

VILLAGE TOURISM – BREND OF IVANJICA

Miloje Ostojić, manager,

Tourism Organisation of the municipality of Ivanjica, Milinka Kušića 47, 32250 Ivanjica, Serbia, E-mail:
ostojaiv@ptt.rs i E-mail: tooivanjica@eunet.rs

Abstract: *Many villages of the Moravica region remain empty. Inhabitants of this mountainous region emigrate to towns and more fertile regions. The development of tourism, especially village, the roots of which are in these regions, can be a stimulus to reduce migration from the villages of Moravica region. In Serbia before the Balkan wars, Ivanjica had had a bad reputation for a long time due to its remoteness, backwardness and brigandage. But owing to its suitable natural and health care qualities, which have a highly positive effect on people suffering from anaemia and the diseases of respiratory organs, as well as the vicinity of Prilicki Kiseljak, after the First World War Ivanjica became an attractive and favourite destination, suitable for summer holidays, rest, entertainment and recuperation. It was proclaimed a touristic place at the beginning of the third decade of the 20th century, along with Kotor, Dubrovnik and Cetinje. During the 1930s the first organized group of guests visited Ivanjica. In the years that followed the number of visitors was incessantly rising, and the touristic industry was growing stronger. Proclaiming Ivanjica an air spa on January 26, 2000, then proclaiming "Natural Park Golija" on July 20, 2001, reservation of biosphere "Golija-Studenica" on September 15, 2001 and putting Golija under the protection of UNESCO have all contributed to more aggressive advertising of Ivanjica and strengthening of its positions in the touristic market. Besides Ivanjica, touristic places are also Prilike (especially Prilicki Kiseljak), Medjurecje, Devici, Lisa, Kusici, Golijska Reka, Bele Vode and Katici.*

Key words: *Ivanjica, tourism, village.*

1. INTRODUCTION

The Region of Moravica or Moravica Old Vlach (the territory of today's municipality of Ivanjica) covers the area of 109,000 ha and represents a typical Serbian highland region. It is situated in the South-western Serbia.

The villages of Moravica region belong to the dispersed type. They cover a wide area and are divided into hamlets, which are sometimes several kilometres far from one another. Some houses are scattered- far away one from another, and so it is not uncommon that some houses in the neighbouring villages are nearer to each other than the houses of the same village. The villages are most often founded on clearings and they have several cemeteries.

The administrative centre of Moravica region is Ivanjica, which is linked to the bigger centres in other regions by asphalt roads. Its distance from Belgrade is 224 km. Besides, Ivanjica lies on the bank of the river Moravica, which has its headwaters on the mountain Golija, and it is at the altitude of 468 m.

2. ECONOMIC AND DEMOGRAPHIC FEATURES OF MORAVICA REGION

Taken off the main streams of economic development due to its remoteness and the lack of traffic arteries, the region of Moravica had to refer to what it disposed with. The main resources were the pastures, forests, and above all, the shrewd and agile people, who knew how to take advantage of all this. The village fairs in Ivanjica region (mainly the ones held in autumn and spring) used to be known even beyond our country for a long time, because they lasted even for several days and they were the meeting place of merchants from different regions. At that time a lot of cattle and cattle products were transported to this region and offered for sale. Later, fruit growing developed as well, especially apple and plum growing which were, either fresh or processed, exported in big quantities.

The main economic branches of activities of the people of this region have always been the following: cattle breeding, agriculture and exploitation of woods. Dense forests, flowering pastures, fields and orchards,

spacious deciduous and coniferous forests, as well as hard-working and honest people are a good prerequisite for this.

The most common among field crops is potato, which is well-known by its quality. That particularly applies to the seed potato, but the mercantile potato is also sold across our country and it is exported. In lowland areas the people of Moravica region are engaged in fruit growing, mainly plums and apples. Plums are used for making the brandy which is known far and wide. There are also several places for drying in which plums are dried.

Recently, growing of raspberries has become dominant. Geographic features of Moravica region are favourable for this crop, so that the demand for raspberries and the good price for them have brought a revival to some of these villages.

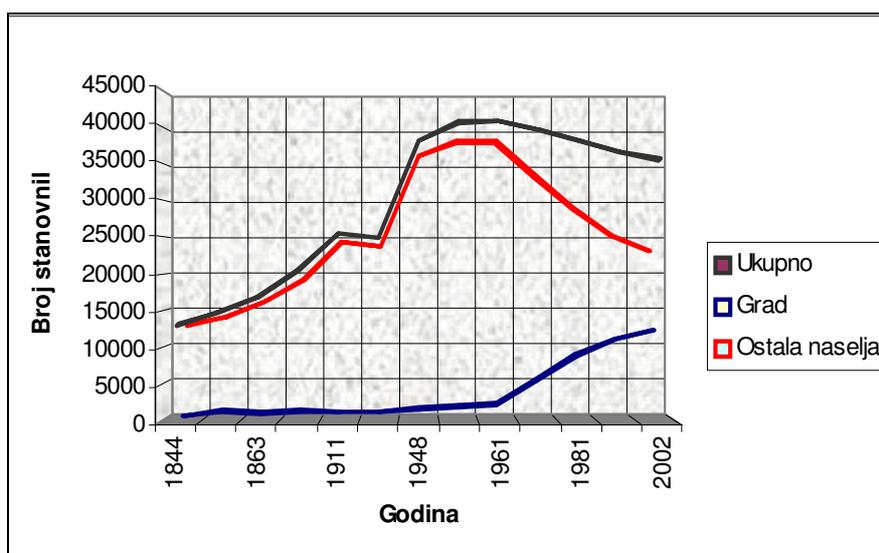
The degree of utilization of the slopes of Golija, Javor and Mućanj as far as the wild berries (wild strawberries, blueberries and raspberries) are concerned is still rather low.

In the 1950s the abrupt industrialization of Moravica region began by establishing bigger state enterprises in Ivanjica and its vicinity.

Development of industry in Ivanjica attracted numerous people living in the mountains and made them come to the town and find a job in its factories, which resulted in the reduction of agricultural production, particularly where cattle breeding which had been popular. In the villages which are close to Ivanjica (those that are 10 or even more kilometres away) the industrialization has caused big daily migrations: a great number of people from these villages go to work to Ivanjica every morning, and return home in the afternoon and continue working in their fields and orchards. And so some other problems have arisen, the solution for which has been sought in dislocating certain industrial plants to the village centres, in order to keep the village people there.

In the ninth decade of the 20th century in some villages of Moravica region the plants of some factories from Ivanjica were opened. Thus "Javor" opened its plants in the villages Katići, Bratljevo, Koviļje, Bele Vode, Devići, Luke, Osonica and Pridvorica, and Carpet industry from Ivanjica in Kušići. However, in the region of Moravica this could hardly stop the overall trend in the whole Serbia migrations of inhabitants from the village into the town. The diagram shown in picture 1 illustrates this in the best way. It is easy to observe in this diagram that the percentage of the people living in urban area compared to the overall number of people is constantly growing. Thus in the middle of the 19th century only 7.7% of people of Moravica region lived in towns, at the beginning of 20th century 5.9%, and in the middle of the same century 4.0%, while at the beginning of the 21st century there were 34.9% of the population living in towns of Moravica region.

In the last 10 years, the wakening of the industrial production has become evident, so that the population turns to agriculture (growing of raspberries and potato, cattle raising), exploitation of woods, and village tourism. Due to the above mentioned reasons we are the witnesses of the opposite daily migration: every day the citizens of Ivanjica go to the nearby villages (even to the farthest ones) to grow and pick the raspberries, dig up and extract the potatoes, saw the wood ... trying to make a living for themselves and their families.



Picture 1: Trends in the number of inhabitants in Moravica region

Legend: blue line-the town
red line-other settlements
black line- the total

3. TOURISM

Up to half a century ago this area used to be a typical rural area, isolated in terms of traffic and insufficiently developed in the economic sense. With the strengthening of catering industry and traffic tourism has also developed in the last few decades, particularly rural tourism. The beginnings of rural tourism in former Yugoslavia are to be found nowhere else but in the villages of Moravica region.

Ivanjica and the whole region, owing to their suitable natural and health care qualities, which have had a positive effect on people suffering from anemia and the diseases of respiratory organs, have become an attractive and favourite destination for summer holidays, recuperation and rest. This made them be included in the list of spa-climatic resorts of Serbia. And so on 26th January 2000, by an enactment of the Government of Serbia, Ivanjica was proclaimed an air spa on the area of 2,156,50 hectares.

Clear, fast and unpolluted rivers, small rivers and streams, abounding in trout, gudgeon, chub and other kinds of fish, clean and brisk mountain air, huge and picturesque mountains, in some cases covered by unspoilt forests rich in various kinds of game and birds, plenty of magnificent thermal and mineral water springs and numerous cultural-historical monuments and other natural beauties are a vast but not fully used tourist potential of Moravica region.

Ivanjica was proclaimed a tourist place at the beginning of the third decade of the 20th. Before the war there was only one hotel in Ivanjica ("Spasović"), and nowadays there is a modern hotel "Park", built in 1976, categorized with four stars, The Rest Home of disabled veterans (opened after World War II), Hotel "Moravica"- now "Western City Hotel", Motel "Lido" and other tourist facilities. The Hotel "Park" disposes with 140 beds in double rooms, three suites, an indoor swimming-pool, a gym, a sauna, a Turkish bath, a restaurant, a big and a small congress hall, a bar etc. It is located in the Town park, and below it is the restaurant "Vodopad" (Waterfall) on the river Moravica itself, which is a famous place for going out not only for the people of Ivanjica but for the guests as well. At the end of the Town park there is the Rest home "Golija" (previously the Rest Home for disabled veterans)- the facility with 126 beds below which there is a promenade alongside the river, the length of which is one kilometre. In the villages of Moravica region there are the hotels such as "Golijaska reka" in the heart of the mountain Golija, "Dubrava" in Prilički Kiseljak and "Javor" at Kušići. There are also several hotels and motels, the capacities of which are somewhat smaller, such as "Hotel Logos"- previously motel "Vodice" in Katići on the slopes of Mučanj, "Opaljenik" at Opaljenik (Javor) and "Kapija" in Međurečje in the former fishpond of Californian trout.

The Institution for prevention, medical treatment and rehabilitation of patients with blood diseases was opened in 1948, and modernized in the 1980s. It represents a combination of a health care and tourist facility and 270 beds are available in it (single, double and rooms with three beds, two suites), an indoor swimming pool, a sports hall, a gym, a sauna as well as the sports courts and children's amusement park. The medical part of this institution is made up of a block for internal diseases and hematology and a medical block for physical therapy and rehabilitation.

The oldest tourist location in Moravica region is certainly Prilički Kiseljak. It is a spa lying in the sheltered spot of the Bajovica stream, 1.5 km from the road Ivanjica - Arilje, at the altitude of almost 500 m. It seems that the mineral springs of Prilički Kiseljak used to be known to the Illyrians and the Romans. However, during the Turkish times, this spring was completely forgotten. As far as 1873 Prilički Kiseljak was proclaimed a spa. Up to World War II it was built to a great extent. Nowadays, the spa is rather abandoned. In the past it used to be a highly visited place, but now it is looking forward to privatization and "better days".

There are numerous cultural-historical monuments in Moravica region, such as the Church of Saint emperor Constantine and empress Helena in Ivanjica (erected in 1836), the Stone bridge on the river Moravica (built in 1904), which is the biggest single-arch bridge in the Balkans, the power plant on the river Moravica (built in 1911, as the ninth power plant in Serbia), with a magnificent waterfall which is a visual symbol of Ivanjica. Not far from the town is Palibrčki tomb, where a church was erected on the tomb of Boško Jugović (a hero from the battle of Kosovo) dedicated to Saint Prince Lazar as well as the monastery Koviđe dating from the 13th century and 25 km from Ivanjica. Hadži-Prodan's cave is a combination of a very important tourist, speleological and archeological object. It is not far from the town (less than 10 km) at the altitude of 600 m. It lies in the valley of Raščanska river and that is why it is called Raščanska. Apart from the wonderful halls with stalagmites and stalactites, some very precious objects from the prehistoric times were found in the cave. Going upstream the river Moravica, 15 km from Ivanjica, the river Golija stands- a reservation proclaimed by the MAB/UNESCO committee on 15th September 2001 within the Park of nature, covering the area of 53,804 ha, the only of this kind in our country and one of 211 reservations in the world. A lot of space would be needed to describe all the features of this mountain beauty, but one should surely mention the unspoilt nature with dense forests, Tičar lake on Dajića hill at the altitude of 1500 m, the lake at Okruglica and Košanin's lake which has become overgrown with vegetation. Besides, this lake is a real natural phenomenon for it almost disappears in rainy days, and rises again in the dry period. There are also beautiful waterfalls on the river Izubra which are distinguished by their beauty. From the top of Golija there is such a wonderful view that one can see a half of Serbia and it is easy to

notice that it is the mountain which stands above all the other Old Vlach cliffs as an island in the tempestuous sea. Its wonderful terrains with plenty of snowy days in a year are ideal for the development of winter sports as well as for the overall development of the mountain Golija. It should not be forgotten, that is it should be mentioned, that there are more than 100 sorts of herbs, various game, but the rivers and streams abound in purebred fish (stream trout, gudgeon...). Javor is a historically famous mountain. For almost a century it used to be the border between Serbia and the Turkish empire (up to 1912). By its natural beauties it is not less beautiful than Golija. It is covered with deciduous forests and famous for frequent springs of clean water. The highest peak is Vasilijin peak (1520 m) below which is a monument to Major Ilic, the hero from the Javor war. Amidst the endless pastures the traces of the watchtowers and the walls of the customs house are still to be seen.

At the end of 1960s and the beginning of 1970s a joyous happening of tourist, cultural and entertainment character, lasting for several days, was used to take place in Ivanjica. It was called "Nušićijada". Dozens of thousands of visitors would come to Ivanjica on this occasion. It was abolished in 1972, and in 2010 this event was revived. Nowadays, several cultural-tourist events are organized in Moravica region: "Parade of original creativity of Moravica region "Sounds of Golija, Javor and Mučanj", "Parade of double flute players and old instruments of Serbia" in Kušići, "Festival of the original Serbian song" in Prilike and some events of a smaller scale, but not of less importance for the development of manifestation tourism of Moravica region.

Ivanjica, as a tourist place and the direct point for tourist offer in the whole region, achieves more than 100,000 overnight stays per year, with the average stay of 5 days per visitor. Mostly, about 98%, are domestic tourists. All the year long, a very high, constant number of visitors is registered (health-based tourism, business, sports and rural tourism). The season lasts from May to October and in winter, in the month of January during the school vacation and holidays. The biggest number of guests is recorded in July and August, which shows that these two months are the high season. During the last five years, Ivanjica has had a fast growth rate of the tourist trade, after 15 years of stagnation, which resulted from the general happenings within the society and politics that occurred in this area.

Ivanjica has its place in the international tourist market, taking into the account the fact that the investments into the mountain Golija are planned (related to the winter tourism), and one should not forget that the region of Ivanjica was proclaimed an air spa and as such it is interesting as a destination where healthy food and fresh air are something that is constantly being sought.

A growth has been recorded in the tourist traffic and it is higher within private facilities than in the previous years, primarily in rural tourism, but also in the accommodation facilities in the town, with the tendency of further growth, especially in the villages on the mountain Golija ("Pension Avramović", Vila "Golijski dar"...), mountain Javor – "Vila Angelina" and village Katići – "Pension Obradović". Generally viewed, the offer has been somewhat more versatile than in the previous years.

4. GOLIJA – THE BIOSPHERE RESERVATION

Golija is the highest, the most spacious and the most important among the mountains of the Old Vlach type. Almost 70% of the mountain lies on the territory of the municipality of Ivanjica. It stands out by its beauty and is one of the richest mountains in Serbia (measured by the forests). The rivers Moravica and Studenica are symbols of Golija.

The river basins separate the elevations of different shape and size, frequently by a series of surfaces and terraces. The highest peak of Golija is Jankov kamen (1833 m). From it but also from Crni vrh (1725 m), Radulovac (1785 m) and Bojovo Brdo (1748 m) one gets an exquisite view onto the vast areas of forests, pastures, meadows, and farther onto the peaks of Kopaonik and the outlines of Komovi and Prokletije. Golija is one of the few mountains in Serbia where the glacial forms have been recorded. Jovan Cvijić discovered them a century ago and paved the way for the future explorers, by making them aware of their existence.

Golija can be rightfully called an air spa, where three climatic regions can be distinguished. The one covering the valleys and hills up to 700 m of altitude, is characterized by a moderate continental climate, modified by the influence of the neighbouring mountains. The region which is in between includes the areas between 700m and 1300 m of altitude, and it has long and severe winters and short, cool summers. There is plenty of snow during the winter, and the summers are with warm days and cool nights. The mountainous region, covering the area with the altitude above 1300 m is characterized by very severe and cold winters and rather short and cool summers.

So far, 1091 species of wildlife have been found on Golija. However, one should not neglect the data referring to the existence of the 117 varieties of algae, 40 species of moss, seven species of lichen and 75 species of fungi. Because of the existence of 95 species of birds, Golija is also one of very important European ornithology centres.

In July 2001 the Government of the Republic of Serbia adopted the enactment according to which the area of the mountain Golija was put under protection as a Park of nature Golija and is categorized as natural resource of exceptional importance (category I). It should be said that 39,528 ha, that is 53% of the territory of the Park is

under wood. Within *the first zone*, which is the heart of the reservation, it is only allowed to do scientific research. *The second zone is meant primarily for education and eco-tourism. In the third zone the economic activities take part, which allows for the possibility of economic development of the region.*

Owing to the great degree of preservation of the original natural values (numerous springs, dense river network, versatile relief, fertile soil and riches of flora and fauna), but also of the cultural values, following the proposal of the Institution for the protection of the nature of Serbia, MAB/UNESCO committee, within the Park of nature Golija with the area of 75,183 ha proclaimed the Biosphere reservation Golija – Studenica with the area of 5,804 ha (15. 09. 2001).

The mountain Golija offers enormous opportunities for rest and recreation, in almost untouched nature. The slopes of Golija are extremely suitable for skiing, for there is plenty of snow in the winter. That is why winter tourism is the top priority activity on this mountain.

“A spatial plan for special purpose by PP “Golija“ and “Master plan“ for Golija have been completed and they will define all the infrastructural facilities, tourist centres, smaller tourist settlements, cable railways and other, which will include this mountain as a tourist product among the big winter resorts of Europe.

On Golija, at the altitude of 1408 m there is a sports recreational centre Golijaska river. It has 94 beds which are in the hotel itself and the two annexed buildings. Within the centre there is a football pitch and the sports courts (for tennis and other sports). Building of the cable railway, with the length of 2 km, is in its final phase. It will start from the Golijaska river and end at Janko’s stone, and PPPP has decided that this area becomes a winter tourist resort. A special attraction is hiking to the viewpoint Janko’s stone (1833) and Novića hill (1650 m), as well as the marked path of health which is 3 km long.

The mountain Golija is precious natural resource of Ivanjica, as well as of Serbia. If one considers the fact that it is the only reservation of biosphere in our country, its true value is shown with full significance. It fully and unselfishly gives itself to its visitors. In return it is necessary to preserve its ecological clarity at all costs.

5. RURAL TOURISM

Rural tourism was born as a result of the growth of the cities and industry. Contemporary trends in tourism, in the era of growing urbanization, pollution of the environment, alienation from the nature, brought about the increasing directing of tourist courses towards rural destinations, that is village destinations. Rural tourism is defined as a tourist turnover and consumption by tourists in the village households and other kinds of accommodation in the rural area, with the purpose to fulfill the cultural and recreational-health needs of tourists (tourist needs). It is one of the important components and the basis of revival of sustainable development of tourism and rural areas.

According to the data of the Tourism Organisation of Serbia, about 350 households in 10 municipalities, with about 1.5000 beds at disposal, were engaged in village tourism in 2002. Currently there are about 300 categorized beds within private accommodation, 200 of which are in the villages of the municipality of Ivanjica.

What makes Moravica region particularly important is village tourism. The initiators of village tourism in Serbia and former Yugoslavia are the villages Maće (near Katići), Lisa and Devići, back to the 1970s. Although they were the first with the idea to attract the tourists to the beautiful villages of Moravica region, with unpolluted environment, peace, quietness, freshness of the forests and smell of the meadows and orchards in blossom, the people of Moravica region did not manage to use their advantages. Nowadays, within the region of Moravica, only the venturesome inhabitants of the villages Devići, Lise, Katići, Kušići, Bele Vode, Kumanica and Međurečje are engaged in the village tourism.

Devići is a settlement where the foundations of the village tourism in our country were laid in the eighth decade of the last century. It is located on Golija (740 m), 36 km from Ivanjica, at the mouth of the Brusnička river into the river Studenica. These two rivers are abundant in stream trout and lipljan, and the whole area is full of different kinds of game, which makes hunting-fishing tourism predominant. Every year a traditional event “Chasing the wolf” takes part on the mountain Golija. It is the biggest event of that type in our country, measured by the number of participants. In Braduljička river there is hatchery of stream trout – a unique one in our country, in which the trout, which is used to stock the rivers, not only in the municipality of Ivanjica but farther as well, is spawned. The neighbouring places are rich in forest fruits (strawberries, blueberries, raspberries, blackberries...). The natural rarities are the lake at Jelak and the cascades on the river Izubra. In the vicinity there are numerous cultural-historical monuments such as the church in Pridvorica which dates from the 12th century, the Roman fountain in Čečina, the remains of the Roman fortification at the locality Gradina, the fragments of the workshop for making weapons at the site called Samokovo. In this villages there are several private houses which offer accommodation facilities, and there are even more which have shown interest for this kind of tourism.

Bele Vode is a specific village because of the skiing path with an auxiliary cableway and it is very peculiar because it has a skiing path with the cable railway, but there are no accommodation facilities in the village for the tourists who are fond of snow. There is enough snow here, for 5-6 months in a year. The village is located 33

km to the south of Ivanjica, at the altitude of 1350 m, an attractive mountain ambience of Golija, with fragrant spruce forests, dense meadows, numerous clear springs and streams. Hunting, fishing, as well as mountaineering make a tourist offer of this and other villages of the mountain Golija. Daičko lake, which is situated in a smaller circ of the past glacier age at the altitude of 1492 m , makes a special tourist attraction. Its area has been decreasing because of its coast covered with vegetation. This lake has been protected by the state. A Vila "Golijski dar" has three nicely furnished suites which are fully used during the year , and a great number of owners rent their rooms and cottages to tourists.

Lisa is a village 9 km from Ivanjica. It lies on the motorway Ivanjica - Čačak via Guča. The village has a thirteen –year-old tradition in rural tourism. The Rolling terrains rich in forests and pastures, comfortable accommodation , versatile and abundant offer of food , as well as the hospitality of the local people make Lisa attractive for tourists. Seven households from the village rent their rooms and luxuriously furnished suites to the visitors.

Katići is a tourist settlement with a motel , linked via the asphalt road to the motorway Arilje – Ivanjica. It lies below Mučanj and Kukutnica, at the altitude of over 1,000 metres. This place may be said to have the best conditions for the development of rural tourism , for in many of the private houses full comfort is offered to the guests over the year. The village is typical by its carefully arranged gardens as well as the houses which are covered by a famous "maćanska" plate, which is extracted in the nearby settlement Maće. The climate of this area is characterized by the lack of sharp contrasts due to the winds which prevent excessive heating of the soil in the summer but also abrupt cooling in the winter. The air is perfectly clean. Apart from the natural attractions, this area also has cultural-historical monuments, the most important of which are the white church in Brezove, mentioned in one charter of Tsar Dusan from the 14th century). The representative of tourism in this village is "Pension Obradović" in which 30 beds are available in ethno-houses and rooms. It was awarded the "tourist flower" as the best tourist household in 2005. Apart from the accommodation facilities and home-made food, this household also has additional offer such as various excursions, cycling, boat rides across the lake "Uvac", use of the swimming pool and numerous other activities. A lot of hosts from this village rent their rooms to tourists coming here, and there is also Hotel "Logos" with about 70 beds, fully renovated with all the facilities necessary for the guests.

Maće is a hamlet of the village Katići. It is located to the west of Ivanjica, at the foot of the mountain pod Mučanj, at the altitude of 900 m. The houses which accommodate tourists are rather comfortable , with clean gardens, covered by real plates –agrillishist, which are dug here and easily broken into bigger pieces. The roofs of the houses with metal glow give a special picture, incorporated into the landscape and are a rarity on the territory of Serbia

The village Kušići, located on the 12th km going from Javor towards Ivanjica, is a very interesting site for tourists nowadays, due to its ideal altitude of about 1000 m, pine wood borove šume, concentration of ions and the "rose of winds". Bearing in mind all that has been mentioned above, there is no doubt that Kušići is a suitable place for curing bronchitis and asthma. In this village, rural tourism has been in expansion recently, and accommodation is also available at the Hotel "Javor" which has 100 beds. Besides, this place is also famous for growing the widely known "potato of Ivanjica". The nearby hills, forests and meadows intersected by colourful flowers are lure with its beauty. Vila "Angelina" with its 27 beds of the first category , a wide offer of attractive excursions , home-made food and numerous other facilities, is a challenge for a big number of people who wish to rest in this village. There are also other inhabitants of this village who offer their services to the visitors who come here(accommodation, their produce- cheese salted cream potato and others)

Međurečje is a beautiful settlement built at the place where the rivers Moravica and Nošnica meet, located 10 km upstream from Ivanjica, at the altitude of 530 m above sea level. It existed as far as the Roman times and was called Megiretus. In Međurečje there is a fishpond of Californian trout (which is not active for time being) , Cultural centre, First-aid station, several catering facilities and shops, as well as sports courts. To honour the memory of the concentration camp, which existed here at the end of 1940 and the beginning of 1941, under the bridge on the river Nošnica, there is a commemorative plaque. Clear and fast currents of the rivers Moravica and Nošnica are rich in trout . This village became involved in the rural tourism in 1976. presently , in Međurečje and Kumanica – the village which is on the border with Međurečje , several private houses have accommodation facilities , and "Pension Avramović" arranged its accommodation facilities in such a way to please even the most choosy guests who have decided to rest and enjoy in this village. In process of categorization are some other "etno houses" in these village.



Picture 2: Tourist map of Ivanjica

6. CONCLUSION

Although it had a bad reputation in the distant past and used to be a province in the remotest part of Serbia, Ivanjica is something completely different nowadays. Owing to its position in a valley which is surrounded by the mountains Golija, Javor, Mučanj and Čemernica, favourable climatic conditions, healthy food, preserved natural ambience and numerous cultural-historical facilities, Ivanjica is a very suitable place where thousands of visitors spend their holidays, have entertainment, recuperation and enjoyment. Because of that, for numerous nature lovers this air spa signifies either reminiscences of a pleasant holiday spent in it or reveals wish and a plan to spend the forthcoming holiday in it.

What makes the region of particularly significant is rural. The originators of rural tourism in Serbia are the villages of Ivanjica Maće (near Katići), Lisa and Devići, in the 1970s. Although they were the first ones who got the idea to attract tourists to the beautiful villages of Moravica region, with unpolluted environment, peace, tranquility, freshness of the forests and fragrance of the meadows and orchards in blossom, the people of Moravica region have not managed to utilize their advantages till present time when a lot of people have seen their chance in this business. Nowadays, only some inhabitants of the villages of Devići, Lisa, Katići, Kumanica, Bele Vode, Kušići and Medurečje. The region of Ivanjica has appealing features as a typical tourist area, especially for the tourist clientele coming from big industrial urbanized zones and lowland areas. All kinds of tourism can be found in this territory, from the health-based to rural tourism.

The perspectives of the development of tourism of this region are really great, unless the investments and further expansion of the tourist offer are stopped, as well as improving the quality of services, and particularly when building of infrastructure on Golija is started, in order to make this mountain open for potential investors.

A person who visits Ivanjica once, always returns to it or at least wishes to see it again. And it will always be viewed and experienced in as a different way.

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