementation of the primary and high-priority projects, shown in Tables 5, 6, and 7.

Table 4. Types of tourism infrastructure of the City of Kruševac

Tourism infrastructure	Tourist zone		
	City of Kruševac	Jastrebac mountain	Ribarska Banja
Tourist information centers	● + ○	○	● + ○
Centers for the reception of tourists and visitors	● + ○	○	● + ○
Traffic terminals 1. garages and 2. parking lots	● _{1,2} + ○ _{1,2}	○ ₂	● ₂ + ○ ₂
Rest areas by the roads	● + ○	○	○
Structures for observing the natural rarities		● + ○	● + ○
Lookouts and panoramic paths	● + ○	● + ○	● + ○
Structures for tourists' rest and short stays	● + ○	● + ○	● + ○
Structures for adventurous activities		● + ○	
Developed watersides: 1. rivers and 2. lakes	● ₁ + ○ _{1,2}	● ₂ + ○ ₂	
1. swimming areas and 2. beaches	● _{1,2} + ○ _{1,2}	● ₂ + ○ _{1,2}	
Swimming pools	● + ○		●
Congress centers	● + ○		○
Concert and film halls	● + ○		
Theme and amusement parks	○	● + ○	○
Sports-recreation centers: 1. outdoor and 2. indoor facilities for sports and recreation	● _{1,2} + ○ _{1,2}	○ ₁	● ₁
Playgrounds/courts: 1. football pitches, 2. basketball courts, 3. children's playgrounds	● _{1,2,3} + ○ _{2,3}	● _{2,3} + ○ _{2,3}	● _{2,3} + ○ ₃
Golf courses	● + ○		
Tennis courts	● + ○	○	●
Wellness facilities	● + ○		● + ○
Ski-centers (ski-lifts, cable car, ski slopes, devices for ski slopes maintenance and operation)		○	
Excursions spots	● + ○	● + ○	● + ○
Hiking areas	● + ○	● + ○	● + ○
Mountaineering trails		● + ○	● + ○
Hiking trails	● + ○	● + ○	● + ○
Jogging tracks	● + ○	● + ○	○
Health paths	○	○	● + ○
Cycling paths	● + ○	○	○
Motor sleigh tracks		○	
Wine, equestrian, historical, and cultural trails	● + ○		○

● – the existing structures of the tourism infrastructure

○ – the planned structures of the tourism infrastructure

Source: Tourism development program of the City of Kruševac 2019–2024, 2018; Spatial Plan of the City of Kruševac, 2011; authors' survey and research

Table 5. Accommodation capacities – goals and high-priority projects

<i>Goals</i>	<i>High-priority projects</i>
Improvement of accommodation capacities in the city of Kruševac	Starting the initiative for giving tax incentives for building and usage of accommodation capacities in tourism
	Informing the potential private investors
	Renovation of the existing hospitality and hotel facilities
	Building a larger number of high-quality accommodation facilities
	Building of tourist facilities in the zone of the planned sport-recreational center “Rasina”
	Building of the new traffic infrastructure and the replacement of the existing decrepit one
Increasing the accommodation capacities on Jastrebac	Solving the legal ownership status of the economic subjects
	Obtaining the compliance from Srbijašume utility company for using the land for the building of new accommodation capacities
	Preparation of the project technical documents for the reconstruction of the existing and the building of the new accommodation capacities
	Connecting with the tourism offer of Ribarska Banja
	Integrate the built vacation homes into the tourist offer
	Building of the new and the renovation of the decrepit technical infrastructure
Increase the accommodation capacities in Ribarska Banja	Making of the General Regulation Plan for Ribarska Banja
	Renovation of the existing hospitality and hotel capacities
	Expanding the tourism offer
	Increasing the capacities of the private accommodation in Banja itself and its surroundings
	Connecting with the tourism offer of Jastrebac
	Education of the local rural population on the importance of tourism and the development of rural tourism, as well as of the accommodation capacities that the nearby villages and households can offer

Source: Authors

Table 6. Tourist trails – goals and high-priority projects

<i>Goals</i>	<i>High-priority projects</i>
improvement of the hiking part in the overall distribution of travel and the construction of hiking trails	Raising the awareness about the significance of hiking and the change of habits of the traffic participants
	Removing the barriers to moving the people with disabilities
	Improvement of hiking tourism and the positioning of Kruševac on the map of the international hiking route E7 (marking the trail of the international hiking route with signalization, project design, and the construction of infrastructure)
	Inclusion of the citizens in the process of designing and implementing of infrastructural projects
	Arrangement of the city squares and areas
	Improvement of the state of the existing infrastructure and the construction of the new one
Increasing the share of cycling traffic in the overall distribution of travels	Making projects for the infrastructure of cycling traffic and the construction of infrastructure for cycling traffic in the rural areas
	Making a project and the construction of the infrastructure and marking the section of “EuroVelo11” route (enabling cycling tourists the accessibility to destinations and connecting the settlements along the trail)
	Formation of the cycling information center (informing the citizens and tourists about a bicycle as a means of transport, about cycling routes, organizing cycling tours, and providing other services)
	Improvement of knowledge and spreading the awareness about a bicycle as a means of transport, as well as the popularization of cycling
	Construction of the new and the improvement of the existing infrastructure
	Introduction of the service of public bicycles
Construction of the ski trail on Jastrebac mountain	Formation of the information center on Jastrebac
	Preparation of the documents and finding the assets for the planning and realization of this project
	Inclusion of this tourism potential of Kruševac into the tourist offer of the Republic of Serbia
	Connecting Jastrebac with Ribarska Banja and the improvement and uniting of the offer of these two tourist centers (winter tourism and spa and wellness tourism)
	Improvement of the quality of the existing and the construction of the new traffic and technical infrastructure
	Construction of commercial and tourist facilities in the function of ski centers and the system for covering with artificial snow

Source: Authors

Table 7. Tourism facilities and points – goals and high-priority projects

<i>Goals</i>	<i>High-priority projects</i>
lazarev Grad – the modernization of the offer of tourist products and the promotion of improvement	Deciding on the status of Kruševac within the tourist region of Kopaonik Inclusion of the most important events in the calendar of the tourism offer of the Republic of Serbia Posting the tourist signs on highway E-75 and the regional roads Creation of the unique offer of tourist attraction in the city Provision of software and equipment for the realization of “Real time” project in Lazarev Grad (the virtual presentation of the Middle Ages) Construction of the parking space for tourist buses Increase and diversification of the tourist products offer Reconstruction of the existing and the construction of the new parking space Greater engagement in solving the problems of the change in the ownership over the land
Improvement of the tourism infrastructure in Bagdala	Construction of a tower (lookout) Reconstruction of the jogging trail Construction of sports fields Building of the city church with the accompanying facilities Construction of hotel capacities Solving the problems of the change in the ownership over the land Increase in the capacities of drinking water and solving the problem of wastewater treatment Provision of health and commercial services Connection of excursion spots on Jastrebac with the neighboring tourist locations (Ribarska Banja)
Increase the attractiveness of the excursions spots on Jastrebac	Making profit based on hunting tourism and sales of planting materials Efficiency of tourism offer by using the built capacities of the tourism infrastructure: adventure park, swimming pools, mini-golf courses, jogging trails, etc. Increase of accommodation capacities and the offer of sports-recreational and accompanying service-providing facilities (the construction of mini-golf courses, trails for the bare-footed, jogging trails, skating rinks and multi-functional fields, ski trails with artificial snow cover and bob trails; reconstruction and expansion of the cycling trails and the trails for quad- and moto-races; marking and arrangement of the mountain paths) Improved coordination of activities between the Tourist Organization of Kruševac and tourist agencies in Ribarska Banja Formation of the tourist information center in Ribarska Banja
Enrichment of the tourism offer of Ribarska Banja	Improvement in the promotion of Ribarska Banja Solving the problems of taking away the waste by Kruševac Utility Company, as well as the problems of water supply and wastewater treatment Increasing the accommodation capacities Improvement of the offer of cultural, sports-recreational and the accompanying service-providing facilities

Source: Authors

5.7. Accommodation capacities

Based on the analysis, the accommodation capacities are grouped into three zones: the City of Kruševac, Jastrebac, and Ribarska Banja. The main task is to continue the positive trend of the equipment and development of these zones, improvement of the quality of the existing and expand by building new accommodation capacities (Table 5).

5.8. Tourist routes

The existing and future hiking, cycling, and ski trails will impact the increase in the number of visits to the attractive spaces of Jastrebac mountain, Ribarska Banja, City of Kruševac, Čelije

Lake, and other natural landscapes and cultural values. Hiking and cycling will be the way of coming and going, as well as moving through the natural and cultural values of the city of Kruševac. It is real to expect a permanent increase and interest in this type of recreation, tourism moving, and amenities (Table 6).

5.9. Tourism facilities and points

When tourist facilities and points are analyzed, besides the projects of tourism infrastructure, it is necessary to take a broader view of the activities and needs. The city of Kruševac is traditionally well-known for its cultural and sports events, where “Lazarev Grad” is the leader, with its amenities and activities. The creation of the tourism brand starts with it, as well as the promotion of the tourism products, with an array of cultural events, from the organization of theater and film festivals, an exhibition of galleries and museums, preservice of old crafts and tradition, as well as the arrangement of amusement-educational parks for children and young people. It has the capacity to accept a great number of visitors without the risk of damaging the objects, provided that the tourists are educated and aware of the proper norms of behavior during the visit to the cultural property. It is suitable for occasional adaptation for special purposes (Stanojlović, Ćurčić & Pavlović, 2010). In this tourist zone, it is necessary to do the reconstruction of “Lazarev Grad”, arrange the space around Kosovo Heroes Monument and the modernization of the tourism infrastructure on “Slobodište”. A parking lot and a stop for tourist buses should also be constructed, as well as purchase the vehicles for the organized sightseeing tours of the city within the tourism attractions offer. A similar situation is on Bagdala hill (Table 7).

For the excursion spot on Jastrebac mountain and Ribarska Banja, the precondition of sustainable tourism development is the accessibility by line transport and the provision of the necessary parking space. The increase in attractiveness of the excursion spots on Jastrebac requires the improvement of the quality of the main road which connects Kruševac with the mountain, the development of health and commercial services and the increase of the accommodation capacities. The increase in the revenue from the tourism offer is expected by the use of the adventure park, swimming pools, mini-golf courses, jogging trails, etc. (Table 7).

The abovementioned goals, high-quality projects and actions which are in the function of the development of all the types of tourism on the territory of the City of Kruševac are territorially connected, i.e. focused on the city of Kruševac, Jastrebac, Ribarska Banja, and Bagdala, and functionally to the promotion and development of cycling and hiking traffic, and winter activities. Their analysis can show that certain priorities and actions appear in every tourist destination, and in a wider sense in the dominantly rural and natural areas. The same and similar priorities are solving the numerous unsolved problems regarding the organization, law, and development, as the primary ones, while the others are directly connected with the development of the types of tourism in the City of Kruševac, i.e. to the planning, construction, and usage of the tourism infrastructure.

Here are the priorities which are a common denominator for all the tourist destinations and tourist activities:

- Solving ownership legal status of the economic subjects in the public/state ownership, the issue of ownership, and regulation of the change of ownership over the land;
- Making the plan and project technical documents, as the basis for the development and provision of the funds for planning and realization of the high-priority projects;

- Integration and connection of the tourist offer, potentials, and activities of the City of Kruševac with other areas of Serbia and beyond its borders;
- Integration and better coordination of tourist destinations at the City level, i.e. connecting and uniting the tourist offer and activities;
- Formation of the central tourist information center in the City of Kruševac, information centers on Jastrebac and in Ribarska Banja, as well as the formation of the network of information centers for certain types of tourism with the aim to improve the promotion, usage, and activation of the potentials;
- Education and inclusion of the citizens into the tourist activities and projects related to the tourist and technical infrastructure;
- Reconstruction, recovery, and modernization of the existing tourist hospitality, accommodation, and recreational facilities and capacities;
- Renovation of the decrepit technical infrastructure and the construction of the new one, within the utility services: water supply, wastewater treatment, taking away the waste, reconstruction of the existing and the construction of new parking lots, utility hygiene, and arrangement of the green and recreational areas;
- Improvement of the primary and secondary road infrastructure, the introduction of the line and tourist transport, construction and expansion of the cycling and hiking trails, etc.

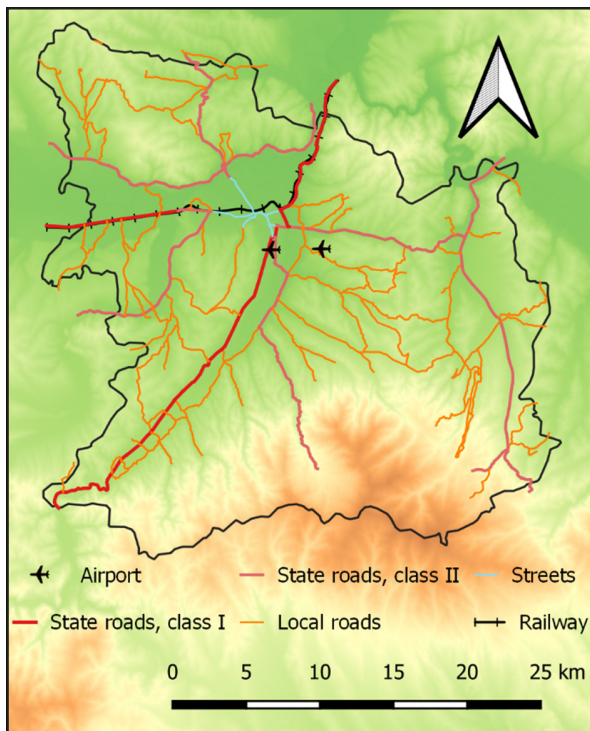


Figure 7.
Transport infrastructure

Source: elaboration of the authors

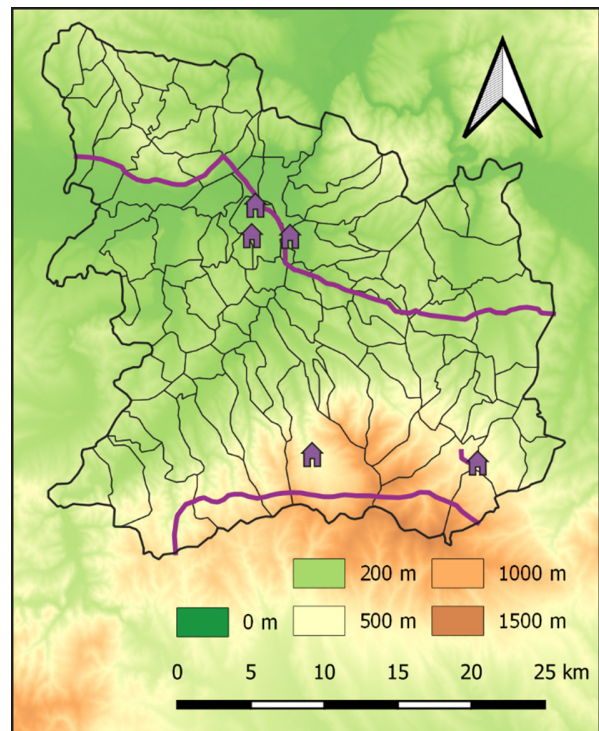


Figure 8. High-priority projects
(tourist trails and points)

Source: elaboration of the authors

6. FUTURE RESEARCH DIRECTIONS

The development of sustainable tourism requires a planning and management process that will unite the interests of different stakeholders sustainably and strategically (Jegdić et al., 2013). The same authors emphasize that special importance is given to the local community, which is required to be ready to understand the impacts of the tourism industry, as well as various

procedures for engaging in participatory planning, consensus building and conflict resolution among stakeholders. In support of this, Simpson (2001) sets out two key preconditions for a sustainable approach to tourism planning: first, the need for broad stakeholder participation in the planning process and second, the need for strategic and long-term orientation in tourism planning.

Planning implies a technique by which tourism will be integrated into the context of general economic and social development. Through this process, it is necessary to reduce the conflicts that may arise between this activity and other social entities. Tourism development must be guided by a carefully designed planning policy, which must not be exclusively a reflection of the desire for profit, but is based on the ideals and principles of human well-being and happiness (Stojanović, 2011). In that sense, it is necessary to operationalize certain scientific research in the direction of supporting decision-makers and other relevant stakeholders, i.e. to formulate specific models for the implementation of defined principles and guidelines for sustainable tourism development in practice and on the local level.

7. CONCLUSION

The City of Kruševac obviously has significant potentials which can be used in tourism if directed to the planned goals. Besides the potentials, there are certain limitations in the decrepit road infrastructure which should be reconstructed, unused spaces and insufficiently researched thermal-mineral waters, unsolved ownership-legal relations, insufficient financial assets, and lack of interest of both economic subjects and local population for the improvement of the tourist offer and the improvement of the living standard. Depopulation is a big problem, especially in the villages.

The analysis of the potentials and limitations determines and forms the high-priority projects and actions that should be taken in order to improve tourism and tourism infrastructure. The most significant are the investments in the perspective tourist centers: The City of Kruševac, Jastrebac, and Ribarska Banja. The actions are directed toward solving the problems and the lack of tourism development and thus to the overall development and improvement of the standard. It is necessary to invest in the road, telecommunication, and tourism infrastructure, into solving the ownership-legal relations, the connection of tourist sites, their renovation, improvement of the existing and activation of the new hiking, cycling (Figure 8), and ski trails, as well as of accommodation capacities. It is planned to build “Rasina” sports-recreational center and “Šarengrad” amusement park, which will additionally fulfil the tourism offer of Kruševac.

The development of integrated sports and mountaineering tourism is possible on Jastrebac mountain. With the construction of the adventure park, as well as the renovation of the hotel accommodation, the mountain has become a significant resource for the tourist offer of the City of Kruševac. Ribarska Banja is the representative of spa, sports-recreational and health tourism with its springs of warm, mineral waters. The realization of the plan for integration into a unique system of these two tourist localities will significantly improve the tourist offer and the overall development of the City, the rural settlements, and the living standard of the population. In the vicinity of Ribarska Banja, some villages can develop and improve their tourist offer by increasing their accommodation capacities. The promotion of rural tourism and the use and sales of homemade products can contribute to the development and increase of the revenue from tourism. Event tourism is the most represented in the urban area. However, with the

development of the tourism infrastructure on Jastrebac and in Ribarska Banja, the space is created for its expansion. With the connection of these three centers into a unique network, significant changes will be made in tourism development and in the development of the City of Kruševac itself.

The City of Kruševac is already a developed tourist, cultural, economic, and sports center. It has significant opportunities for improvement and provides its citizens and foreign and domestic tourists a rich tourism offers. By proper use and improvement of the existing tourism values and the realization of the planned projects of the tourism infrastructure, it will additionally improve the tourist offer and become a destination that should be visited when touring this area and Serbia. The development of tourism infrastructure and tourism offers will both, directly and indirectly, contribute to the overall development of the territory of the City and the improvement of the living standard of the urban and rural population.

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